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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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FCC TURNS ATTENTION TO LOW-POWER GADGETS

The Federal Communications Commission this week proposed to begin regulation of numerous low-power devices using radio frequencies to forestall their encroachment as interference in the field of radio reception.

An informal conference of radio manufacturers was scheduled by FCC Chief Engineer E. K. Jett for 10 o'clock, September 19th in the Commission offices.

Tentative regulations, which would limit the power of the increasing radio gadgets - such as remote control devices, electric eyes, etc., - to one billionth of a watt power, have been drafted by the Engineering Department and submitted to manufacturers for criticism.

Information has reached the FCC that manufacturers are preparing to pour many new radio devices on the market this Fall, and engineers are afraid that they may get out of bounds and become a nuisance to radio listeners.

So far the radio gadgets have not caused any serious trouble, it was said, although they are increasing in number and variety. Among the latest are push buttons which enable a listener to tune his receiver via radio frequencies.

Others open garage doors and perform many household services as if by magic.

Commission engineers have been conducting experiments on many of the devices for the past few weeks and have found that some of them definitely cause interference with radio reception because of their power. Some of these gadgets are not yet on the market, it was said.

In the proposed new regulations, the Engineering Department has prepared a technical formula which will limit the field which could be covered by such apparatus, and it is for the purpose of determining the lowest power that these devices can be used and still be put on the market to meet the public demand that the Commission decided to bring in the manufacturers.

Generally speaking, at this time it is intended to limit the radio emission to one-billionth of a watt, which is below the emission of the electric light socket when turned on or off and which makes an audible click in the home receiver. The effective distance of the radio wave would be approximately 100 feet. The limitation proposed, it was said, also would permit the apparatus

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to emit waves slightly above the noise levels in metropolitan centers, such noises being caused by electrical apparatus in ordinary daily use such as elevators, automobile ignition systems, electrical therapeutic apparatus, etc., but below which the apparatus would not be effective.

Under the terms of the proposed rules any apparatus which uses a signal greater than that proposed, approximately one-billionth of a watt for a distance of 100 feet, would have to have a license for operation.

Bond Geddes, Executive Vice President of the Radio Manufacturers' Association, has notified all RMA members of the forthcoming FCC conference. W.R.G. Baker, of the RMA Engineer Department and General Electric Co., Bridgeport, will name a committee to participate in the proceedings.

The proposed rules of the FCC engineers read, in part, as follows:

"Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the terms 'radio communication' or 'communication by radio', and 'apparatus for the transmission of energy or communications or signals by radio' as used in Sections 3 and 301 of the Communications Act of 1934, as amended, are considered not to extend to or include apparatus which generates a radio frequency field and utilizes only a small part of this field in the functioning of the apparatus, provided:

- "(1) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.
- "(2) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.
- "(3) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

"For the purpose of facilitating compliance with said conditions, the Commission will inspect and test any such apparatus submitted to it, and on the basis of such inspection and test, formulate and publish findings as to whether or not such apparatus does or does not comply with said conditions.

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CONGRESSIONAL PROBE OF ASCAP ASKED BY NAB

The National Association of Broadcasters this week renewed its battle with the American Society of Composers, Authors and Publishers as Neville Miller, President of the trade association urged the Federal Monopoly Committee to investigate the entire music copyright controversy.

Addressing his letter to Senator O'Mahoney (D.), of Wyoming, Chairman of the Committee, Mr. Miller said:

"The radio industry urges that your Committee extend its aid to the thousands of citizens of the United States who at present are helpless because of operations by a monopolistic copyright pool. The art of creating new music has been stifled. The incentive of all but a few of our citizens to exercise their artistic and creative ability has been destroyed. The control over the development of the new music of the nation has become vested in the hands of a self-perpetuating monopolistic group. This group is represented by the American Society of Composers, Authors and Publishers.

