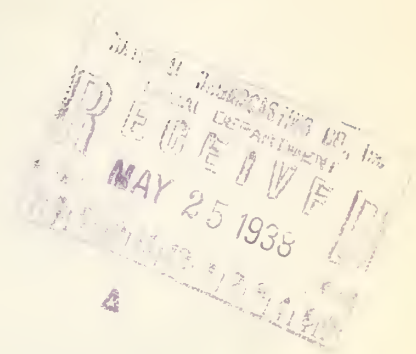


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



Handwritten: 2-8
fall

INDEX TO ISSUE OF MAY 24, 1938

Havana Treaty Delay Seen; Congress Cool To Probe.....	2
RMA Seeks To Protect 455 Kc.....	3
Two Station Sales Approved By Examiners.....	3
"Anti-Radio Monopoly" Organization Formed.....	4
Hearst Radio Loses To Baton Rouge On Power.....	4
RMA Completes Program For June Convention.....	5
Navy To Test Signals For Distance.....	5
Italy To Construct New Short-Wave Broadcasting Station.....	6
Bill Proposed That FCC Fix Copyright Charges.....	6
Radical Change In Radios Urged By McDonald.....	7
BBC Engineer Explains Cairo Conference Accord.....	8
Maverick Urges Radio As Medium Of Good Will.....	9
Trade Notes.....	10
Hearing On G.E. Television Request This Week.....	11

No. 1128

Handwritten: y W mp

May 24, 1938.

HAVANA TREATY DELAY SEEN; CONGRESS COOL TO PROBE

With Congress apparently getting into the home stretch this week, indications are that it will adjourn with most of the pending radio legislation left high and dry.

Although the State Department finally transmitted the Havana Radio Treaty to the Senate for ratification, a clerk of the Committee said no action is anticipated this session.

"It's very secretive", he added. "We're not even supposed to know it's here."

While there still appeared a slight chance that the Senate might approve the White resolution for a radio inquiry, the opposition of the administration and the lack of enthusiasm even on the part of the promoters of the probe pointed to its death with the session.

The House Rules Committee, on the other side of the Capitol, meanwhile appeared to be following its customary policy of killing undesired legislation by inaction.

Although Chairman O'Connor promised additional hearings on the half-dozen resolutions before it, prospects that any of them will be reported out this session appeared remote. Even if the Rules Committee were to report out a resolution for an investigation, the legislation would have to clear the Committee on Accounts, where the Chairman, Representative Warren (D.), of North Carolina, is represented as opposed to a probe.

Hearings were continuing this week on the McAdoo-Chavez Bill to establish a Pan American Government-owned short-wave station in California, but there is scant possibility that it will even pass the Senate and it is sure to encounter stiff opposition and defeat in the House.

Meanwhile the Federal Communications Commission is preparing for its hearing on super-power and new rules and regulations to begin June 6th.

A meeting of the super-power group of stations was held this week to map a program of assault on the FCC rule which restricts regular power to 50 KW., but no publicity was issued.

X X X X X X X X

5/24/38

RMA SEEKS TO PROTECT 455 KC.

Measures to maintain the present 455 kc. intermediate frequency for radio receivers, involved in the recent North American Treaty negotiated at Havana, have been taken by the Radio Manufacturers' Association. Resolutions have been sent to the Federal Communications Commission by the RMA requesting that the 455 kc. intermediate frequency be retained and that changes be made regarding the 900 kc. and 910 kc. frequencies. There will be problems for radio manufacturers if the second harmonic interferes with the 455 kc. intermediate frequency, and the RMA is asking that no stations be allocated on the 910 kc. frequency, as proposed in the assignment of this frequency to the United States for broadcast purposes.

The RMA also recommended that the 900 kc. frequency be assigned to the United States and Mexico be given the 910 frequency, but if changes cannot be made in the treaty to accomplish this, it is the recommendation of RMA that the FCC make no allocations on the 910 kc. channel.

The Commission has advised RMA that all possible consideration will be given to the Association's recommendations, following a recent personal conference of an RMA committee with the FCC engineering staff.

X X X X X X X X

TWO STATION SALES APPROVED BY EXAMINERS

Transfer of radio station licenses, one to a newspaper chain publisher, was recommended for approval this week to the Federal Communications Commission by its Examiners.

Examiner Robert L. Irwin sanctioned the sale of Station KHUB, Watsonville, Cal., to John P. Scripps, controlling stockholder of the John P. Scripps Newspaper Company. The facilities are 1310 kc., 250 watts, daytime. The purchase price is \$35,000.

