

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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BBC TELEVISION STATION TESTING: A DESCRIPTION

The long-heralded television station at Alexandra Palace, London, began operating on an experimental basis the middle of last week with a twice-daily program for reception at the Radio Exhibition at Olympia. While it is too early to get any substantial reports on the operation, the following description of the British Broadcasting Corporation station has been rushed to the Heintz News Letter by M. A. Frost, chief of the BBC public relations division (a technical description of the station is carried in another portion of the letter):

From a hill 306 feet above sea level the BBC's new television station dominates London and a large portion of the home counties. It is built into the south-eastern corner of Alexandra Palace--a north London landmark and pleasure resort for more than sixty years--and from the large bay windows of the upper offices below the aerial nearly all London can be taken in at a glance. The importance of height in this connection can hardly be over-emphasized, for under normal conditions the range of the ultra-short waves used for television is extended as the height of the transmitting aerial is increased.

Surmounting the reconstructed east tower, itself 80 feet high, is the tapering lattice mast, rising to a height of 220 feet. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 feet above the sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

The new station fulfils the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. Provision has accordingly been made for alternate experimental transmission by the systems developed by the Baird Television Co. and the Marconi-E. M. I. Television Co. respectively. Each company has provided a complete television system, including both vision and sound pick-up apparatus and the television transmitter itself. The BBC has been responsible for the sound transmitter and its associated aerial, both of which were manufactured by Marconi's Wireless Telegraph Co.

In its main essentials, therefore, the equipment comprises a television studio for each system, with an associated control room and ultra-short wave television transmitter; and, in addition

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an ultra-short wave sound transmitter common to both systems.

To these bare necessities, however, much has been added to provide, in the words of the Television Committee, "an extended trial of two systems, under strictly comparable conditions, by installing them side by side at a station in London where they should be used alternately--and not simultaneously--for a public service." Provision has been made for the comfort of artists in the shape of dressing rooms and a restaurant, for staff accommodations, for the viewing and editing of films in a miniature cinema, for the storing of properties and scenery, and for many other adjuncts necessary to a smooth-working program service.

The entrance hall is at the base of the tower. Nearest to the entrance hall is the Marconi-E. M. I. television transmitter which, like its Baird equivalent, operates on a frequency of 45 megacycles per second (wavelength: 6.67 metres). All the apparatus at the station is finished in grey cellulose and chromium.

Next is the sound transmitter hall which accommodates an ultra-short wave installation of orthodox design for radiating speech and music accompanying the vision signals of both the Baird and Marconi-E. M. I. systems. Its operating frequency is 41.5 megacycles per second (wavelength: 7.23 metres).

Between the sound transmitter and the Baird plant is the film projection theatre, or miniature cinema, in which film excerpts can be selected and timed for inclusion in the transmissions. At least thirty people can be comfortably accommodated.

The Baird transmitter hall, with its control panel and array of generators and amplification stages, is at the southwest end of the corridor. Beyond this, at the southwest extremity of the BBC section of the Palace, is a large area intended either for scenery construction or for televising such objects as motor cars and animals which cannot be brought into the studio or televised outside. Lorries can drive straight in. A large opening in the roof enables it to be lighted and, if necessary, televised from above. Lifting tackle can take up scenery and properties weighing a ton through a trap door in the roof to the second dock, 25 feet above.

An interesting feature at this point is the ramp or sloping runway down which the television camera can travel to a concrete "apron", approximately 1,700 square feet, on the terrace outside, forming a platform for televising open-air performances or special experimental programs.

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The two main studios, one for use with each of the television systems, are 70 feet by 30 feet by 25 feet high. Acoustically, the studios are rather more 'dead' than is general practice for sound broadcasting, since the introduction of scenery necessary for television will, in effect, control the acoustic characteristics. The walls of the studios are covered entirely, except for door and window openings, with sheets of asbestos compound which has a high degree of sound absorption. As this material has a rather rough surface, it is covered up to about 10 feet from the floor with a protective fabric which is designed not to affect the sound absorbing properties of the compound. The ceilings of the studios are treated with building board, as commonly used in ordinary broadcasting studios. The floors are covered with black linoleum over which can be laid any type of flooring which may be required.

