

HEINL RADIO BUSINESS LETTER

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April 18, 1939.

TELEVISION COMMITTEE SEEKS ADDITIONAL INFORMATION

Upon its return to Washington after visiting Eastern television laboratories, the Television Committee of the Federal Communications Commission announced that it intends to proceed forthwith to secure additional pertinent information concerning all of the aspects of this question from other television leaders in other sections of the country. It may be necessary, in the judgment of the Committee, to hold public hearings before submitting its final report to the Commission.

"The Television Committee is of the opinion that undoubtedly the technical development of television has progressed remarkably during the past year, and that all concerned in its development are now at a fork in the road with respect to the next phase of providing television as a practical service to the public", the report states. "The Committee ascertained that there are two divergent schools of thought as to which method should be followed at this particular stage of development in initiating television as a service to the public. One group asserts the view that from a technical standpoint as represented by the standards proposed by the Radio Manufacturers' Association, television is now ready for public participation through the purchase of receivers. Another group maintains the view that the proposed standards are not sufficiently flexible to permit certain future technical improvements without unduly jeopardizing the initial investment of the public in receivers."

Significant of the importance which the Commission attaches to the recent developments in television is the fact that Commissioners George Henry Payne and Paul A. Walker joined the Committee during the week of the tour in the East and participated with them in the various inspections and conferences. The other members of the Television Committee are Commissioners T.A.M. Craven, Chairman, Thad H. Brown and Norman S. Case.

"The Commission has hitherto kept abreast of the development of television but until recently has not found it necessary to take any action tending to affect the details of the technical development of the art", the Committee report continues. "However, by reason of the action of the Radio Manufacturers' Association in proposing that the Commission approve certain technical standards pertaining to the operation of radio television transmitters which may be licensed by the Commission in the future, it has been necessary for the Commission to secure additional information in order to be fully assured that the interest of the public is safeguarded. The Television Committee was appointed by the Commission to make such an investigation and report.

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"The Committee has deemed its duty to be, in accordance with the continuing policy of the Commission, to encourage American inventive genius and private enterprise to further its remarkable efforts toward the accomplishment of the necessary improvements in the technical quality of television, and at the same time to consider the interest of the public. The Committee hopes that private enterprise and inventive genius may be able to develop a practical system of television which will permit the early inauguration of this service to the public, but which, at the same time, will permit considerable future improvements in quality without too rapid an obsolescence of receivers which may be purchased by the public."

The Committee visited and conferred with the Farnsworth Television Company and the Philadelphia Storage Battery Company in Philadelphia. In New York the Committee conferred with representatives and inspected the developments of the National Television Corporation, and conferred with representatives of the International Television Radio Corporation as well as with Major Armstrong, an inventor. In addition, in New York the Committee conferred with representatives of the General Electric Company, witnessed demonstrations and conferred with officials of the Radio Corporation of America, the Bell Telephone Laboratories, the Columbia Broadcasting System and the DuMont Laboratories.

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ADHERENCE TO COPYRIGHT CONVENTION RECOMMENDED

The Senate Committee on Foreign Affairs has reported favorably without amendment United States adherence to the International Convention of the Copyright Union as revised and signed at Rome on June 2, 1928. Ratification by the Senate automatically will bring under the copyright laws of the United States a large quantity of musical compositions which heretofore have not enjoyed copyright protection in this country.

The State Department has been endeavoring to obtain ratification of the Convention for a number of years as a part of its foreign trade relations program, but heretofore the Senate has refused to ratify until amendments to the Federal Copyright Law are passed which would bring the copyright law into conformity with the provisions of the International Convention.

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LISTENERS ONLY CENSORS, INDUSTRY HEADS ASSERT

Opening the NAB-RMA good-will promotion campaign, Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, and Neville Miller, President of the National Association of Broadcasters, on Sunday declared in a nation-wide broadcast that listeners are the only radio censors in the United States.

The colloquy was carried over an NBC-WJZ network and marked the beginning of a campaign that will be conducted on the networks, independent stations, and among dealers for the next several weeks.