"The attached factual statement is supported by the records. Stripped of camouflage, the facts establish the truth of the foregoing and demonstrate the vicious results achieved. The radio industry is the largest user of music in the United States. It is seriously concerned over the impediments to the development of new music as well as over the ever increasing monetary demands of the 'pool'. Many recriminations have been hurled at the industry because of its efforts to combat the increasing power of the combine whose officials repeatedly have announced their intention of enforcing reprisals against the industry in the form of drastically increased license rates. Yet in the face of these threats, the industry believes it is charged with a duty in the public interest, convenience and necessity to lend its aid in exposing practices which deprive the great mass of our citizens of rights accorded them by existing laws. As in the case of every monopoly prosecuted by the United States under the anti-trust laws, many excuses in defense of their practices have been advanced as reasons why the monopoly should be continued, even though the Congress has decreed monopoly by combination to be illegal. Assistant Attorney General Thurman Arnold, now in charge of the Anti-Trust Division of the Department of Justice, stated in a public announcement August 1st that

"The Sherman Act is not a method of directing or planning the future; instead, it is a means of keeping a competitive situation open so that those who can offer services at less cost are not impeded by agreements, boycotts, black-lists, expulsions from societies or organized activities of any character. The economic conditions are

surveyed not with an idea of planning a solution, but with the idea of keeping the situation free from restraint.'

"This declaration by Mr. Arnold represents a restatement of the law repeatedly expressed by the Supreme Court in anti-trust decisions and it is our belief that it should be enforced unqualifiedly without discrimination or mental reservation. The National Association of Broadcasters will be happy to cooperate with your Committee, to the end that the creative genius of the masses may be stimulated by the return of the right to display their talents in a market freed from restraints created by a price-fixing pool and their works made available to the public."

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U.S. RADIOS PROVE POPULAR IN INDIA

With the opening of the remodeled Calcutta radio station, more interest is being shown in this section (Calcutta) than ever before, according to a report to the Department of Commerce from the American Trade Commissioner at Calcutta.

Although dealers report that this is definitely a bad period for radio sales, yet inquiries are more prevalent than they have been for some time. They are building up a prospect file which will, no doubt, result in increased sales during the coming cool weather months, the report states.

Dealers also state that American radios are very popular, but place a lot of emphasis on the fact that American manufacturers are still trying to sell receiving sets in India without the proper wave length. With the completion of the All-India radio program, some time next year, sets with the ordinary broadcast band will be useless, they declare. They urge American manufacturers to offer only those sets on the India market having a range of from 13 to 556 meters, except those of short wave length for the short wave fans.

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Great Britain has organized a volunteer civilian wireless reserve corps to work with the Royal Air Force "in case of emergency". Sir Kingsley Wood, Secretary of State for Air, said that short wave amateurs throughout the country would be trained by the Air Ministry and later incorporated into the R.A.F. volunteer reserve.

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NBC TELEVISION SHOWS OPENED TO PUBLIC

Regularly conducted tours for the public of "behind-the-scenes" television were inaugurated by the National Broadcasting Company at Radio City this week.

The tours give visitors an opportunity not only to view real telecasts, but to participate in television demonstrations themselves during their visit to the studio. Each group appears before the camera for the party following, which sees the first group on receivers in an adjoining room.

The exhibit includes a complete television studio. This is a self-contained unit, entirely separate from the one now in use for the current experimental telecasts by NBC-RCA over Station W2XBS atop the Empire State Tower; an explanation of the fundamentals of television is provided, together with an opportunity to examine the apparatus at close range. Television reception is shown on RCA experimental receivers, and there is a display of miniature settings, backgrounds and special visual effects used in television.

As with the NBC Studio Tours, which attracted nearly 3,000,000 visitors since their inauguration four and a half years ago, there will be an admission charge for the television exhibit.

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NuTONE CHIMES SIGNS FTC STIPULATION

Misrepresentation of a device advertised as being capable of improving radio reception will be discontinued by NuTone Chimes, Inc., 317 Sycamore St., Cincinnati, under a stipulation it has entered into with the Federal Trade Commission.

The respondent company will cease advertising that the device, designated Tune-A-Tube, will make old radios work like new; restore life to a radio having a poor, distorted tone; increase in any degree the reception range or volume of any set, or improve the reception of a radio beyond eliminating some of the interference caused by broadcasting stations.

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FCC STUDY OF SHIP RADIO PROGRESSES SLOWLY

The Federal Communications Commission's study of the problem of equipping ships operating on inland waterways with wireless probably will not reach the Chesapeake Bay areas until the first of the year, according to Commissioner Thad A. Brown, who is conducting the investigation on behalf of the Commission.

Commissioner Brown has just returned to Washington from the Great Lakes area where he has been conducting hearings for several weeks at Cleveland, Ohio, and Detroit, Mich. However, he said that it was impossible to complete the taking of testimony there at this time, as enough masters and mates of the ships operating on the lakes were not available. The hearings will be resumed in that area in November, after shipping has been tied up for the Winter.

