

HEINL RADIO BUSINESS LETTER

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No. 1169

October 25, 1938

SHORTER HOURS SEEN FOR RADIO WORKERS UNDER ACT

While few employees of broadcasting stations over the country are likely to get wage increases under the Wage-Hour Act which became effective this week, a large number are expected to have their weekly schedules reduced.

The National Association of Broadcasters, after a study of the Act, announced that most stations are meeting the requirements as to minimum wages but that "quite a few" have employees working more than 44 hours a week.

"Only in scattered instances", said the NAB, "are any broadcasters paying less than twenty-five cents an hour to any employee."

"However, quite a few have some employees on a 48-hour week. To comply fully in such instances, the broadcaster may reduce the work week by four hours or pay time and one-half for the last four hours in the work week."

"No broadcaster who pays all of his employees at least twenty-five cents an hour and has a work week of 44 hours or less needs concern himself about the wage and hour provisions of the Act. He is complying fully."

After quoting excerpts from the regulations issued by Elmer F. Andrews, Administrator of the Act, relative to executives and professionals who are exempt, the NAB commented:

"Because of the civil and criminal penalties provided by the Act, the NAB cannot formally advise its members as to exactly what employees are covered and thus assume responsibility for possible legal action. However, it appears clear from the definition that various executive titles found in broadcasting stations do not, in themselves, entail exemption from the Act. A 'Chief Engineer' who stands a regular watch, for instance, would appear to be included rather than excluded. Likewise, a 'Chief of the Production Department' who took a regular turn as an announcer would appear to be included, even though he met the other qualifications for exemption. Both the American Communications Association (C.I.O.) and the International Brotherhood of Electrical Workers (A.F. of L.) have taken the position that all technicians with the exception of a Chief Engineer who did not stand a regular watch, were non-professional and thus included in the Act. The regulations appear to bear out the union's contention."

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ref.?
"As to staff musicians and artists, there appears to be some question as to whether they are 'professionals' under the regulations. However, the NAB has no knowledge of any staff artists working more than 44 hours a week or receiving less than 25 cents an hour. Continuity writers appear to be covered.

"Elmer F. Andrews, the Administrator, pointed out several weeks ago that watchmen, office help, maintenance men and the like in interstate commerce industries were covered.

"The Act also bans 'oppressive' child labor in interstate industry. Children employed as actors 'in motion pictures or theatrical productions' are exempt. The NAB expects to obtain an interpretation as regards children in broadcasting within a few days."

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FTC SETS UP RADIO-PERIODICAL DIVISION

The Federal Trade Commission created this week a radio and periodical division to examine advertising in those media and determine whether it complies with Commission standards. The new division will be headed by P. B. Morehouse, 45, a trial attorney with the Commission for nine years.

Duties similar to those of the new division have been assigned since 1929 to a Special Board of Investigation, now abolished.

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KENTUCKY UNIVERSITY GETS WPA RADIO GRANT

The University of Kentucky has been given a \$1,652 WPA grant through the U. S. Office of Education for the promotion of educational broadcasting, it was disclosed this week.

Six workers will be employed under the project to do research work in Kentucky folklore and history and prepare programs for broadcasting. Listening groups also will be organized among the Kentucky mountaineers.

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18 TELEVISION STATIONS HOLD FCC PERMITS

With television due to make its debut as a medium of public entertainment coincident with the opening of the New York World's Fair, interest turned this week to the television stations already equipped to conduct visual broadcasts.

There are 16 licensed television stations and two others authorized but not yet in operation. Oddly enough, the number of stations has decreased by three since last Spring.

The Journal Company, of Milwaukee, was denied a renewal of license by default, and George W. Young, of Minneapolis, had his renewal application dismissed with prejudice. The Sparks-Withington Co., of Jackson, Mich., withdrew its application for renewal without prejudice.

The Zenith Radio Corporation, of Chicago, and the Columbia Broadcasting System, New York, hold the only television construction permits.