Several microphone points are installed in each studio, and they are arranged to allow the use of any type of microphone which may be required. Portable stands of the 'lazy-arm' type are also provided.

Each studio is fitted with two stages equipped with curtains, the detailed arrangements of the stages and curtains being different in the two studios, to take account of the different requirements of the two systems.

All the lighting in both studios is at present of the incandescent lamp type, using spot and flood lighting, on similar lines to that employed in theatres and film studios, but modifications are contemplated with developments in television technique.

Ventilation has been provided in the studios by means of extract fans situated in enclosures formed on the adjoining colonnade. These extract the air through a series of gratings fixed in the ceilings and connected with the fans by trunking, the intake for fresh air being provided by openings in the upper part of the windows, fitted with filters that clean the air and deaden extraneous noise; the lower part of the windows are covered by sound-proof shutters during performances. Sound deadening ducts are connected with the outlets. The ventilation is sufficient to keep the studios at a moderate temperature when full lighting, reaching a maximum of approximately 50 kw., is used, and to allow the temperature to be adjusted within normal limits. Constant temperature and humidity cannot, of course, be obtained irrespective of outside air conditions, as can be done with the more elaborate air-conditioning plant at Broadcasting House.

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MUTUAL CONTINUES EXPANSION, ADDING FIVE STATIONS

Continuing its expansion into a nation-wide network, the Mutual Broadcasting System has added five new mid-western stations as affiliates. The stations are:

KWK, St. Louis; KSO, Des Moines; WMT, Cedar Rapids; KOIL, Omaha; and KFOR, Lincoln, Nebraska.

WLW, Cincinnati, has severed its corporate connection with MBS but will continue to be an outlet for both commercial and sustaining programs.

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CANADA REFUSES ADS, SELLS TIME TO POLITICIANS

The Canadian Broadcasting Commission does not accept advertisements, but it "sells the air" during part of the day to those who wish to "put over" their own views, a correspondent of World-Radio, BBC publication, points out. In Canada before the last general election the amount of time "sold" for electioneering speeches was enormous. The more money in party coffers the more "air" the party bought.

This selling of the air necessitates programs being absolutely to time. "Imagine the feelings of a public health speaker, with two hundred words left of his appeal for sane feeding, cut off as the clock struck, to make room for someone offering fancy foods!" he said. "This really happened. A protest from the health department brought the answer that at that hour the 'air was sold'. It no longer belonged to the Commission, and they could not allow the doctor to use it.

"Thoughtful Canadians regret advertising 'on the air' but think that the improvement in the programs justifies it," he added. "A music-lover said that he would bear any advertisement to hear a good opera once a week (paid for by an advertiser who has three minutes in which to mention his goods at the end), and no broadcasting commission could afford such a thing. He was staggered to hear that the BBC put over operas and Promenade Concerts nightly. Other Canadians, also, spoke almost with reverence of the BBC educational programs. But many also distrust the idea of 'the air' being completely under one rule. They think that the individual should have his opportunity.

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NEW YORK EQUIPPING FIRE BOATS WITH RADIOS

The New York City fire department will soon be a model for the nation in the transmission of fire alarms to the fire boats that patrol its harbors.

Commissioner John J. McElligott announced this week that construction will begin within a few weeks on a two-way radio system connecting the city's nine fire boats and a transmitter to be erected in the Fire College building in Long Island City.

This will mark the first step in a program to link the various units of the department by radio. McElligott predicted the eventual use of television for the transmission and reception of alarms, and said he already had requested the Federal Communications Commission to set aside certain wave lengths.

"This policy," he declared, "is in keeping with that of the present administration to take advantage of the latest developments in communicating intelligence by radio. So far as is known, no Fire Department in any other city will have such an extensive system."