Approval of the sale of Station WKBZ to the Ashbacker Radio Corporation by a member of the Ashbacker family in a move to separate radio interests from other holdings was recommended by Examiner R. H. Hyde.

X X X X X X X X

5/24/38

"ANTI-RADIO MONOPOLY" ORGANIZATION FORMED

"The American Radio Audience" has established headquarters in New York City. One of the Directors is James P. Kiernan, former member of the Code Authority for the Broadcasting Industry.

The purpose of the organization, according to a press release:

"To combat this radio monopoly, to eliminate from the air all propaganda programs that constitute a threat to American ideals and democracy, and to curb all obnoxious, indecent and profane broadcasts, especially the broadcasts of the type recently alleged by the President of the Women's National Radio Committee as best adapted for 'imbeciles and backward children.'

"The organization also proposed to work in legitimate and lawful ways so that all organizations of a social, economic, agricultural, educational and religious nature shall have proper and adequate facilities in radio allocated to them; to place the non-commercial use of American radio facilities on the same basis as their commercial use by conducting campaigns of education by literature, lectures and broadcasts.

"Moreover, it is proposed to expose the existing evils in radio, the inconceivable tactics used by the radio trust, to control this last and possibly the most valuable of all public resources, the only direct and instantaneous means of communicating with 30,000,000 American homes."

X X X X X X X X

HEARST RADIO LOSES TO BATON ROUGE ON POWER

Hearst Radio's WISN, Milwaukee, lost the first round of its fight with Station WJBO, Baton Rouge, La., for an increase in power to 1 KW. on 1120 kc. this week.

Examiner Melvin H. Dalberg recommended that WISN's application for a modification of license be denied and that the request of the Baton Rouge Broadcasting Co. be granted. Denial of an increase in power for WAPO, Chattanooga, which also operates on 1120 kc. was recommended also.

X X X X X X X X

5/24/38

RMA COMPLETES PROGRAM FOR JUNE CONVENTION

A program for the National Convention of the Radio Manufacturers' Association in Chicago, June 7-11, was announced this week by Bond Geddes, Executive Vice-President. The convention will be held in conjunction with the National Radio Parts Trade Show at the Stevens Hotel.

Among the speakers on the program are Thad Brown, member of the Federal Communications Commission; John W. Van Allen, RMA general counsel; and Leslie F. Muter, RMA president.

A golf tournament and an "RMA Cabaret" and dinner are on the entertainment schedule.

X X X X X X X X

NAVY TO TEST SIGNALS FOR DISTANCE

The Navy Department in Washington states that the Naval Research Laboratory will make test radio transmissions of ultra-high frequencies during the periods June 3 to June 18 and July 23 to Aug. 6.

The Department is interested in the distance at which these transmissions may be heard and is requesting that persons observing the tests notify the laboratory by mail or otherwise. Reports of failure to hear these transmissions are desired by the Laboratory as well as reports of hearing them.

The test transmissions will be made on the ultra-high frequencies of 94.6 megacycles, 150 megacycles and 275 megacycles. The transmissions will be limited to the first and third fifteen minutes of each hour from 8 A.M. to 4:30 P.M. from Mondays to Fridays, inclusive, during both periods, but will be continuous at other times between the dates given.

X X X X X X X X

A new radio station for Gastonia, N.C., was recommended this week to the Federal Communications Commission by Examiner P. W. Seward, reporting favorably on an application of F. C. Todd. The requested facilities are 1420 kc., 100-250 watts power, unlimited time.

X X X X X X X X

5/24/38

ITALY TO CONSTRUCT NEW SHORT-WAVE BROADCASTING STATION

A project for the establishment of a new short-wave station in Rome was recently approved by the Italian Council of Ministers, according to a report to the Department of Commerce from the office of the American Commercial Attache at Rome.

The newly approved plan consists in the improvement of the power of the two existing transmitting stations in Rome which will be increased from 25 KW, to 40 KW. In addition, two new 100 KW. broadcasting lines will be set up, which will in practise constitute four lines due to the fact that these two lines will operate on separate waves which are rapidly commutable, separately modulated and each transmit a different program. These transmitters are known as the Pluri-wave type and are capable of placing any wave on the scale of 14-16 meters.

The new short-wave station will enable the listener to choose the clearest wave and will insure good reception of the program. In addition, a new cable will be laid, connecting the studio in Rome with the short-wave station which will be located some distance from that point. This cable, which will be of high phonetic quality, will allow the contemporary broadcasting of five different programs, it is claimed.

The new station is designed to improve the present technical organization of the existing Italian system, and to enlarge the broadcasting facilities to the colonies as well as throughout the world, according to the report.

