

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 1118

April 19, 1938.

HAVANA TREATY HELD UP AS CAIRO MEETING ENDS

A broadening of the short-wave broadcast band was reported to be the major accomplishment of the International Telecommunications Conference just concluded at Cairo, Egypt, as the State Department and the Federal Communications Commission continued this week to hold up the Havana treaty covering allocations of broadcasting facilities on the North American continent.

Senator Wallace White (R.), of Maine, who was Chairman of the American delegation to Cairo, was back at the Capitol this week, but most of the United States delegates, including the technical experts were not due in Washington until the latter part of the month.

Senator White declined to discuss the specific allocations within the short-wave band until the return of the FCC technicians, but Broadcasting magazine reported that it had learned directly from Cairo that the following new channels have been added to the short-wave band:

6000-6200, 9500-9700, 17750-17850 and 21450-21750 kc. Other short-wave broadcast channel groups remain the same as under the Madrid Treaty. The effect of the widening is to make available 50 to 200 kc. space for additional channels in the enlarged bands. These will be available to countries in the regular routine of prior registration at the Berne Bureau of the International Telegraph Union.

European countries, in order to make provision for more local broadcast services, agreed to the use of channels between 1500 and 1560 kc. in some regions while in others the entire band from 1500-1600 kc. will be used on a shared basis with fixed and mobile services.

Agreement was reached at the conference on assignment of frequencies between 25,000 and 58,500 kc. as follows:

25,600-26,600, broadcasting; 26,600-27,500 fixed (U.S. reservation for broadcasting); 27,500-28,000, radio air soundings in Europe, and U. S. radio soundings fixed and mobile; 28,000-30,000, amateurs; above 30,000, regional in Americas - and in Europe; 30,000-32,000, low power stations; 32,000-32,500 maritime beacons; 32,500-40,000 aeronautics; 40,000-40,500, fixed and mobile; 40,500-58,500, television and low power stations.

Senator White said that the Cairo convention will not be ready to make a report to present to the Senate at this session. He expressed interest, however, in the delay in submitting the Havana treaty, which was drawn up last Fall, and in indicated he might try to dislodge the latter from the State Department.

Meanwhile, new rules and regulations drafted by FCC experts as a basis for reallocations are being held up until the Havana treaty is signed as the shake-up in American broadcasting cannot be effected until the treaty is agreed to.

While the State Department is officially silent on the reasons for the delay, it is understood that Chairman Frank R. McNinch is the key man whose word is awaited to release the document.

Rome was selected as the place for the next International Telecommunications Conference. Senator White said that the Cairo conference completed its task of nearly 10 weeks in "good order", greatly improved spectrum allocations, stiffened radio tolerance requirements and provided for inter-continental aviation, especially for Polar, North Atlantic, Pan American and Transpacific flights.

Sailing from Alexandria, Egypt, April 6th on the "Excambion", due in New York April 28th, were Rear Admiral S. C. Hooper, who had been placed in charge when Senator White departed, together with E. K. Jett, FCC Chief Engineer and a delegate, and most of the others who attended the Cairo parley. Left behind to clear up final details of American participation were Francis C. deWolf, of the State Department, a delegate; Lieut. Comdr. E. M. Webster, FCC engineer, and Gerald C. Gross, Chief of the FCC International Section. They were scheduled to leave Alexandria April 16 on the "Exorchorda". Comdr. Joseph R. Redmond, of the Navy, is staying abroad until May 12 on leave.

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PUBLISHERS TO CONSIDER BAN ON RADIO COLUMNS

With radio columns eliminated from the five Los Angeles newspapers last week, it was reported that a similar national policy will be considered by the American Newspaper Publishers' Association in New York April 26-29.

Radio columns were dropped from the five Los Angeles dailies although each paper continues to publish program logs. The decision was reached by publishers not only as a matter of economy but because they feel readers have little interest in the chatter items, according to Editor and Publisher. Under the new arrangement the log is supplied all papers by an outside agency with papers paying their pro rata share of the expense. Papers involved are the Times, Examiner, Herald and Express, Daily News and Evening News.