The fire boat radio equipment has been provided for by a \$30,000 allotment in the 1936 department budget, McElligott explained. He said he was considering a request for additional funds with which to install similar equipment in thirty-five department cars. His department also plans eventually to install a short-wave receiving set in each fire house.

"It can readily be seen," he asserted, "that with such equipment any interruption caused by storm or disaster to the telephone or telegraph lines would not entirely cripple the means of communication between headquarters and the fire-fighting force."

Advertising for bids on the work will be started in a few days, he added. The wave-length of the new service has not yet been determined by the Federal Communications Commission.

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GOEBBELS ISSUES 5 RADIO COMMANDMENTS

Dr. Joseph Goebbels, German Propaganda Minister, warmly praised the radio as a government instrument and issued five commandments for radio officials at the opening of the radio exhibition in Berlin on August 28, according to the New York Times.

"It is not true that the prodigious dynamic forces of this century are mankind's enemies," he said. "They are man's friends and servants when submitted to a wise and superior political regime that controls them, leads them and uses them according to plan.

"A new form of politics and economics is demanded. The Socialist racial State with a national character is the result of this political revolution.

"Under the altogether-new fashion of leading humanity, such as has been introduced for the first time by the Nazis, the radio is one of the most modern and most important instruments for education control and the cultural disciplining of the people. Therefore, the radio is not controlled in Germany as in other lands by a technical Ministry but by a political Ministry--the Propaganda Ministry."

Dr. Goebbels' list of five commandments for radio officials are:

"The program must be varied, for it has a mass audience. Radio must not set its level too high or too low. Radio must mix skillfully teaching, inspiration and recreation, for the number of those wanting to be fed Kant or Hegel is too small for consideration. The people's education must never be submitted to the principle of all or nothing.

"It is detestable to regard disdainfully those standing in a lower cultural level."

The Minister announced that the number of registered radio hearers had risen from 6,516,732 to 7,404,144 last year. During the Olympics the Minister reported that broadcasts were made regularly in twenty-eight languages. In all 3,000 direct broadcasts were made and 10,000 by the use of wax plates. Five hundred direct broadcasts were in German and 2,500 were distributed over foreign chains.

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If present plans materialize the Canadian Radio Commission's new 5,000 watt transmitting station being erected on Lulu Island, B. C., to serve the west coast territory, will be completed in November, according to D. G. McKinstry, Commission architect in charge of the project.

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THE BBC TELEVISION STATION: TECHNICAL DESCRIPTION

The technical aspects of the BBC television station now operating experimentally from the Alexandra Palace, London, presents some interesting developments, which are described herewith by M. A. Frost, BBC public relations chief (see lead story):

The television mast, from which the transmissions emanate, is situated on top of the Alexandra Palace tower, 300 feet above ground, the steelwork reaching 215 above the peak of the brick tower.

The mast is tapered for a height of 105 feet above the tower, square in section, the sides of the square being 30 feet at the bottom and 7 feet at the top of the tapered portion. At this point, to suit the special design of aeriāls, the section changes from a 7-foot square to an octagon 7 feet from face to face, and maintains these dimensions up to the top of the mast.

Two separate aerial systems are carried by the tower, one for vision and one for sound. Both systems are similar, each consisting of a number of aerial elements arranged round the mast, those for vision being above and those for sound beneath. Each aerial consists of eight push-pull end-fed vertical dipoles spaced equi-angularly round the mast, together with a similar set of dipoles used as reflectors to avoid induced currents in the mast structure and so increase the radiated field. The aeriāls are connected to junction boxes, with which are associated a number of impedance-matching transformers to correct the aerial response. The aerial systems are connected to the transmitters by means of two 5-inch concentric feeders which pass down the mast and along to the transmitting rooms, a change-over switch being provided so that either vision transmitter can be connected to the vision aerial.