An announcer in New York introduced the two industry heads - the first time they had been on the air jointly as representatives of the two major divisions of the radio industry. A part of the program follows:

ANNOUNCER: (from New York) "Ladies and gentlemen, do you like to listen to your radio? We think you do. In fact, we know you like to listen! In fact, you want to listen so much you own forty million, eight hundred thousand radio sets as of January 1st last - more than half of all the radio receivers in the world, owned and used by American radio listeners!

"And because you want to listen, not only have you created a giant new industry giving employment to hundreds of thousands of people, but you have also made possible the development of a mighty social force in America: The American System of Broadcasting."

BOND GEDDES: "Judging from recent events abroad, Mr. Miller, other nations do not enjoy the blessings of radio as we enjoy them in America."

NEVILLE MILLER: "The chief distinction of American radio is that its programs come without cost and without censorship. American radio is free to bring us the news of the day as it happens; free to bring us both sides of public questions; free to present candidates for public office, the 'outs' as well as the 'ins'."

BOND GEDDES: "I doubt if any other system has been so competitively devised, which forces radio stations to compete at all times for the favorable ear of the listener."

NEVILLE MILLER: "Competition is the heart of American radio. If a station fails to please its listeners, it naturally will lose those listeners, and ultimately its economic support to carry on. Such competition has given America the finest radio service in the world."

BOND GEDDES: "But the finest thing about it, to me, Mr. Miller, is the fact that no one can compel us to listen and no one can prevent us from dialing off. . . ."

NEVILLE MILLER: "In other words, Mr. Geddes, the American thumb is good for something else besides hitchhiking...."

BOND GEDDES: "Right....we are our own radio censors in the United States."

NEVILLE MILLER: "And that, Mr. Geddes, is what we mean by the American System of Broadcasting."

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FCC ORDERS INQUIRY OF MULTIPLE PRESS SERVICES

The Federal Communications Commission this week ordered an investigation of Multiple Press Services as conducted by Mackay Radio and Telegraph Company, Radiomarine Corporation of America, Tropical Radio Telegraph Company, and Globe Wireless, Ltd.

The Commission plans to investigate the practice of these companies in engaging in business in the dual capacity of news dispensers and communication companies without showing in their tariffs the charges made for the communication service as separated from the charges made for the news services. This practice involves the use of point-to-point radio stations, licensed for public communication service, to transmit news bulletins, which are purchased from a press association, to subscribers only.

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ELLIOTT ROOSEVELT QUILTS HEARST RADIO, INC.

Elliott Roosevelt, son of the President, last week announced his retirement as President of Hearst Radio, Inc. Young Roosevelt, made president of the once widespread Hearst radio interests in 1936, asked the Board of Directors that his resignation be made effective at once. He felt "under the circumstances" that he could be "of little further service to the organization." He also resigned as a Director.

He has devoted almost all of his time in recent months to the Texas network, of 23 stations, which he started September 15, 1938, as President. Remaining stations owned by William Randolph Hearst, the newspaper publisher, are WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee, and KYA, San Francisco.

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BILL WOULD BAR UNAUTHORIZED RECORDINGS

Representative Schulte (D.), of Indiana, on Monday introduced a bill to amend the Communications Act so as to prohibit "any person, without the consent in writing of the performer or performers of said music or other program material" to either reproduce or sell recordings of such programs.

All records produced in violation of the law, the bill provides, could be seized under direction of the Attorney General and be destroyed.

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SELDES TO STUDY BBC TELEVISION; CBS HIRES MUNRO

Gilbert Seldes, CBS Director of Television Programs, leaves for London April 21st, to study current developments of the British Broadcasting Corporation with Donald Hunter Munro, Television Production Manager for BBC. He will return to New York May 12th with Mr. Munro, who will serve CBS in an advisory capacity for a month in connection with the System's completion of arrangements for experimental television. Present plans call for commencement of regular test telecasts by Columbia some time in June. Installation details are now being completed at CBS's transmitter tower atop the Chrysler Building.

Mr. Munro joined the BBC in 1926 as an announcer at the Aberdeen station, came to London in 1929 as Productions Assistant, and was intimately concerned with developments in multi-studio presentation involving the use of the then new dramatic-control panel. As the operator of an advanced type of control panel, Mr. Munro was responsible for coordinating the "Round the Empire" broadcast of 1932, in which King George V gave the first of his memorable series of Christmas messages to the world.