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BASEBALL BROADCASTS BECOME BIG-TIME BUSINESS

With the opening of the big league baseball season this week, the radio spotlight was thrown on the growth of baseball broadcasts within the last few years to a big-time business in which sponsors will spend more than \$1,500,000.

Fans who depend upon their radios to follow the great American game, however, will have to take their amusement along with frequent announcements on "Wheaties", gasoline, automobile tires, soap and a variety of other products.

All told more than 100 broadcasting stations will carry the big league baseball games to arm-chair fans, while scores of smaller stations will broadcast contests in the minor leagues.

So large has the business of baseball broadcasting become that a conference was held last week in Chicago of more than 100 baseball announcers along with representatives of organized baseball and the five major sponsors.

General Mills, of Minneapolis, pioneer in promoting baseball broadcasting on a national scale, plans to spend more than a million dollars alone on radio coverage of the big league diamonds this season. It has lined up 75 stations to carry the broadcasts. In a number of cities, however, it will share sponsorship with other advertisers.

Socony-Vacuum Oil Co., New York, has doubled its appropriation this year for baseball sponsorship. It will share credit with General Mills on 26 stations and broadcast along on 19 others this season.

B. F. Goodrich Rubber Co., Akron, O., will share sponsorship with General Mills on 20 stations, while Proctor & Gamble, Cincinnati, will enter the business for this first time this season with joint sponsorship with General Mills in two cities.

Other advertisers that will join with General Mills in scattered broadcasts are: Atlantic Refining Co., Philadelphia; Coca Cola Distributing Co., Dallas; Standard Oil Company of Kentucky, and William Simmons Brewing Co., Buffalo, N. Y.

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Greece has made its entry into the world of broadcasting, and now transmits daily on a wavelength of 499.2 m. from the 15 KW station in Athens. This station, which is to serve temporarily, pending the erection of a permanent 100 KW transmitter, was inaugurated on the occasion of the National Holiday on March 25th, when King George of Greece broadcast an address to the nation.

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FLORIDA MAKES BID FOR PAN AMERICAN STATION

While Congress appears in no hurry to authorize construction of a Government-owned Pan American short-wave station, individual members are using the proposal as a means of promoting their own districts.

Representative Green (D.), of Florida, this week introduced a bill in the House to establish the station in Florida. His proposal obviously was inspired by the move in the Senate to have the station built in California.

Although the House Naval Affairs Committee shows little indication of holding a hearing on the Celler Bill to establish a Pan American station in Washington in accordance with the original agreement at Montevideo, Senators McAdoo (D.), of California, and Chavez (D.), of New Mexico, have been promised a hearing by the Senate Naval Affairs Committee sometime in May.

Senator Bone (D.), of Washington, has been named Chairman of a sub-committee to conduct the Senate inquiry.

The reorganized National Association of Broadcasters meanwhile is preparing to oppose the bill and similar proposals on the ground that it would be the first step toward government operation of broadcasting stations in this country.

John J. Kennedy, of Charlestown, W. Va., is Chairman of the NAB Legislative Committee.

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OHIO U. OFFERS TEN RADIO COURSES

Ohio State University, Columbus, O., is offering ten courses in radio, six departments cooperating under the direction of a radio education committee appointed by President George W. Rightmire. The departments of Business Organization, Education, Electrical Engineering, Journalism, Music and Speech give courses for students interested in instruction for broadcasting service.

Included among the courses are the following typical ones: radio advertising, radio in education, radio management and program direction, radio broadcasting problems, advanced theoretical study of electrical engineering practice and equipment; writing for the radio, music in radio broadcasting, and radio speaking.

Students in many of these classes aid in producing programs which are broadcast from WOSU, the University radio station.

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FCC CHIEF ENGINEER'S DUTIES ARE INCREASED

Relieving itself of further minor details of administration, the Federal Communications Commission has increased the duties and authority of its Chief Engineer in technical matters associated with station operations.