Generally speaking, the operators of ships which have wireless favor it and the majority, it was indicated, are in favor of the code instead of the telephone. Passenger ships operating on the lakes are required to have wireless under the law, but it is the only inland waterway on which passenger ships have to be so equipped. The inquiry there at this time concerned particularly a study of the need on freight ships and yachts.

The present ship wireless inquiry is a fact-finding one and is being made in conformity with a resolution of Congress which has directed that the report and recommendations be made to Congress by January, 1940.

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FORESTRY STATIONS NOW IN EMERGENCY SERVICE

The Federal Communications Commission this week amended Paragraph 3 of Order No. 28 by including forestry stations in the emergency service, the paragraph as amended to read as follows:

- "(3) That a Commissioner, to be selected and appointed by subsequent order or orders of the Commission, is hereby authorized to hear and determine, order, certify, report or otherwise act upon all applications for aeronautical, aircraft, geophysical, motion picture, airport, aeronautical point to point, municipal and state police, forestry, marine relay, marine fire, and emergency and special emergency radio facilities."

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NAB CLASHES WITH MOVIES ON PUBLICITY

Organized broadcasters and the motion picture industry crossed horns this week in an exchange over advertising.

Ed Kirby, NAB Public Relations Director, in a letter to Howard Dietz, Metro-Goldwyn Mayer official and Chairman of the "Movies Are Your Best Entertainment Campaign", complained against the restriction of the advertising campaign to newspapers.

The Kirby letter, which follows, in part, carried a threat of a ban in future free radio publicity for film stars.

"We do not seek to divert one penny of your present appropriation, but what we do attempt, frankly, is to clarify the confused thinking of your committee in its appraisal of the radio medium", the letter said.

"The radio industry has never taken the position that the motion picture industry should ever spend a dollar in radio at the expense of a dollar pulled out of a newspaper appropriation. We have observed that motion picture promotion especially requires newspaper art and notice and permanence of display for playing dates and location.

"We have likewise been of the opinion that radio brings a new dimension and a new characteristic to motion picture exploitation and we have felt too, that radio in many areas was reaching new audiences for motion picture theatres, was developing new tastes through new approaches possible only through radio. We have felt that such new and additional contributions to motion picture merchandising were deserving of some economic return, the same way in which the newspapers justly charge for and earn a fair return for the services they render in the visual field.

"Even though your statement fails to reflect such an evaluation of radio's effectiveness, the vigorous activity on the part of producers and exploitation men to secure plugs for stars, stories, and songs indicate very clearly indeed that radio offers a new and important value in the exploitation of motion pictures and motion picture personalities. In fact, the record of the past few years will indicate, we believe, that motion picture people have been more alert to the promotional value of radio than have broadcasters themselves. Otherwise it is to be doubted if broadcasters would have permitted many of the indulgent Hollywood exploitations to have come through their transmitters, without cost and with little restriction."

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BRITISH PLAN SECOND TELEVISION STATION

The British Broadcasting Corporation is getting ready to open a second British television station with a coaxial cable connection between London and Birmingham, where the station is to be built.

The new station will be strategically located so as to serve millions of potential listeners in the British "Midlands", as the station in Alexandra Palace, London, has been for the millions of London residents.

Extensions of the cables to Manchester and Newcastle, two other key British cities, are also being prepared, the BBC reports.

A move is also on foot to supply television equipment to British motion-picture houses so that they may show spot news events as they occur, it is also reported. Such a suggestion has been made by Mark Ostrer, Chairman of the Gaumont-British Picture Corporation, leading British motion-picture producer.

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MARINERS APPRECIATE U.S. RADIO WARNINGS

America's hordes of small craft mariners, as well as larger vessels, are using the U.S. Lighthouse Service's new radio broadcasts and are finding them invaluable, according to the U.S. Department of Commerce, which comments:

"Early in 1937 the Lighthouse Service utilized an existing radiophone station at Sault Ste. Marie Lighthouse Depot, Mich., for the broadcasting of urgent notices to Mariners. Through cooperation of the United States Weather Bureau and United States Hydrographic Office there was included in each broadcast weather forecast and hydrographic information.

