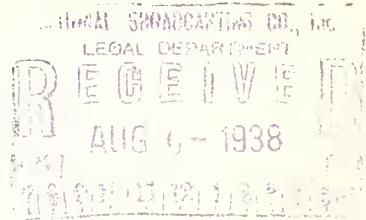


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No. 1147

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U.S. STILL AHEAD IN WORLD'S RADIO LISTENERS

Despite rapid strides forward in the radio population of European countries, the United States still holds a commanding lead and possesses almost a third of the receivers of the world, according to Arthur R. Burrows, Director of the International Broadcasting Office at Geneva.

"The world's potential listeners at this moment number at least 350,000,000", he writes in World-Radio, BBC journal. This is a conservative estimate, for the figures received by the International Broadcasting Office at Geneva show that, at the beginning of the present year, the number of receiving sets in use throughout the world was certainly not less than eighty-seven-and-a-quarter millions, and each set is available, on an average, to four persons. Of this number of sets about 31,200,000 existed in Europe (Russia apart), and over 56,000,000 in the rest of the world (Russia included).

"The production of exact statistics relative to wireless audiences is not yet possible, and may not be so for a number of years. There are still several countries where, through the absence of a registration system, only guesses can be made as to the number of receiving sets in use. These estimates get nearer to the truth year by year, by reason of the aid given by production and importation figures; yet it must be some time before one can mention a world figure with complete assurance.

"World-Radio published some weeks ago figures which showed that Germany, at the end of last year, headed the European countries in the matter of the total number of listeners (9,087,454); and that Denmark continued to lead in the proportion of listeners to the total population. A new chart published by the Geneva Office of the I.B.U. within the last few days indicates the position of affairs at the end of 1937 in all countries for which figures are available. This chart shows that the U.S.A. maintains an easy lead in the total number of receiving sets (approximately 26,400,000), but beats Denmark by no great margin in the matter of the proportion of sets to population. The former has 204.33 receivers to each 1,000 persons and the latter 189.96 to each 1,000.

"Great Britain takes third place for 'density' of receiving sets (having 183.58 to each 1,000), and New Zealand fourth place, with 174.19 per thousand. Then follows Sweden, with 170.55; and the Commonwealth of Australia, with 147.32. Germany held fifth place in this group at the beginning of the year, but

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she has made such progress in the first six months of the present year that it will not be at all surprising if she does not go higher when the next chart is prepared.

"Coming now to actual increases in listeners in countries overseas, the United States of America added about sixteen-and-a-half millions last year, the number of receiving sets rising by over 4,150,000. This figure does not take into account the number of wireless sets installed in motor-cars, which is now in excess of five millions. The percentage total increase was about 8.1. This figure, however, does not compare with the growth during 1937 in Australia and New Zealand, possibly because 'saturation point' is nearer at hand in the United States of America, and undoubtedly because the general economic conditions are better at the moment in the Antipodes. The Commonwealth increased its number of listeners from 887,015 to 1,008,595 (which was a gain of 10.2 percent), and New Zealand from 231,364 to 279,054 (which was a gain of over 19 percent). On the other hand, Canada, which at the end of March, 1937, had 1,380,500 licensed receivers, stepped backwards, and was able to count only 1,103,768 receivers at the end of March this year. It is probable that this decline has been due to the campaign conducted a few months ago against certain increases in the license fees. It is difficult to believe that it is more than temporary.

"Amongst the overseas countries possessing a licensing system and a considerable number of listeners Japan figures prominently, as usual. In that country, despite the strain of war, the number of licensed homes rose during 1937 from 2,870,986 to 3,402,489 (which represents an increase of over 18 percent). China, Japan's adversary, reports an increase during the same period of about 10 percent, the returns showing a rise from 500,000 to 600,000. It is evident, however, owing to the fact that Eastern China is one vast battlefield, that the Chinese figures are but approximate ones.

"Passing over for the moment to other countries which have no license system, but an undoubted considerable number of receiving sets, the figures of the South American republics are worthy of examination. The Argentine claims to have increased its receiving sets during the last year from 950,000 to 1,095,000, a figure which is unlikely to be disputed in view of the very general interest now being displayed in broadcasting in that country. Brazil claims half a million receiving sets, and Venezuela an increase during 1937 from 17,810 to 85,000. I have a feeling that in the latter case the figure at the beginning of 1937 should have been 71,810 not 17,810. Unhappily, no returns have been received from Chile, Peru, or Uruguay.