An amendment to Order 28, paragraph 2, broadens the powers of the Chief Engineer to cover the following:

- "(r) Extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission.
- "(s) Changes in equipment necessary to comply with technical requirements specified in authorizations, orders, rules or releases (except formal applications).
- "(t) Representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications).
- "(u) Operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location."

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ANGELL HEADS SPEAKERS OF RADIO INSTITUTE

Dr. James R. Angell, educational counselor for the National Broadcasting Company, will be the dinner speaker at Ohio State University's ninth annual Institute for Education by Radio, May 2-4, in Columbus, Ohio. Dr. Angell, former President of Yale University, will talk on "The Puzzling Perplexity That Is Radio", the night of May 3rd.

The institute will bring together broadcasters and educators for discussion of mutual problems in the techniques of education by radio. Dr. W. W. Charters and I. Keith Tyler, both of Ohio State's Bureau of Educational Research, are Director and Secretary, respectively, of the Institute.

A major part of the three-day program will be devoted to work study groups, with the following subjects and leaders:

Agricultural broadcasts - Wallace Kadderly, Acting Chief of Radio Service, U. S. Department of Agriculture.

School broadcasts - Paul T. Rankin, Supervising Director of Research and Informational Service, Detroit Public Schools.

Radio courses in universities - Cline M. Koon, New York City.

Research in radio education - Frank N. Stanton, Manager of Market Research Division, Columbia Broadcasting System.

Technical radio developments - J. H. Dellinger, Chief of Radio Section, U. S. Bureau of Standards.

Broadcasts for general education - Sterling Fisher, Director of Radio Talks and Education, Columbia Broadcasting System.

These work-study groups will be held on the afternoons of both May 2 and 3.

At the opening morning session of May 2, Professor Boyd H. Bode, Ohio State University, will discuss "A Fundamental Need of General Education". A panel discussion, "How Radio Can Serve This Need", will follow, with these participants:

E. M. Kirby, Educational Director, Station WSM, Nashville; Harold B. McCarty, Program Director, Station WHA, University of Wisconsin; Allen Miller, Director, University Broadcasting Council, Chicago; Julius F. Seebach, Jr., Program Director, Mutual Broadcasting System; Judith Waller, Educational Director, Central Division, National Broadcasting Company; Byron B. Williams, Program Director, Station WOSU, Ohio State University.

Four sections on special problems are planned the evening of May 2nd. One will be a closed meeting of the National Association of Educational Broadcasters, President Carl Menzer presiding. Other conferences that evening with their leaders are: "Educational Broadcasts by Commercial Stations", Judith Waller, NBC; "Educational Broadcasts by Adult Organizations", Ned H. Dearborn, Dean, Division of General Education, New York University; "Utilization of School Broadcasts", Paul Reed, Supervisor of Visual and Radio Education, Rochester Public Schools.

Following Dr. Angell's address at the dinner meeting May 3rd, the following round table discussions will be conducted:

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"Listener Participation", Joseph Ries, Educational Director, Station WLW, Cincinnati.

"Dramatic Programs", Philip Cohen, New York University Workshop.

"Music Programs", Ernest La Prade, Director of Music Research, National Broadcasting Company.

"Science Programs", Harry A. Carpenter, Specialist in Science, Rochester Public Schools.

"Discussion Programs", Alice Keliher, Chairman of Commission on Human Relations, Progressive Education Association.

"Handling Controversial Issues", Frederic A. Willis, Assistant to the President, Columbia Broadcasting System.

"Training and Selection of College Faculty Members for Broadcasting", Robert J. Coleman, Program Director, Station WKAR, Michigan State College.

"The Radio Workshop", B. H. Darrow, Educational Director, Station WBEN, Buffalo.

Franklin Dunham, Educational Director for the National Broadcasting Company will lead the morning session May 4th, devoted to "Planning for the Listener". An international contribution will come in the talk on "Planning Broadcasts for Women in Great Britain", by Elise Sprott, British Broadcasting Corporation. Other talks that morning: "Planning International Broadcasts", Cesar Saerchinger, National Broadcasting Company, and "Informing the Listener", Robert Stephan, Radio Editor, Cleveland Plain Dealer.