When Gerald Cock was appointed Director of Television in 1935, he chose Mr. Munro as Productions Manager. The appointment brought with it an entirely new set of problems, as no precedent existed for the organization of a high-definition television service. Since the start of the service in the Autumn of 1936, Mr. Munro has been responsible for studio organization and general routine, and he has produced more than a hundred television programs.

Leonard H. Hole, Director of Program Service Department at CBS, became Manager of Television Operations this week. He will directly assist Mr. Seldes and will handle administrative and coordinative problems involved in actual television operations. Francis C. Barton, Jr. has been appointed as Mr. Hole's successor in the Program Service Department. He has been serving as Assistant Director for a year.

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STUDENTS CITE VALUE OF RADIO TO CLASSROOM

Listening and learning by radio as a modern improvement over the three R's is urged in American schools by students of Westminster College, Fulton, Mo., as shown in the results of a survey released by Dr. Franc Lewis McCluer, President of the college.

Three out of four students saw possibilities for the use of radio in the classroom, the survey showed.

Westminster College, a men's school of limited enrollment, circulated the questionnaire to determine student views as to the value of radio, not only in the classroom but as an educational medium for general use. The majority of students proved to be regular listeners.

Radio could be used most profitably in history, music and political science, the students thought, one student pointing out that "history is being broadcast in the speeches of the Hitlers, Chamberlains and Roosevelts of the day". One comment was that such speeches should be heard in the classroom and then discussed under guidance of teachers.

Several students pointed out that broadcasts of speeches in foreign languages would aid language classes.

One student thought that television would enable the study of "real life activities in the classroom"..

Other comments on the question -- "Do you believe the radio can be used advantageously in the classroom?" -- were:

"World authorities can be brought to students at nominal expense";

"To keep up with world affairs and politics and intelligent dramatization of great literary works";

"To further development of appreciation of fine things in life such as good music, plays, etc.";

"In modern study of world movements and government, it can bring the person directly to the scene."

A great majority of answers stated that radio excels in bulletin reporting, but that newspapers excel in completeness and permanent record. The questionnaires recorded news reporting as radio's greatest value, with musical entertainment, dramatic entertainment, propaganda and sports reporting following in that order.

The survey found that of radio programs the Charlie McCarthy show "contributes most to a wholesome national sense of humor", although Jack Benny was found to be the most popular male radio star. Dorothy Lamour led as the most popular feminine star.

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FIRST CLASS GETS DIPLOMAS VIA TELEVISION

Unique graduation exercises, in which the graduates received their diplomas by television, were held at the Massachusetts Television Institute, Boston, last Saturday night, when the Institute graduated its first class of television engineers.

Standing in front of the television camera which the young men have been studying, President Porter H. Evans of the Institute presented diplomas to ten young men - while in an auditorium in another part of the Institute building the audience, composed of relatives and friends of the graduates, saw and heard the presentation over a television receiving set.

The "image" was about 9" x 12", sharp and clear. The set over which it was received had much the appearance of the cabinet in which a modern radio receiving set is housed.

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RADIO CELEBS AT GRIDIRON

Among those identified with the radio industry who attended the Gridiron Dinner in Washington last Saturday night were:

M. H. Aylesworth, World Telegram, N.Y., former President of the NBC; Gene Buck, President, American Society of Composers, New York; Edward Klauber, Vice-President, Columbia Broadcasting System, New York City; Frank Mason, Vice-President, NBC, New York City; Edgar Morris, Zenith Distributor, Washington; Richard C. Patterson, Jr., Assistant Secretary of Commerce, former Vice-President of NBC; Louis Ruppel, in Charge of Press Relations of CBS, New York City; David Sarnoff, President, RCA, New York City; F. I. Thompson, new Federal Communications Commissioner; W. H. White Jr., Senator from Maine on on Senate Interstate Commerce Committee; and Frank Wozencraft, RCA counsel, New York City.

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CHRISTY SAYS TELEVISION WILL AID ART

Howard Chandler Christy, the artist, is enthusiastic about what television may do toward popularizing art. In Washington for the Gridiron Club dinner Saturday, he said:

"Wonderful things are going to happen to art. As things are now, fine music is the best understood of all arts in this country. But there's no reason why television shouldn't mean as much to painting as radio has to music."