The transmitter to radiate the sound accompanying the vision program is capable of operating over a band of frequencies from 35 to 50 megacycles, the working frequency being 41.5 megacycles, and the output power rating 3 kw. at 90% peak modulation (Copenhagen rating).

The transmitter is built in four separate units, each unit being housed in a metal cubicle. The master oscillator (ensuring a stability of plus or minus one part in 100,000) operates at half the carrier wave frequency, and is followed by one frequency-doubling stage and five high-frequency amplifying stages. Modulation is effected at the anodes of the final high-frequency amplifier by choke control; modulator, sub-modulator and sub-sub-modulator stages of the conventional type being employed. In the final

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high-frequency stage, two C.A.T.9 water-cooled valves in push-pull are used, and in the main modulator stage three C.A.M.3 valves in parallel.

The transmitter is designed to give high quality sound reproduction and will enable full advantage to be taken of the wide frequency band which is available at this low wavelength. The frequency response of the transmitter is substantially flat between 30 and 10,000 c/s, the maximum departure being less than 2 db. over this range, while the low frequency harmonic content introduced by the transmitting apparatus is very low. The low-frequency input stage (the sub-sub-modulator) is designed to operate from a signal which has an amplitude equivalent to that employed as a standard at all BBC transmitters.

In an ultra-short-wave transmitter special precautions have to be taken to reduce spurious radiation to a minimum, and particular attention has been paid to the screening of the transmitting units in order to insure this. In addition, the high-frequency energy is fed to the aerial through a concentric copper-tube feeder which is non-radiating. Consequently, fields due to the transmitter other than the main field produced by the aerial itself are practically non-existent. Similar precautions are taken with the vision transmitters and feeder system.

All the valve filaments are heated by direct current from a motor-generator set, having an output of 300 amperes at 20 volts, the filaments of the early stages being fed through voltage-dropping resistances.

The main H.T. supply at 6000 volts D.C. for the penultimate high-frequency amplifying stage, the power-output stage and the modulators is obtained by means of a hot-cathode mercury-vapour type rectifier fed by a step-up transformer and provided with adequate smoothing circuits. Control of the high-tension voltage is carried out by means of a remotely controlled induction-regulator.

All auxiliary H.T. and grid-bias supplies are obtained from metal rectifiers, fed from transformers and provided with suitable smoothing circuits.

The main controls are grouped on a control table so that one operator is able to manipulate all the power supplies to the transmitter. All switching operations are effected by remote control, and the switch-gear is fully interlocked to prevent damage to the transmitter by the application of power-supplies in the wrong sequence. In addition, there is a sequence-starting switch which insures that sufficient time elapses between the application of

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each succeeding voltage, so as to allow valves and other apparatus to become properly warmed up before the mains H.T. power is applied. All electrical apparatus is fully protected by means of over-and under-voltage relays and water-flow monitoring devices so that, in the event of the failure of any supply, the whole apparatus is automatically shut down and cannot be restarted until the deficiency is remedied. Additional interlocks ensure that the whole operation of 'running-up' is restarted at the beginning, in the event of such a failure.

The provisions for the protection of personnel are such that it is impossible for any person to obtain access to any of the transmitter units without first switching off all dangerous supplies and earthing the apparatus. No supply can thereafter be reconnected to the transmitter until all gates have been reclosed and locked.

The power supply for the whole building is obtained from the mains of the North Metropolitan Electric Power Supply Company at 415 volts 50 cycles 3 phase, and is fed through a main oil-circuit-breaker and distribution switch-gear.

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A favorable report on the application of Donald A. Wike and H. E. Studebaker, of Baker, Oregon, for a construction permit to build and operate a broadcasting station on 1370 kc., with 100 watts power night-time and 250 watts daytime, unlimited hours, was filed with the FCC this week by Examiner John P. Bramhall. It was made subject, however, to the granting of an application by KUJ, Walla Walla, Washington, for permission to transfer from 1370 to 1250 kc.