Visual broadcasting stations now licensed to operate are:

	<u>Call Letters</u>	<u>Power Visual</u>	<u>Aural</u>	<u>Emission</u>
Don Lee Broadcasting System, Los Angeles	W6XAO	1000 w.	150 w.	A3, A4
Fransworth Television, Inc., of Pa., Springfield, Pa.	W3XPF	250 w.	1 kw.	A3, A4
First National Television, Inc., Kansas City, Mo.	W9XAL	300 w.	150 w.	A3, A4
General Television Corp., Boston, Mass.	W1XG	500 w.		A4
Kansas State College of Agriculture & Applied Science, Manhattan, Kansas.	W9XAK	125 w.	125 w.	A3, A4
National Broadcasting Co., Inc., New York, N. Y.	W2XBS	12 kw.	15 kw.	A3, A4
National Broadcasting Co., Inc., Portable (Camden, N.J. & New York)	W2XBT	400 w.	100 w.	A1, A2, A3, A4 & Special

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Philco Radio & Tele- vision Corp., Philadelphia, Pa.	W3XE	10 kw.	10 kw.	A3, A4
Philco Radio & Tele- vision Corp., Philadelphia, Pa.	W3XP	15 w.		A4 & Special
Purdue University, West Lafayette, Ind.	W9XG	1500 w		A4
Radio Pictures, Inc., Long Island City.N.Y.	W2XDR	1 kw.	500 w.	A3, A4
RCA Manufacturing Co., Inc., Portable, Camden, N. J.	W3XAD	500 w.	500 w.	A3, A4
RCA Manufacturing Co., Inc., Camden, N. J.	W3XEP	30 kw.	30 kw.	A3, A4
RCA Manufacturing Co., Inc., Portable-Mobile	W10XX	50 w.	50 w.	A3, A4
University of Iowa, Iowa City, Iowa	W9XK	100 w.		A4
University of Iowa, Iowa City, Iowa	W9XUI	100 w.		A4

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HEARST SELLS KOMA FOR \$315,000

Sale of Station KOMA, Oklahoma City, Okla., by Hearst Radio, Inc., to J. T. Griffin, Muskogee, Okla, Manufacturer and wholesaler, for \$315,000 was disclosed last week by William C. Gillespie, who represented Griffin in the negotiations. Griffin is a major stockholder in Station KTUL, Tulsa. If the deal is finally approved by FCC plans call for immediate purchase of a new transmitter and installation of \$75,000 in new equipment.

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NEW TELEVISION EXPERIMENT IS AUTHORIZED

New experiments in the field of television, with particular attention given to cathode ray transmissions, were authorized this week by the Federal Communications Commission, acting on the application of the Allen B. DuMont Laboratories, Inc., of Upper Montclair, N. J.

The applicant plans to operate a visual broadcast station on 46,000-56,000 kc. with 50 watts from midnight until 9 A.M. nightly. Sixteen objectives aimed at improvement of television are set forth by the applicant.

The three principal points of its program of research are:

"First, investigation of the use of double beam cathode ray receivers for producing three-dimensional pictures. This undertaking will require the use of electrostatic deflection of the two beams in the system to avoid interaction between fields which would result from the use of electromagnetic deflection. Considerable difficulty in obtaining proper register of patterns will be experienced - and may be overcome;

"Second, development of a double beam receiver with reciprocal scanning to reduce flicker. More even illumination of the picture simultaneously from top and bottom is expected to assist in accomplishing the elimination of flicker. Applicant's engineers believe that the reciprocal method using double beam principles, received pictures can be effectively illuminated top and bottom simultaneously more clearly simulating present motion picture projection where the entire picture is illuminated intermittently but completely at a given time. The applicant hopes through successful working out of experiments in this line to provide a basis for reduction in necessary transmission band width by one-half and a simplification in receiving equipment;

"Third, investigation toward expansion of the principles involved in multiple beam transmission to permit television in color.

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Station KLO, Ogden, Utah, was granted authority to increase its power this week by the Federal Communications Commission from 500 watts to 1 KW night and 5 KW. daytime. The station is affiliated with the NBC-Blue Network.

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STATIC USED TO FORECAST STORMS IN PUERTO RICO

Radio static may yet prove to be good for something. Progress was reported this week by the Interior Department on experiments being conducted in Puerto Rico in the forecasting of tropical hurricanes by photographing static which heralds their approach.