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RADIO CENSUS HELD AID TO NATIONAL DEFENSE

Accurate figures on the number of radio receiving sets in use is vital, not only for the purpose of regulating the industry, but also from the viewpoint of national defense and other emergencies, according to the Federal Communications Commission.

The Commission is trying strenuously to have the Census Bureau include this item in its 1940 census-taking operations. The Bureau has tentatively contended that radio is just another gadget, like electric refrigerators in the home, and it doesn't take these into account in its decennial censuses. However, 10 years ago neither of these two were outstanding items in the homes of many, but some information was collected on radio.

The Communications Commission indicates it is going to make an effort to gain this information, and has called on the Budget Bureau to aid in impressing the Census Bureau with the importance of such a census. The FCC also has warned that if the Census Bureau doesn't do something about it, the Budget Bureau is going to be faced with a special request for funds to obtain the information. This might be much more expensive than having the census takers collect it while finding out how many people there are in the United States, it is said.

Officials at the Census Bureau say the radio request is on a list with about 40 others seeking data to be taken next year. Among these is a request to determine how many homes are wired for electricity. Some, or all, may have to be eliminated, because of the limitation of funds, it is said. The census officials are hoping the radio problem will be taken care of by legislation for a special census on housing next year. At the Census Bureau, officials say, a decision on the FCC's request cannot be given until after the adjournment of Congress.

In pressing its claim for consideration of its request, the FCC wrote the Census Bureau that the data are of national significance from many viewpoints and cited such emergencies as disasters involving disruption of communication. It was contended also that such data will aid in administering the Communications Act. These matters, the Commission said, are believed to set radio receivers apart as social instrument, distinguishing them thereby from the category of ordinary household electrical appliances.

The Commission said it desired to emphasize that the information sought is important from a Federal licensing standpoint, and the request involves no commercial consideration. The sociological import of the use of radio receivers, it added, can hardly be overestimated.

The Commission declared that in dealing with the problem of licensing, it is necessary, among other things, to know the areas where the greatest amount of broadcast listening occurs and to draw comparisons between listening areas. In situations involving national defense, it is important to know the percentage of population which may be reached in given areas through radio.

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 ::: TRADE NOTES :::
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The Federal Communications Commission on April 10th granted two applications by the United Press for portable relay press radio stations. The assigned frequencies will permit the U.P. to operate radio sending and receiving service from remote points anywhere in the U.S.

A dozen special programs have been scheduled by the Columbia Broadcasting System in cooperation with the campaign of the National Association of Broadcasters to acquaint the people with radio's service, methods, and aims. CBS thereby lends its coast-to-coast voice to the entire broadcasting industry, which now, for the first time, has decided to speak for itself. Executives of both CBS and NAB hope to demonstrate clearly the part radio plays in the life of the nation.

The Portland (Ore.) Oregonian and the Portland Journal, which dropped their radio comment columns July 3, 1938, restored the columns recently following "an insistent demand by the public" for more information than was given in the program logs. The Spartanburg (S.C.) Herald and Journal recently resumed publication of local and major network radio programs, discontinued eight years ago.

David Sarnoff, President of RCA and Chairman of the Board of NBC; Lenox R. Lohr, President of NBC, and Grover Whalen, President of the New York World's Fair, will speak during dedication ceremonies at the RCA exhibit building at the Fair and will be heard on Thursday, April 20, from 12:30 to 1:00 P.M., EST, over the NBC-Red Network. At the same time, the speeches and dedication ceremonies will be televised and seen by viewers in the RCA Building in Radio City.

An Asheville, N.C. distributor of a correspondence course for radio operators, has entered into a stipulation with the Federal Trade Commission to cease using the name "Association Western Union Employees" in his advertising literature when such literature is neither published nor sponsored by such an association. Walter H. Candler, distributor of this course, who is in business under the name Candler System Company, publishes "Telegraph World" and circulates it widely, according to the stipulation.