"Turning to the growth of listeners in British Dominions, Colonies, and Mandated Territories not so far mentioned, and taking these figures in a diminishing order, according to the percentage of sets in relation to the population, one finds that Rhodesia (Southern and Northern) raised the number of homes equipped with receivers from 5,920 to 7,805, being a gain of over 30 percent. Kenya Colony, which has its own broadcasting station, despite a widely-dispersed radio audience, increased its 'wirelessly' equipped homes from 2,194 to 2,832, in other words by 29 percent. The Union of South Africa increased its number of licensed receivers from 160,000 to 180,227 - actually an increase of over 12 percent, - but, owing to new census figures, the ratio of listening sets to population appears to have decreased. This is of quite secondary importance.

"Newfoundland, the oldest colony in the British Empire, raised its 'wirelessly' equipped homes from 9,000 to 10,000 (an increase of over 11 percent); Palestine leapt ahead from 20,388 to 28,515 (a gain of over 39 percent). British Honduras more than doubled its number (202 to 485); and Hong Kong finished the year with 8,539, as against 6,868 in the previous year. Ceylon claims a 26 percent increase with a rise from 3,873 to 4,911, and British India an increase of over 33 percent, the actual number being 38,000 at the end of 1936, and 50,680 at the end of 1937. These latter figures may not be satisfying to the enterprising organizers of broadcasting in India, but they represent, nevertheless, as may be judged by comparison with the other figures in this record, a very considerable achievement. Put briefly, 1937 provided throughout the world one of the richest 'vintages' in the history of radio."

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CP GRANTED ILLINOIS COUNTY PUBLIC OFFICIAL

A construction permit for a new broadcasting station at Aurora, Ill., was granted this week by the Federal Communications Commission to a public office holder, Martin R. O'Brien, who was identified as "public administrator" and "a member of the Board of Supervisors" of Kane County.

The FCC statement of facts also disclosed that Mr. O'Brien had arranged a tie-up with the only daily newspaper in the city, the Aurora Beacon News. The FCC discounted a charge by a rival applicant, Jules J. Rubens, that O'Brien was actually acting for the newspaper, which would impose certain restrictions on local advertisers.

The FCC also granted a permit for construction of a broadcasting station at Fayetteville, N.C., by W. C. Ewing and Harry Layman, trading as the Cumberland Broadcasting Co. The facilities are 1340 kc. with 250 watts power.

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ULTRA-HIGH FREQUENCY ORDER EXTENDED SIX MONTHS

The Federal Communications Commission this week extended for six months from October 13 or to April 13, 1939, Order No. 19, as amended, allocating the frequencies from 30,000 to 300,000 kc. to specific services, except insofar as it relates to emergency stations and non-commercial educational broadcast stations.

The recent allocations to emergency stations, which include city and State Police stations, marine fire stations, special emergency stations, and forestry stations, and to educational stations will become effective October 13 as originally scheduled.

The existing licenses of all general experimental stations using any frequencies above 30,000 kc., including television stations, were extended for six months. The new order states, however, that they must not interfere with stations operating in the emergency service or non-commercial educational stations.

The purpose of extending the effective date of Order No. 19, as amended, is to give the Commission additional time to permit careful consideration of the evidence which was presented at the hearing which commenced June 20th. The protestants at this hearing stipulated that they had no objection to the allocation made by the Commission for frequencies between 30,000 and 60,000 kilocycles, inclusive.

"However, due to the large number of stations operating on frequencies above 30,000 kilocycles, and in view of the fact that applications for renewal of General Experimental licenses became due August 1st", the FCC stated, "the Commission is of the opinion that in order to provide a more orderly and effective transition of stations from the Experimental Service and certain classes of Experimental stations in the Broadcast Service to the new frequencies assigned to specific services, and to promulgate new rules and regulations governing the various services, such work may not be completed in all cases prior to October 13, 1938."

On June 22nd last, the Commission adopted Rules and Regulations governing the operation of stations in the Emergency Service which became effective July 1st. The Commission previously had adopted Rules and Regulations governing the operation of Non-Commercial Educational Broadcast stations.

The Commission has under preparation the Rules and Regulations governing the operation of stations in other services and it is anticipated that certain of these will be released in the near future.