Dr. G. W. Kenrick, of the University of Puerto Rico, is studying a method of static location in which simultaneous photographic observations are taken in Puerto Rico and Florida and the location of the static, which is the origin of the observed crashes, is then determined by triangulation.

Equipment includes a camera that is focused upon a large tube which records the output of the static receivers. The tube's face is marked with directions compass-wise, so that pictures of the static will easily interpret the direction from which the electric disturbance comes.

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POLITICAL ORATORY OUTMODED BY RADIO

Until television becomes as widespread as radio, political candidates might as well conserve their energy and abstain from arm waving and shouting when they talk over the air. In fact, such carrying on, according to Neville Miller, President of the National Association of Broadcasters, is likely to induce listeners to turn to a swing band instead.

"The shouting, the platform stalking, the scowling, the arm waving - the silver-tongued orator whose softest word could reach them clean back to the balcony - these ornaments of a colorful American past, radio was outmoded", he said last week.

"The radio has replaced with a quieter and we believe, more intelligent method of political discussion."

Helpful hints to political candidates who take to the air are incorporated in a booklet entitled "Is Your Hat in the Ring?" which will be distributed by radio station members of NAB throughout the country.

Addressing candidates from town constable to Senator, the NAB advises them to talk rather than shout, to use homely language, and "pick a purpose" and stick to it.

"No law in the country compels listeners to listen to you", says the NAB head. "You must interest them. If you don't, a swing band, a news broadcast, or another speaker will."

Advising brevity, the NAB pamphlet says: "Few speakers can hold radio attention for more than 15 minutes, some can for half an hour."

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TRADE NOTES

An unfavorable report was filed with the Federal Communications Commission this week by Examiner John P. Bramhall on the application of the Warner Brothers, owners of KLS, Oakland, Cal., for authority to increase its power from 250 to 500 watts on 1280 kc. The grant, the Examiner said, would violate Section 307 of the Communications Act because California already has 54 stations.

Imports of radios into Cuba during September, 1938, amounted to 3,045 units, valued at approximately \$76,766, recording a marked gain compared with the 880 units, valued at \$19,304 imported during August, according to private compilations reported to the Department of Commerce by the office of the American Commercial Attache at Habana. However, September, 1938, imports were still slightly below the 3,900 radio units, valued at approximately \$97,102, imported into Cuba during September a year ago, the report stated.

With the exception of 844 units, valued at approximately \$15,820 from the Netherlands, all radio sets imported into Cuba during September were consigned from the United States, unofficial statistics indicate. All radio imports during August, 1938, originated in the United States, while imports during September, 1937, included 75 units, valued at approximately \$1,291, from the Netherlands, according to the report.

The Federal Communications Commission last week denied an application of the Arlington Radio Service, Inc., Arlington, Va., to construct a broadcasting station just across the Potomac River from the National Capital on the ground that the area is already well served by existing stations.

Broadcasting in Britain will take another step forward on November 18th, when new BBC studios and offices in Glasgow will be formally declared open by the Rt. Hon. Walter Elliott, F.R.S., Minister of Health. Though this latest British Broadcasting Corporation centre will be primarily concerned with the provision of programs for listeners in the Scottish Region, it will be the source of many broadcasts to listeners overseas. Formerly used as a college for women, the premises have been considerably modified and extended to meet BBC requirements. In all, ten studios have been provided, the largest being capable of accommodating, if necessary, an orchestra of a hundred performers.

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Sale of Station WBLY, Lima, Ohio, to the Fort Industry Co., by Herbert Lee Blye, for \$27,000 was approved last week by the Federal Communications Commission.

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ALBANIAN MINISTRY IN MARKET FOR RADIOS

The Albanian Ministry of the Interior desires to purchase 100 radio receivers, preferably American, for installation in each Commune by Independence Day, November 28, when the new broadcasting station will be inaugurated, according to the U. S. Bureau of Foreign and Domestic Commerce, Electrical Division.

Each receiver must be equipped with an additional speaker for public audition, preferably 14 to 18-inch diameter. Approximate specifications are: 4 to 6 tubes short and medium wavelength, built-in speaker, table model. Because many communes are without electricity and current varies in others, all sets should be made for both 220 and 125 volts alternating current and at least 75 of them further equipped with batteries.