In his stipulation, Candler also agrees to cease overstating and misrepresenting the demands and opportunities for employment in the radio communication field, and to discontinue representing that Candler training provides world-wide travel, adventure and good pay, and that an employment service is available to Candler graduates without cost.

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TELEVISION ON "BORDERLINE", CRAVEN SAYS

The belief that television is "somewhere on the borderline" between the first and second phases of its development, and that it must enter the third and final stage of a business than can support itself before it becomes a medium of wide public use and entertainment, was expressed in New York Saturday by Commander T.A.M. Craven, Chairman of the Television Committee of the Federal Communications Commission, according to the New York Times. He declined to speculate on how soon television entertainment may be expected to pass definitely into the final stage.

It would be unfair to say at this time, Commander Craven continued, whether the proposed RMA standards for television, or other technical standards, have been favored by a majority of the engineers and concerns visited so far.

He and the other Commissioners agreed it was "absolutely imperative" that the new medium be launched under definite standards, which would make it possible for a television set owner to take his receiver into any part of the country without encountering technical factors making the set inoperative without alterations.

Commander Craven said the FCC Committee regarded television as a "very formidable problem". Asked when the FCC would favor the industry's "going commercial", he indicated that such day might be far in the future.

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CROSLEY TELEVISION WORKSHOP CLUB ORGANIZED

The first meeting of the newly formed Crosley Television Workshop Club was held last week in the new television studios of the Crosley Corporation, situated on the 48th floor of the Carew Tower, high above downtown Cincinnati. Open to members of the staff of WLW and WSAI, the Club was organized for the purpose of acquainting artists and office members with the mechanics, limitations and production problems of television.

James D. Shouse, Vice-President of the Crosley Corporation in Charge of Broadcasting, said: "We have on our staff several men who have had considerable experience both on the stage and in Hollywood. To point out to these men the possibilities of television and how they can best utilize their past experiences, is the purpose of the Crosley Television Workshop Club. Furthermore, nearly all employees of WLW and WSAI have shown a keen interest in this latest radio art, and we believe this curiosity should be satisfied so that everyone can contribute to a more successful operation of television."

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PHILCO ANNOUNCES TELEVISION LINE; WARNS BROADCASTERS

Television reception, as exemplified by the progress made in laboratories such as Philco's has reached a high level of efficiency, according to Sayre M. Ramsdell, Vice-President of Philco Radio & Television Corporation. Reception, however, is not the chief problem confronting television as an industry, Mr. Ramsdell added.

"That problem", he said, "is largely in the hands of those concerned with television broadcasting. Television, from the point of view of reception and receivers, is ready to assume its role as the giant industry it should become. However, the problems of broadcasting television have been slower in solution and the progress in the broadcasting end has fallen behind that attained in reception."

Mr. Ramsdell announced that a new line of television receivers would be introduced at the national convention of Philco Radio & Television Corp. to be held at French Lick Springs, Ind., from May 15 through 19.

"These receivers", he explains, "will be entirely new in performance, appearance and developments. They will represent a marked advance in television, embodying improvements as yet unannounced. Television receivers will be sold to the public through radio dealers, whose experience and facilities, from both a merchandising and technical standpoint, make them an ideal medium on a nationwide basis. Television receivers can be sold on such a nationwide basis, but, as yet, television broadcasting cannot follow them and is limited to a handful of metropolitan centers. Television as an industry must wait for the broadcasters."

Companies involved in the development of television receivers, Mr. Ramsdell believes, should be prepared and willing to lend the broadcasting end all the aid possible in overcoming the present obstacles.

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WOZENCRAFT, SHUNS TELEVISION, TALKS OF SCOUT WORK

First among the things of importance to the men and women of America today, Frank Wilson Wozencraft, lawyer, of New York and Dallas, Tex., lists the "building of character and citizenship in the youngsters of the land", the Washington Post reported Sunday.

General Solicitor for the Radio Corporation of America, Mr. Wozencraft has nothing to say about television - because "nobody comes to the Gridiron to talk business - but he will talk about his hobby - Boy Scout work", the Post said.

"This Boy Scout movement is probably the most democratic one in America", he says. "The boys do for themselves under the leaders of volunteers who are genuinely interested in them. It has meant much to the country, and will mean more. It is growing."

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