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NET REVENUE CLIMBS WITH BIG FALL FORESEEN

Time sales for the three major networks in July continued to climb, reports this week disclosed, as trade organs forecast a record Autumn business.

The Mutual Broadcasting System made the greatest percentage increase last month with \$167,108, or a jump of 64.7 percent over July, 1937. The cumulative total for the seven months of this year was \$1,509,237, a rise of 19.1 percent over the corresponding period last year.

Gross billings of the National Broadcasting Company continued their record climb for the eighth successive month over comparable figures a year ago.

Billings for July were \$2,958,710, a 9.3 percent increase over the \$2,707,450 total for July, 1937. On the other hand, the seasonal drop from the June, 1938, total of \$3,200,569 was 7.6 percent, against a 9.9 percent decline for the same period last year.

Total NBC revenues for the first seven months of 1938 were \$23,982,384, compared to \$22,655,557 for the first seven months of 1937, an increase of 5.9 percent.

Time sales on the Columbia Network last month grossed \$1,367,357 - far ahead of any other July in the company's history except for last year, which sales reached the record high of \$1,988,412.

Cumulative total for the first seven months of 1938, amounting to \$16,948,652, stands 0.9 percent ahead of the same period in 1937.

CBS this week voted a cash dividend of 25 cents a share. It applies to both A and B stock and is payable Sept. 9th.

Consolidated income statement for CBS shows net profits for first 26 weeks of 1938 of \$2,578,200, as compared with \$2,523,800 first half of 1937.

The current issue of Broadcasting meanwhile stated:

"If the present rush of advertisers seeking time on the nationwide networks this Fall and Winter continues, 1938 is going to break all previous records for network time sales. Although it is now only midsummer, already NBC and CBS are haning out the SRO sign for the more preferable evening hours."

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BUREAU OF STANDARDS REPORTS ON RADIO RESEARCH

Technical studies and findings of the Radio Section of the Bureau of Standards during the fiscal year which ended June 30th, were reviewed in the annual report released this week by Dr. J. H. Dellinger, Chief of the Section.

"Among the outstanding results of this year's research on radio wave transmission was the development of means for the determination of long-distance transmission conditions from ionosphere data and vice versa", the report states. "The characteristics of three types of ionosphere anomalies and their radio effects were identified. Ionosphere data were regularly furnished to the public by weekly radio broadcasts and monthly publication. Improvements were made in the monitoring and other details of the expanded service of broadcasting standard frequencies.

"The radio meteorograph was brought to a practical operating stage; our development was put into service by the Navy and the Weather Bureau.

"Assistance was given international radio conference activities and other Governmental radio services. This included representation of the U.S. at a special meeting in London which prepared a Report on Radio Wave Propagation, and leadership in the work of the Interdepartment Radio Advisory Committee. Extensive work was done, through correspondence and visitors, on miscellaneous radio problems of the public."

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FRANCE USES FILMS IN TELEVISION SHOW

Film scenes are now being used in Paris for television and can be seen free of charge, according to the American Commercial Attache, Paris. At present, only news and educational films are being transmitted in this way, but in course of time Paris will doubtless have a more ambitious program.

Two television receivers have been installed in a large room of the town hall of the seventh "arrondissement", 116 rue de Grenelle, near the Ministry of P.T.T., and they are to be operated on Monday, Friday and Saturday from 5 to 7 P.M., on Thursday from 5:30 to 7 p.m., and on Sunday from 6 to 7 p.m.

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ONLY ONE CP FOR HIGH FREQUENCY EDUCATIONAL OUTLET

Although the Federal Communications Commission last January set aside a group of ultra-high frequencies for non-commercial educational broadcasting stations, only one construction permit has been granted.

Seven applications for facilities have been filed with the FCC, but four have been returned for technical corrections. The other two are pending.

WBOE, to be operated by the City Board of Education of Cleveland, was granted a construction permit March 30th for operation on 41,500 kc. with 500 watts power, unlimited time. The Cleveland Board of Education is now seeking a site for the transmitter, but definite plans for construction of the new station have not yet been announced.

Applications were received July 15th from the Board of Education of the City of New York for operation on 41,100 kc., 500 watts unlimited, and The Moody Bible Institute, Chicago, at present operating WMBI, for 41,300 kc., 100 watts unlimited. Applications have been returned to the Minnesota Economic Foundation, Minneapolis, University of Tampa, University of Illinois, and Florida Southern College, Lakeland for revisions.