X X X X X X X X X X X

BILL PROPOSED FCC FIX COPYRIGHT CHARGES

The Federal Communications Commission would be given power to determine charges for the use of copyrighted music under a bill introduced in the House last week by Representative Moser (D.), of Pennsylvania.

The bill has been referred to the House Patents Committee, but no action is expected this session.

X X X X X X X X

RADICAL CHANGE IN RADIOS URGED BY McDONALD

Taking a cue from the automobile manufacturers, who are reported to be designing a 1939 model that will make present autos obsolete, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, has proposed a radical revision of radio receiving sets to the industry.

Following a statement at a recent meeting of the Directors of the Radio Manufacturers' Association, Commander McDonald amplified his view for Radio Today, as follows:

"The manufacturers of ladies' hats, coats, suits and dresses would do only a fraction of the business they now do if it were not for the fact that they consistently and continually change the style. This applies also to the manufacturers of furniture, lighting fixtures and automobiles.

"The automobile people have done an excellent job of styling bodies, fenders, general outlines - streamlining, if you please. They thereby put an obvious imprint on the current line they are producing, automatically obsoleting all earlier models. In my opinion more people buy new automobiles because their old car looks out-of-date than because of the fact that it is worn out.

"Now let's stand in front of the mirror and watch our own industry go by. What have we, the radio manufacturers, done in styling to put the obvious imprint of age on the older models? Very little. The last major change was when we took the legs off consoles and put them down to the floor. It is true we have introduced short-wave, electric tuning and automatic tuning, but these are not obvious style changes.

"There is a style change that the radio industry can make - a style change that not only is obvious from appearance but has real utility value. And few style changes have this added utility feature.

"A good illustration of change in style which also added utility value was the change from the old type of high, big front-wheel bicycle that had the little wheel trailing behind, to our present-day bicycle which, when the style change came, they called the safety bicycle.

"In my opinion the wall type of console radio is a monstrosity that should never have existed. It was originally copied from the old type of phonograph and we, the radio manufacturers, have persisted in producing it year after year. The radio never belonged against a wall - it belongs alongside a chair.

"Automatic tuning has double the value in an arm-chair model. Why? With a wall type of radio, even though it is automatic, if you are reading you must stop and lay down your book, walk to the wall and touch the button. With an arm-chair type of radio you continue your reading - it is unnecessary to take your eyes off the book. You simply reach out - you know where the buttons are - press the button, there is your change of station. So I say that this change has not only style value but utility value. I have found no one who has ever owned an arm-chair type of radio who will go back to a wall type of console.

"Pride of possession is a great factor, and with the whole industry behind this movement, I predict that within two years one will often hear this expression: 'Oh! You have one of the old-fashioned wall type of radio.'

"Let's take a page out of the automobile manufacturer's book, follow his example, and do styling that will obsolete early models."

X X X X X X X

BBC ENGINEER EXPLAINS CAIRO CONFERENCE ACCORD

Sir Noel Ashbridge, Chief Engineer of the British Broadcasting Corporation, in a summary of the results of the Cairo Radio Conference recently made the following statement with regard to the accord:

"In the long-wave broadcasting band - which is mainly of interest to Europe - no change has been made. We next come to the medium waveband. At present it extends from 545 to 200 m., but the Cairo Conference extended it down to 192 m. for Europe, and down to 187 m. for America and the rest of the world. Then comes what is known as the intermediate waveband - that is, those wavelengths lying between 200 m. and 50 m. For the first time provision is made for broadcasting in a band between 2.3 and 2.5 megacycles (about 125 metres). Then there is a second band from 3.3 to 3.5 mc/s (about 87 m.), and a third band between 4.77 and 4.9 mc/s (about 62 m.). These new bands, however, are reserved for broadcasting in countries lying in tropical or semi-tropical regions. In such countries a high noise level, owing to atmospheric, very often prevents the successful use of the ordinary medium waveband, and the new bands have been provided for the benefit of relatively local services in those countries. There are some rather complicated restrictions with regard to their use in various parts of the world. For instance, the band from 3.3 to 3.5 mc/s is not available for use in Central and South America. In other parts of the world their use is restricted in general to countries which lie within 30° north and south of the Equator.

"To come now to the short wave - i.e., waves below 50 metres; the 49-m. band, which was 150 kilocycles wide, has been increased to 200 kc. and the new allocation is from 6.0 to 6.2 mc/s. A new band, 100 kc. wide, between 7.2 and 7.3 mc/s, has been created by allowing broadcasting to share with amateurs, except in the American continent. This will be in the neighborhood of 41 m. Then the 31-m. band, which was originally 100 kc. wide has now been extended to 200 kc., the new figures being 9.5 to 9.7 mc/s.