"This service was later extended to other lake stations and to coastal stations. The United States Coast Guard and United States Lighthouse Service arranged in April 1938 to coordinate broadcasts from stations of both services, and now considerable parts of the Great Lakes, the Atlantic, Gulf, and Pacific coasts are served by regular twice daily radiophone broadcasts of marine information which can be received by any marine craft with a simple radio receiver. Broadcasts are made in plain language, on 2662 kc. in all areas except the Great Lakes, where they are made on 2572 kc. Except on the Great Lakes, special advisory storm warnings are broadcast every 2 hours, when issued,

"The service was originally intended chiefly to serve the many small marine craft not equipped with radiotelegraph apparatus or operators, and vessels which depended upon radiophone rather than radiotelegraph communication, but reports from users have indicated considerable use by other vessels as well, because of the convenience to the navigator of using the direct radiophone announcements."

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::: TRADE NOTES :::
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Donald Flamm, President of WMCA, New York, has announced the appointment of Lee Grant as Musical Director. Mr. Grant directed radio's only three-hour commercial variety show, "Grandstand and Bandstand".

After four weeks of exhaustive tests, under the supervision of E. K. Cohan, CBS Director of Engineering, the new 50,000-watt KNX transmitter at Torrance, Calif., will be officially placed in operation on Friday, September 16th. The celebration is to take the form of an 800-place dinner in the Torrance Civic Auditorium featuring entertainment by CBS stars. The affair will be broadcast over the KNX-Columbia Pacific Coast network. Extensive field tests during the last month have shown the signal intensity of the new transmitter to exceed by several percent the specifications laid down for it last year.

The monthly index of general advertising activity in July in Printers Ink, out this week, registered a drop of 18.4 percent below the like month of 1937. The index was off 2.6 percent from June. All five components of the index were below a year ago. The index of outdoor advertising was off 9.8 percent in July from a year ago and 2.5 percent under June.

U.S. patents for a long distance ultra-short wave communicating system, which through further research may produce a simplified method of network interconnection of television stations, have been issued to Dr. Vladimar K. Zworykin, noted engineer, and assigned to the Radio Corporation of America.

A. L. Schapiro, counsel for the trustee in bankruptcy of the Grigsby-Grunow Co., former manufacturer of radios and refrigerators has announced that settlement of Government tax claims last week has opened the way for further payments to bondholders and creditors of the bankrupt firm. Bondholders have received so far 40 cents on the dollar and general creditors have received 25 cents. In addition to certain real estate still to be liquidated, some \$900,000 will remain for bondholders and general creditors after settling the tax claims. Mr. Schapiro stated that the real estate was worth about \$750,000.

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BROADCASTING ABROAD - EGYPT

Up to May 31, 1934, broadcasting in Egypt was conducted by 21 unofficial private stations in Cairo, Alexandria, Port Said, and in the provinces, which operated intermittently as advertising media, the majority of their programs were made up of Arabic and European phonograph records. The quality of the transmission was poor and there was no publication of programs in the local press. All of these stations were closed on May 31, 1934, to make way for Egyptian State Broadcasting.

Egyptian State Broadcasting, through the Marconi Wireless Telegraph Company, Ltd., of London, now operates all broadcasting. The Marconi Company has a 10-year monopolistic concession, to operate as agents for the Egyptian Government, receiving 60 percent of the listener's license fees. The main studios are in Cairo in a specially constructed building.

Egyptian State Broadcasting is modelled after British Broadcasting Corporation. There is no advertising, and private broadcasting is not permitted. The construction of a new station of 100,000 watts has been authorized and will be completed by the Government within about 2 years. Subsequently it is expected there will be a short-wave station.

Two simultaneous programs in Arabic and European languages are broadcast daily. Hours vary with time of year but are usually from 7 A.M. to 11:30 P.M. (Egyptian Time), with intervals morning and afternoon.

Programs are general, with considerable emphasis on spoken features in Arabic. There is general complaint, listeners demanding a larger proportion of music.

The Egyptian State Broadcasting has its own library which is composed of a substantial number of classical and dance music records. They buy periodically new records and also receive on loan from various local phonograph distributors the latest dance features which secure some advertisement since the title, number and make of each record is broadcast.

A limited number of transcriptions, chiefly from American sources, are also purchased by the Egyptian State Broadcasting from time to time, though the prices of American transcriptions are rather high, hence the extensive use of phonograph records.

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DUE TO THE LABOR DAY HOLIDAY AND THE FACT THAT THE GOVERNMENT OFFICES WILL BE CLOSED, THERE WILL BE NO ISSUE OF THIS SERVICE ON TUESDAY, SEPTEMBER 6TH.

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