The FCC has allocated 25 channels in the ultra-high frequency band between 41,000 and 42,000 kc. for assignment to non-commercial educational stations. Power of the stations will range from 100 to 1,000 watts, and they will give purely local service. It is estimated by the FCC that as many as 1,500 stations of this type could be accommodated on the 25 channels.

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SPECIAL RADIO EQUIPMENT ON NEW LINER

The largest liner ever built in an English shipyard, the new Cunard White Star "Mauretania", will be equipped with comprehensive and specially designed Marconi radio equipment to enable the following services to be carried out: reception of press messages, long wave telegraphy, short-wave commercial telephony, continuous distress watch, direction finding, and emergency transmission on 600 meters, according to the London Electrical Review. In connection with these services three separate transmitters will be employed, one for each of the short, medium and long wave channels. The medium and long wave transmitters will be suitable for telegraphy only, and will have 8 spot waves on each transmitter. The short wave transmitter will be suitable for both telegraphy and telephony, and will have 18 spot waves.

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Other apparatus includes the latest pattern direction finder, of the Bellini-Tosi type, with fixed aerial and rotating goniometer, the distress alarm installation, consisting of equipment which will maintain a continuous automatic 600 meters watch, together with a standard spark emergency transmitter, tuned to 600 meters, and complete radio equipment and search lights in the two port and starboard motor launches. Power for the transmitters and receivers will be provided by three dynamos, and the total power used for carrying out all the services concurrently will be less than 30 hp. Sound reproducing equipment will provide entertainment in all parts of the ship from radio, gramophone or microphone sources. A specially designed receiver is incorporated in order to receive broadcast programs, which can be distributed to any of the numerous loudspeakers which will be installed in the public rooms in all parts of the ship.

The echometer sounding device which is being fitted will have a visual indicator and an automatic recorder. The latter, in addition to providing depth indication, will automatically plot a graph of the contours of the sea bed.

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STATION URGED AS AID DURING SNOWS, FLOODS

Heavy snowfalls and destructive floods in Idaho were cited by Examiner John P. Bramhall this week in recommending that Chester Howarth and Clarence Berger be granted a permit for a broadcasting station at Wallace, Idaho.

Filing a favorable report on the application for 1420 kc., 100-250 watts, unlimited time, Examiner Bramhall said:

"An important factor substantiating the need for additional service in the area is that during the Winter there are heavy snow-falls ranging from 4' to 15', which block the highways and prevent the delivery of mail for periods of from two to five days so that communication throughout this area during storms is at a complete standstill. Another factor is that Cour d'Elaine Valley, in which the towns of Wallace and Kellogg and several other communities are located, is frequently subjected to destructive floods which endanger life and destroy much property. A local radio station in this area would be of inestimable value during these floods."

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David Sarnoff, President of the Radio Corporation of America, sailed on the french liner "Normandie" this week for his annual pleasure and business visit to Europe. He will meet his family in England. While abroad he will discuss the National Broadcasting Company Symphony Orchestra with Arturo Toscanini, and plan the Fall concerts, which will start soon after the conductor's arrival here in mid-October.

The Navy announced this week the USS COLORADO won the highest score in communications competition among battle-ships of the Fleet during the past fiscal year. The COLORADO is commanded by Capt. Thomas W. Withers, Jr., of Hawley, Pa. the U.S.S. OKLAHOMA commanded by Capt. Charles C. Hartigan, of Washington, D.C., was runner-up.

Although Fall plans will not be completed for a month or so, newspapers will continue to be the backbone of the advertising campaign of the Fada Radio and Electric Company, it was said this week at a dealer showing of the new line at the Hotel New York in New York City. A total of 78 new models, ranging in price from \$12.95 to \$229.50, is included in the range. The "Mystic Ear", an attachment which allows one person to hear a radio will be featured in models in two price ranges, \$24.95 and \$29.95. Combination radios and phonographs also are important in the line. Seven models in the \$19.95 price class are presented in catalin, a new plastic.

Philco Radio & Television Corporation this week announced the introduction of a new, self-powered portable radio receiver. Completely contained in a small, fabricoid carrying case, it weights only eighteen pounds. No aerial or ground wires are needed, with a hundred feet of wire built into the set itself. The radio's source of self-power will serve for 250 playing hours before requiring replenishment.