"No change has been made to the 25-m. band or the 19-m band. The 17-m. band, however, has been extended, making it 100 kc. wide, instead of 50, the new limits being 17.75 to 17.85 mc/s. The 14-m. band has been extended from 100 to 300 kcs., the new band running from 21.45 to 21.75 mc/s.

"The Cairo Conference regulations in general will come into force in January, 1939, but the clause dealing with the changes in the allocation of wavebands will not be applied until September 1 of that year. There will, therefore, be no immediate changes in the short wavebands, but, of course, due warning will be given to listeners if any of the changes affect the frequency channels used by Daventry.

"The Cairo Conference did not decide definitely whether or not a plan of wavelength channels for individual short-wave stations should be attempted. This would mean, of course, another world conference. The Conference, however, requested the International Broadcasting Union to collect the fullest possible data available on the subject, which will be submitted to all countries for their consideration. If, later on, the majority are in favor of holding a world conference with this object - that is, allocating short-wave channels to individual broadcasting stations - it is possible that such a conference will be held."

X X X X X X X X X X

MAVERICK URGES RADIO AS MEDIUM OF GOOD WILL

A new angle on the international broadcasting station proposals, which appear to have been blocked in the present Congress, has been taken by Representative Maverick (D.), of Texas, in a joint resolution to establish an Institute of Friendly American Relations within the State Department.

The resolution proposes to use radio as set forth in the following:

"To print, publish, and distribute, and to disseminate by radio broadcast in the language suitable to the purpose, within the United States and in other American republics, appropriate matter dealing with the history and customs, and with the scientific, artistic, and cultural achievements; business data and economic information relating to the signatories of the Convention for the Promotion of Inter-American Cultural Relations."

X X X X X X X X X X

5/24/38

::: _____ :::
::: TRADE NOTES :::
::: _____ :::

Internal Revenue Bureau collections of the Federal 5 percent excise tax on radio and phonograph apparatus in April, 1938, were \$231,055.49, a decrease of 30 percent from the April, 1937, collections of \$331,618.50.

Neel Enslen, radio announcer employed by the National Broadcasting Company, was found dead Sunday in the kitchen of his New York home. Five jets of a gas stove in the kitchen had been opened the police said and they listed the case as suicide.

The new RCA Victor radio tube, bearing the picture of Nipper, the Victor dog, will be promoted nationally by an advertising campaign in newspapers and magazines, it was announced last week at the convention of the Company's wholesalers in Atlantic City. It was also announced that a nation-wide contest among radio tube dealers will be held, with prizes for the fifty most accurate answers to the question, "How much money has been spent to advertise the name RCA Victor in the last ten years?"

Charles W. Horn, Director of Research and Development for the National Broadcasting Company has been elected President of the New York Electrical Society. Other officers elected included R. W. King, Assistant to Dr. Frank B. Jewett, President of the Bell Telephone Laboratories, First Vice-President, and George F. Fowler, member of the technical staff of the Bell Telephone Laboratories, Treasurer.

An export guide, a glossary of electrical and radio terms and instructions to exporters, has been compiled by the Electrical and Radio Division of the U. S. Bureau of Foreign and Domestic Commerce. It lists and classifies radio and electrical apparatus and there is other data of interest to export managers. Copies may be obtained by application to the Electrical and Radio Division at Washington.

5/24/38

The Chicago Evening American discontinued its radio news column, written by Esther Schultz, who has been transferred to the local news staff. The American continues to print radio programs, including a special selection of popular programs. The Chicago Daily News dropped its radio news column two months ago.

The executive heads of many of the greatest cities of the world, Mayor LaGuardia among them, took part in a recorded broadcast Sunday night over the Municipal Broadcasting station of Buenos Aires in honor of the station's opening.

William H. Grimditch, who has been in charge of the Engineering Department, has been made Vice-President in Charge of Engineering, and a member of the Board of Directors of the Philco Radio and Television Corporation. Thomas A. Kennally, Sales Manager of the organization, also has been chosen a member of the Board.

X X X X X X X X X X

HEARING ON G.E. TELEVISION REQUEST THIS WEEK

General Electric's four applications for television stations will be considered this week, beginning Thursday, by an Examiner of the Federal Communications Commission.

Among other participants in the hearing are the Columbia Broadcasting System and the Allen B. DuMont Laboratories, Inc., of Upper Montclair, N. J.

X X X X X X X X X X