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Unfavorable reports on the applications of Gomer Thomas, Bellingham, Washington, the Port Huron Broadcasting Co., of Port Huron, Michigan, for permits to build and operate stations on 1420 and 1370 kc., respectively, were filed with the FCC this week by Examiner John P. Bramhall.

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FCC NAMES NEW AIDE IN TELEPHONE INQUIRY

The Communications Commission on September 1 announced the appointment of Carl I. Wheat as an Associate Attorney in the investigation of the American Telephone and Telegraph Company. There are reports that the investigation might take a new turn.

Wheat will supervise the rates and tolls section of the inquiry. He won recognition by effecting several utility rate reductions on the West Coast.

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MAYBE BRITISH STILL BELIEVE INDIANS ROAM THE U. S.

For years after the last Indian tribe had been killed off or segregated on a governmental reservation the average Englishman believed that the United States was veseet with marauding redskins. Now, it seems, the British Broadcasting Corporation is depicting Dixie in a late 19th century tempo.

Publicizing a program of Negro songs and spirituals by John Payne, an American jazz orchestra leader, and his Jubilee Singers, the BBC comments:

These artists have picked cotton in past days, and have taken part in the frequent evening festivities that follow a day in the fields. 'Dixie Land Whar I Was Born In', as their program is called, will portray a happy sidelight on the simple enjoyment of cotton pickers.

"When a plantation owner wants his cotton picked in a hurry, he issues a call to all the folk in the neighboring countryside. The pickers make their way by river and road, singing all the way. They sing while they pick cotton, and they work until the whole plantation has been picked. Then follows a feast, which they call a barbeque. An ox is roasted over an open fire, songs are sung round the fire, and the festivities wind up with a dance. Such an evening feast will form the theme of John Payne's broadcast, which will be produced by John Pudney.

John Payne was born in the southern cotton fields of the United States and worked there until he was a young man, when he went to a ranch in California. He came to England with a syncopated orchestra in 1919, and has made frequent and long visits here since then.

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COMMISSIONER PAYNE PRAISED FOR STAND ON BROADCASTING

Commissioner George Henry Payne, whose views often run contrary to those of his colleagues on the FCC and to leaders in the radio industry, was praised by the Washington (D. C.) Evening Star in an editorial following his address last week at Bay Shore, L. I. The editorial stated in part:

"George Henry Payne, Federal Communications Commissioner, is a philosopher. His friends have been familiar with that fact for many years, and his writings prove it. For example, he happens to be one of the few thoughtful men who have bothered to consider the future of broadcasting. 'Developments and inventions are now going on and being made in the radio field,' he said in a recent address to the Bay Shore, Long Island, Rotary Club, 'that will affect the mental life and education, and possibly the material interests, of every person in the country.'

"The question is: How and to what effect? And the Commissioner stated the basic problem in terms of opposition groups. 'A fierce struggle,' he declared, 'is going on for the control of the great resource of the air. Private interests favoring private monopoly are naturally anxious that there be just as little governmental "interference" (regulation) as possible in what they call their "business". Those who believe that we must not repeat the mistakes of the past and allow the wasteful private exploitation of our resources are just as keenly aroused in behalf of the Government taking a strong stand to protect the public interests.'

"But the people in general are 'indifferent' to the outcome of the battle, the Commissioner told his audience. And a fair inference from his words is that he believes that it is in that careless attitude on the part of the plain men and women of the Nation that the real danger lies.

"The Commissioner, obviously, is mindful of the record of the past. He knows that apathy has been fatal to social advantage in other earlier crises resulting from new inventions and new processes. Progress, he realizes, almost invariably is handicapped by greed and by the popular inertia upon which greed fattens and grows strong. But he has done his personal duty. If radio is destined to be an added chain for humanity to wear, he at least will have the satisfaction of having warned against the peril of permitting it to become so without resistance."