Interested manufacturers are invited to telegraph offers as soon as possible direct to the Ministry of the Interior, Tirana. Quotations should be c.i.f. Durazzo, payment cash against documents Tirana.

Another purchase of 100 receivers is to follow at a later date.

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Successful development of a tiny radio tube whose possible applications include mechanical "ears" for the deaf that are four times as sensitive as present types, and police and foot soldier radio receiving sets, has been announced recently by laboratories at Salem, Mass., after two years of research.

Developed primarily for the construction of an improved hearing aid, the miniature tubes are one and five-eighth inches long and nine-sixteenths of an inch in diameter. Hair-like filaments, small grids and other parts correspondingly small make the use of magnifying lenses necessary during manufacture.

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G.E. DEVISES ANTENNA FOR APARTMENT HOUSES

An answer to the problem of providing good radio reception in apartment houses and other multi-unit dwellings, and at the same time eliminating the jungles of wires which are a frequent eyesore in large cities, is offered by General Electric in the form of a new all-wave multicoupler antenna system, just announced by the G-E construction materials division, Bridgeport, Conn. The new multicoupler antenna is said to offer a solution to apartment houses, schools, hospitals, and similar structures in which a large number of radio receivers of assorted types may be operating at once. The new device would in many cases be appropriate for installation in large private residences.

The new antenna system can serve as many as 20 radios simultaneously. Its simplicity and ease of installation make it an inexpensive refinement for a multi-unit building, and it not only improves the appearance of the property but vastly improves the quality of broadcast reception. Where more than 20 radios are to be served, a multiple installation may be used. There is no interference between receivers on the same antenna or on other antennas, or between units of the multicoupler system where more than one antenna is employed.

The sensitivity and range of radio sets are protected and enhanced by the new G-E system. Twenty sets can be tuned into 20 different stations, or all of them can be tuned to a single station. A number of sets can be utilizing the long wave bands while others on the system are tuned to short wave. Reception is improved, according to the engineers, since the system acts as an efficient noise eliminator because of the transformer in the antenna and the multicoupler coil in each separate radio outlet.

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63 RETAILERS AGREE TO BACK CBS VENTURE

Sixty-three retail establishments in 32 cities had agreed up until the end of last week to cooperate in the \$1,000,000 CBS retail promotion program for which a private audition recently was held in a unique promotion stunt.

A goal of 200 sponsors in cities scattered over the country has been set as the goal by CBS for the backing of the New York Philharmonic Symphony Orchestra in a series of programs extending over 30 to 50 weeks.

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U.S. MANUFACTURERS WARNED ON LONDON TRADE

Despite the collapse of the British radio patent pool, there is still a risk in importing American radio receivers, Trade Commissioner C. Grant Isaacs, of London, this week advised the U. S. Bureau of Foreign and Domestic Commerce.

It is probable, he said, that a new pool may be created providing a favorable decision is given by the House of Lords in the infringement case brought by the Electric & Musical Industries, Ltd., a member of the pool, against the Lissen Company for violation of a patent.

"While there is at present no pool", the Trade Commissioner said, "a risk continues in this market for the import of American radio receivers and radio-phonographs. Individual manufacturers might press infringement cases even more vigorously than has been the case with the pool. Heretofore the pool has directed its patent violation activities against important firms or companies with substantial capital and trade position. The present import of American radio sets is confined to a 'bootleg' or 'smuggling' trade. The major proportion of imports is confined to midget sets.

"While the future status of the pool is undetermined at this time, it is believed advisable that any American firm of substance should continue to carefully consider the present position, prior to aggressively approaching this market."

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BIG GAIN IN RADIO SET SALES SEEN FOR QUARTER

With sales of radio sets, particularly the smaller models, coming along with a rush in recent weeks, manufacturers now expect that the final quarter will register a substantial gain over that of 1937 and recoup a good portion of the losses in the first half of the year, according to the New York Times. While volume this year will not reach the 7,300,000 of 1937, the industry now expects it to pass the 6,500,000 mark, with the likelihood that it will go higher, the Times said. The huge carry-over from 1937 has been pared down to better than normal; retail prices are stable and the outlook for the field has brightened considerably.

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