H. V. Kaltenborn, news commentator for the Columbia Broadcasting System, will preside at the closing session the afternoon of May 4th, devoted to a demonstration and discussion of awards for the Institute's second exhibition of recordings of educational radio programs.

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 ::: TRADE NOTES :::
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The Federal Communications Commission this week scheduled an informal conference for April 21st between its Engineer and Law Departments and a Committee of ship owners with reference to paragraph 12 (c) of the ship safety rules.

An address on "Radio for Newspapers" and a "clinical discussion" of radio are on the program of the National Newspaper Promotion Association April 24-28 at the Waldorf-Astoria Hotel in New York City.

R.C.A. Communications, Inc. this week reported a February gross income of \$362,031 as compared with \$410,862 in the corresponding month of 1937. The comparative net incomes are \$14,484 and \$88,873.

The contract of International News Service was upheld in Los Angeles Superior Court in a decision handed down last week by Judge Thomas C. Gould in a suit against Radio Station KMTR, Beverly Hills, Cal. INS instituted the suit to recover on an alleged breach of contract and sought \$1,260 as the balance due for service rendered and also the sum of \$2,361.86 in damages. Judge Gould ordered a judgment entered against the radio station for both amounts in full.

David Sarnoff, President of the Radio Corporation of America, will head a distinguished list of speakers who will discuss the general subject of "Democracy and American Ideals" over the NBC-Blue Network on Thursday, April 28, from 1:00 to 2:00 P.M., EST. The RCA President has chosen as his subject, "The American System of Broadcasting".

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CUT-RATE SALES OF RADIOS IN N.Y. ARE UPHELD

Paving the way for a continuation of the price war in radio set sales in New York, the State Supreme Court refused an application for an injunction to restrain dealers from selling radios at cut rates in violation of the Feld-Crawford Fair Trade Act.

Justice Mortimer B. Patterson ruled that the State law had collapsed and that retail dealers no longer have to sell radio equipment at the prices fixed by the manufacturers.

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The Court denied an application by Ray Kline and Jack Cooper, independent retailers, for a temporary injunction to restrain the Davega City Radio Corporation and the Vim Radio and Sporting Goods Stores Corporation from selling at cut prices in their White Plains branches. Violation of the State act and of contractual agreements were alleged.

"Efforts to enforce the Feld-Crawford Act, as applied to the sale of radios, has failed utterly and the industry is in a wholly chaotic and demoralized condition", the Justice wrote. "Observance of the (price) contracts seems to be the rare exception. There are many causes for this.

"The manufacturers or distributors themselves are largely to blame, notwithstanding that the primary aim of the law was to protect the good-will of the producers; the general economic conditions; the depressed market for radios and the advent of new models, rendering the old and out-moded unmarketable at anywhere near the prices as fixed have all contributed to this condition.

"The very contracts upon which the plaintiffs predicate this action permit discounts from list prices under the guise of so-called trade-in allowances. This opens the door wide to the greatest abuses and has resulted in a condition where the law is of little, if any, value for the protection of the retailer.

"Then, too, the manufacturer has contributed to the present condition by greatly reducing the cost price to the retailer without in turn reducing the price for which the retailer can sell. Manufacturers have made reductions up to 30 percent in the wholesale price of radios to dealers, but did not take the trouble to reduce the fictitious retail prices prescribed by their contracts."

Remarking that the plaintiffs also had sold at out prices and were in court with "unclean hands", Justice Patterson continued:

"It would seem that the collapse of the retail radio price structure and the general disregard of all list prices since the promulgation of the contracts in question has made selling at competitive levels an economic necessity.

"Were the injunction granted, it could afford no appreciable relief to the plaintiffs, as it would mean merely the elimination of a couple of competitors in a field in which it is represented there are 5,000 radio dealers who are competing with the plaintiffs and defendants."

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THEME SONG WRITTEN FOR WMCA DEDICATION

The schedule of evening ceremonies for the three-day dedication of the new studios of WMCA, New York, to be given Thursday, Friday, and Saturday of this week, includes a theme song entitled "At The Top of the Dial", written especially for the occasion by Nat Brusiloff. The complete program covers a two-hour period on each of the three nights.