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7 MONTHS OF NBC MAIL TOPS 1935 TOTAL

Hot weather and vacations notwithstanding, the radio public wrote 63,850 more letters, according to the National Broadcasting Company, in July, 1936, than July, 1935. Daytime programs attracted 63 per cent of this mail. NBC audience mail for the seven months of 1936 has already passed the full year total for 1935.

Among the twenty-five leading non-sponsored programs were six of a strictly religious nature. Four of these were among the first ten "mail-getters". Also among the leaders were four programs featuring vocal soloists.

The ratio of favorable comment to unfavorable is another interesting feature of the July report. Of the 3,021 correspondents who commented on the type of program, 2,975 said they approved. Only 46 written complaints about programs were registered. And-- of this number--a mere 30 had any constructive suggestion to make about improving the program. Artists fared well with 857 applause letters against 39 letters of criticism. In the entire coast to coast total of mail only 15 complaints about commercial announcements were received.

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NBC STATIONS REACH 100 AS KGBX JOINS

Station KGBX, Springfield, Missouri, will join the National Broadcasting Company networks September 1 as an optional station of the company's Southwestern supplementary group. KGBX is owned by the Springfield Broadcasting Company, which is headed by Lester E. Cox. The station is modernly equipped. It broadcasts on 500-watts power with a frequency of 1230 kilocycles.

Originally located at St. Joseph, Missouri, KGBX is a veteran among the mid-western broadcasting stations. It was moved to Springfield in 1931, and has become noted for its broadcasting of news and current events. Its addition will bring the total of NBC stations throughout the nation to 100.

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MOST RURAL LISTENERS PREFER CLEAR CHANNEL STATIONS

More than 75 per cent of the nation's rural radio listeners would rather tune in their programs from powerful clear channel broadcasting stations than regional or local outlets, a long-delayed engineer report to the Federal Communications Commission disclosed late last week.

Spread over the last two years the survey was made to determine the relative value of clear channel operation and probably will guide the future policy of the FCC with regard to an expected reallocation of facilities in the 550-1600 kc. broadcasting band following a general public hearing beginning October 5.

The investigation was launched after demands had been made by broadcasting applicants that at least some of the 40 clear channels be broken up into regional and local wavelengths, thus providing additional facilities for an increase in the now 600 odd stations.

Originally set aside for exclusive operation of high-powered transmitters, with but one outlet to a channel, the clear channels have been made to carry two stations in most instances.

The engineering survey, conducted for the most part during the Winter and Spring of 1935, was divided into four parts. The first was a postcard inquiry made among rural listeners; the second part of the data was obtained by inspectors who engaged in personal interviews; the third part pertains to conductivity of the earth as determined on certain paths; and the fourth concerns the analyses of the continuous field recordings made of clear channel stations. The two latter surveys were very technical, and the results are understandable only to a radio technician.

The report presents data and analysis without drawing any conclusions or making any recommendations. No action by the FCC is anticipated until after the October broadcast band hearing.

The post card questionnaire study was made to determine the relative effectiveness of different classes of broadcast stations in rendering service to the rural sections of the United States. A secondary purpose of the questionnaire was to obtain data on the types of receivers used by rural listeners in order to arrive at a conclusion concerning their electrical characteristics and the degree of obsolescence. The study was conducted by mailing approximately 86,000 questionnaires direct to rural listeners whose names were obtained from the Agricultural Adjustment Administration and sending 30,000 more questionnaires to fourth class postmasters. The text of the questionnaire card and the questions asked on the reply card were as follows:

The Federal Communications Commission is conducting a survey of broadcasting to determine what stations serve rural and small urban areas. The purpose of the survey is to obtain data whereby the Commission may better regulate radio with respect to improving your broadcast reception. Your cooperation is respectfully requested in supplying certain information by completing the attached card. Fill in the blanks, tear off the card, drop it in the mail box. No stamps are necessary. (Kindly return the card even though you may not own a radio receiver).