A summons requiring Morris S. Novick, Director of WNYC, New York municipal station, to appear next Wednesday before the special investigating committee of the City Council with his records was obtained from Supreme Court Justice Peter Schmuck by Maurice Hellman, Assistant to the Committee. The summons was the latest action resulting from the petition by City Councilman Charles E. Keegan in the investigation of WNYC for an alleged communistic broadcast. Also it is expected a definition of the "sphere and function of a municipal broadcaster" will come out of the investigation, according to Robert Daru, Special Counsel to the Committee.

HENNESSEY QUILTS NBC FOR PRIVATE PRACTICE

Philip J. Hennessey, Jr., NBC staff attorney in Washington, has resigned, effective August 1st, to enter private practice of law in that city, specializing in radio.

After a vacation, Mr. Hennessey on September 1st will open offices in the Woodward Building, 15th and H Streets, N.W. He will represent NBC owned and operated stations, as well as the networks, on a retainer basis.

Mr. Hennessey has been an NBC attorney since 1929, when he became a member of the New York legal staff under A. L. Ashby, Vice-President and General Counsel. In that post he handled every type of radio litigation, including the Washington work before the FCC. In October, 1935, he was transferred permanently to Washington as a member of the legal staff to aid Frank M. Russell, Washington Vice-President. In that capacity he represented NBC in all FCC matters. Last Winter he was the NBC observer at the Inter-American Radio Conference in Havana.

John Hurley, formerly an announcer on the WRC-WMAL staff in Washington, has been transferred to the Washington office as Legal Assistant. Mr. Hurley was graduated from Georgetown University Law School this year, but passed the District of Columbia bar examinations a year ago.

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RCA'S QUARTERLY PROFIT \$1,086,955

The Radio Corporation of American announced this week a net profit for the quarter ended June 30th of \$1,086,955 after charges, equal after preferred dividends to 2 cents a share on common stock, compared with \$2,404,328, or 11½ cents a common share on a comparable basis in the second quarter of 1937.

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A medical radio telegraph service was put into force in Japan early in June, according to the Japan Weekly Chronicle, Kobe. According to this report, messages may be sent at reduced rates for medical advice in case of an emergency at sea. The usual rate is 25 sen up to 15 words and 5 sen for each additional 5 words, but the special rate is 10 sen and 2 sen, respectively. (100 sen equals 1 yen which equals about U.S. \$0.29). For foreign vessels the usual rate of 24 sen per word is to be halved.

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HOLLYWOOD HONEYMOON OVER, SAYS EDITOR

"When radio first went Hollywood microphone men were glad to put any Hollywoodian on the air any time", Aaron Stein, Radio Editor of Time, writes in the July 25th issue. "Cinema was glad to get the publicity. But soon radio found big money in Hollywood broadcasts, and the radio-cinema honeymoon was over. Last week cinemagnates were shown emphatically that radio is through with giving them anything for the asking. Stations KFI and KECA (NBC's Los Angeles affiliates) refused to donate time for broadcasting the world premiere of "Marie Antoinette" from Hollywood's Carthay Circle, demanded that M-G-M pay regular commercial rates for the air time. NBC took the program as a network sustaining show, but KFI and KECA won their point. They were the only stations paid to carry it. Said KFI-KECA General Manager Harrison Holliway, 'A can of celluloid is the same as a can of beans.'

"Natty, sandy-mustached Manager Holliway is a jealous guardian of the radio time he controls. He tossed a bombshell into the 1936 election campaign with the announcement that KFI and KECA would not carry President Roosevelt's fireside chats during the campaign unless the stations were paid for the time. Well might Manager Holliway vary from the norm. His boss is the stormy petrel of California broadcasting: Earle Charles Anthony, automobile dealer with a State-wide chain of Package agencies, who took up radio in the early days, believing it might provide communication between his agencies.

"Instead of organizing a network like fellow Automobile-Dealer Don Lee (Cadillac, LaSalle, Oldsmobile), husky, bushy-browed Broadcaster Anthony took the station ownership road to radio importance. In 1922 he founded 50-watt KFI, built it to 50,000 watts. He brought fame to his new station, KECA, bought in 1929, with his program of symphonic recordings. A spare-time musician himself, he collaborated with Hula-Expert Johnny Noble on a popular tune, "Coral Isle."

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