Greetings by Donald Flamm, President of WMCA, at 9:40 P.M., EST, Thursday, will be followed by an address by Postmaster General James A. Farley.

Among other speakers on the program during the three-day dedicatory ceremonies are: John J. Bennett, New York Attorney General; Governor George H. Earle, from Philadelphia; David Sarnoff, President of the Radio Corporation of America; Alfred J. McCosker, President of WOR; Thad H. Brown, Federal Communications Commissioner; James J. Walker, former Mayor of New York; Representative Bruce Barton (R.), of New York; Harold G. Hoffman, former Governor of New Jersey; Senator Royal S. Copeland (D.), of New York; and Grover Whalen, of New York.

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MARCH RADIO SALES BELOW LAST YEAR

Reports from dealers on sales of radio sets during March show that 18 percent fewer units were sold in the country at large than during the same period of 1937, according to Radio Retailing, monthly business barometer, which stands at 82, compared with a year ago taken as 100. In many cities, however, particularly those of smaller size, dealers were able to produce increases in both unit and dollar sales by staging special sales or taking advantage of special offerings from manufacturers.

Reports from the Far Western and Southern States, although incomplete, indicate that sales there were well above the national average, and in some districts above the March, 1937, unit sales. Similarly, reports from Pennsylvania, Iowa, the New England States, compared in many cases favorably with last year.

Declines were larges in industrial towns and cities or in districts where Government spending has been stopped or drastically reduced. In suburban areas affected by big-city bargain sales, dealers appear divided into two classes: the ones who cleared their stocks through bargain sales and the ones who sat tight. Inventories are lower than a year ago, with fewer sets in dealer stocks for the country at large.

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NBC SETS REGULAR TELEVISION SCHEDULE

The first public announcement of a schedule of RCA high definition television broadcasts for the New York City area was made this week when the Radio Corporation of America and the National Broadcasting Company revealed plans for a four-week period of experimental transmissions from Station W2XBS in the Empire State tower. The schedule of five full hour broadcasts a week will begin April 19.

In resuming field tests after being off the air for several months, NBC will radiate two series of broadcasts, one to be given at an afternoon hour and the other during the evening. Living talent shows and selected films are to be broadcast from the NBC studios in Radio City on Tuesday and Thursday evenings between eight o'clock and nine o'clock. The live entertainment will include dramatic productions adapted for television, a variety of educational features and at least one musical show. News reels and educational films also will be used in this series. These television programs, although strictly experimental, will be broadcast under conditions as near as possible to those governing a regular public service.

Afternoon broadcasts, on Tuesdays, Wednesdays and Thursdays beginning at three o'clock, will consist entirely of intricate test charts and still pictures. Of no entertainment value but of great assistance in judging quality of transmitted pictures and testing performance of receivers, these images are to be put on the air for the sole benefit of television experimenters.

The announced series of television broadcasts is primarily for the use of NBC and RCA officials and engineers with receivers in their homes. Amateurs in the Metropolitan area, however, who are building, or have built, receivers will also be able to look in on the telecasts and judge the success of their efforts.

A triple purpose is to be served by the forthcoming television broadcasts. The W2XBS transmitter has been off the air for several months during a period of extensive engineering redesign. Several important changes have been made in the system of transmission and the twenty hours on the air will give RCA and NBC engineers a chance to observe the results of their work.

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MAGNETIC STORM SLIGHT, RADIO MEN SAY

The magnetic storm which began early Friday was viewed by New York radio men not as a major disturbance but one of ordinary proportions, contrary to reports that the storm was one of the most severe of the twentieth century, according to the New York Times. Representatives of the Radiomarine Corporation, Western Union and American Telephone and Telegraph Company said that traffic between America and Europe, and over the land wires of the country, went on much as usual. The transoceanic radio men revealed that the storm had caused a few shifts in short-wave lengths, away from channels that were most disturbed to ones less affected, but traffic was not tied up.

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