- (1) Do you own a radio set? _____ Make _____
 Model No. _____ Number of tubes _____
 When purchased _____ Is it now in
 operating condition? _____
- (2) Name your favorite radio stations by call letters in the order of your preference:
 (1) _____ (2) _____ (3) _____ (4) _____
- (3) What is your post-office address? _____
 _____ County _____
 State _____
- (4) This space is for any general comments on radio broadcasting which you may care to make.

Of the 116,000 questionnaires sent out by the Commission, 46,586 were returned. The survey was started on February 1, 1935, and by March 1, 1935, practically all the cards had been returned. Of the total cards returned, upon tabulation it was found that 13,916 were not suitable for purposes of analysis either because the questionnaire was returned unanswered, the individual did not have a radio receiving set or his receiving set was not in operating condition. The total of questionnaires available for analysis was then 32,671. The information from these cards was tabulated to show the listener preference as to clear, regional and local channel broadcast stations, the year of manufacture of the receiver used by the listener, and the number of tubes employed. From this tabulation the following tables were prepared:

National Rural Listener Preference by Channels

<u>Station Classification</u>	<u>Percent</u>	<u>Number of Stations Licensed</u>
Clear Channel	76.3	95
Regional Channel	20.6	277
Local Channel	2.1	256
Foreign	1.0	

(Table showing listener preference by States carried in report but not reprinted here).

Year of Manufacture of Radio Receiver

<u>Year of Receiver</u>	<u>Percent</u>
1929 or earlier	26.1
1930	12.7
1931	10.1
1932	12.1
1933	13.8
1934	21.6
1935	3.6

Number of Tubes in Receiver

<u>Number of Tubes</u>	<u>Percent</u>
4 or less	5.6
5 to 7	69.9
8 or more	24.5

"The table of listener preference according to States gives an indication of the relative effectiveness of stations of the various classifications in rendering rural coverage in different States", the report points out, "and when compared with the station and frequency assignments within or adjacent to each State much interesting information results. In the thickly settled Eastern and Southern States, even though there are many broadcast stations of the regional and local classification operating, a high percentage of the rural listeners preferred service from clear channel stations.

"A tabulation of listener preference by stations and States indicated that the four stations most frequently named as the first choice of the listener were all clear channel stations in 31 States and that when a regional station appeared among the first four it was almost invariably a low frequency station as discussed in the previous paragraph.

"With only three exceptions, the first choice of the listeners in each State was a clear channel station.

"A clear channel station of 500 kw. power was the first choice of listeners in 13 States. The States showing this preference ranged from Michigan to Florida and from Virginia to Arkansas. In six additional States, among them Texas, this same station appeared as second choice.

"The first choices of listeners in the Territory of Alaska and the Territory of Hawaii were clear channel stations located in the Southern California area.

"The tabulation of the year of manufacture of the radio receivers indicates that approximately 75 percent of the receivers in use at the time of the survey were purchased between the years of 1930 and 1935, inclusive, and approximately 50 percent between

the years of 1932 and 1935. The low percentage of 1935 receivers is due to the fact that the survey was concluded by March 1, 1935, and consequently, a very small percentage of 1935 receiver sales were included. The analysis according to the number of tubes used by each receiver, which indicates 69.9 percent had from 5 to 7 tubes, may be taken as showing the average receiver to be a superheterodyne of fair quality. This belief is further strengthened by the fact that 75 percent of the receivers were manufactured subsequent to 1930."

Another part of the allocation survey was conducted by dispatching inspectors from the Field Section of the Commission's Engineering Department through various localities with field cars. On these trips rural listeners living within the primary service areas of several broadcast stations of the different classifications were interviewed for the purpose of determining the approximate limit of the night primary service areas. At the point where listeners reported to the inspectors that satisfactory service was no longer obtained, the day field intensity from the station was measured. The data concerning clear channel stations are insufficient, however, to be conclusive, the report states.

At the time the investigation was conducted by the inspectors, the listeners interviewed were also questioned concerning their choice as to stations and the information tabulated as was done in the questionnaire survey to indicate the preference as to clear, regional or local channel stations.

The close agreement between the data obtained by the inspectors, which indicated 75.1 percent of listeners preferred a clear channel station, agrees very well with the results of the questionnaire survey, which arrived at a figure of 76.3 percent for the same preference.

Seven sample field intensity records are included in the report and illustrate many of the phenomena encountered in connection with the reception of radio waves from distant broadcast stations. The records given are chosen so as to include a variety of conditions with respect to distance from the transmitter, frequency, season, types of fading, and kind of transmitting antenna. These records are explained briefly as follows:

"First record - WCAU, at a distance of 70 miles - illustrates the severe fading without appreciable change in average field strength which sets in just after sunset at this distance and season, and is due to interference between the ground wave and one or more sky waves. The steady ground wave (about 0.32 MV/M) may be seen on the record just prior to sunset.

"The second record - that of WGY, at a distance of 139 miles - shows a similar phenomenon with the added features of pre-sunset fading and a gradual increase of average field strength through the twilight period.

"The third record is of WBT at a distance of 526 miles. At this distance the fading is presumably due to ionosphere fluctuations only, and the relatively long period of fading on this frequency and at this distance is of interest.

"The fourth record is of WCFL and KGR. It is of interest to notice that the period of fading is about the same for each station, although the distances are 563 and 1263 miles, respectively.

"The fifth record is of WLS - WENR at a distance of 804 miles. This is given as one of the best examples of long period fading obtained during the survey.

"The sixth record is of KFI at a distance of 1175 miles and WOI at a distance of 269 miles. WOI goes off the air shortly after sunset at Ames, thus protecting the secondary service of KFI. The field intensity of KFI begins to increase at sunset at Grand Island, continuing this increase for over an hour after sunset at Los Angeles.

"The seventh record is of WOAI at a distance of 2163 miles. For this distance and frequency the period of fading is relatively short."

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FIRST TELEVISION RECEIVERS AT LONDON RADIO SHOW

For the first time television receivers were on display and for sale at the annual Olympia Radio Exhibition which opened in London early in September under sponsorship of the Radio Manufacturers' Association. Demonstrations of the receivers are given twice daily with transmissions coming from the new BBC television station at Alexandra Palace. Programs consist of excerpts from talking movies, actual studio productions, and "shots" of open air scenes around the station.

"Much interest was shown in a new battery receiver which operates without an H.T. battery and obtains its power from a low-tension accumulator", the B.B.C reports. "Overseas visitors also were much impressed by the wide range of new short-wave and all-wave receivers suitable for the reception of the BBC Empire station.

"Experience has shown that overseas listeners need really sensitive receivers, and it is safe to say that this year the British manufacturer has studied the problem carefully, with the result that there were many sets on view at Radiolympia eminently suitable for use abroad. In the first place the designs of many new sets make use of every known development to ensure satisfactory operation in countries of humid climate. The cabinets of battery sets, in many cases, are airtight; and in main receivers, where adequate ventilation is essential, the coils, power and

output transformers, and the field coils of loudspeakers are all wax-impregnated to keep out the damp. Condensers have been specially treated with the same object in view, and even special high-tension batteries are being marketed for overseas use.

"The technical aspect has received equal consideration. The super-heterodyne circuit has been almost universally adopted, and many manufacturers have incorporated one well-designed high-frequency stage - a welcome trend. It is impossible in this short eye-witness account of Radiolympia to delve deeply into technicalities, but regarding the question of size (number of stages in the set) the new overseas models are very ambitious. There are literally dozens of six, seven, and eight-valve receivers, and many even larger. One manufacturer has produced a fourteen-valve A.C.-mains operated all-wave radiogram especially for overseas use; another has gone one better with a twenty-valve all-wave A.C. radiogram, with a fifteen-watt speech output, costing 120 guineas.

"Quality of reproduction has apparently received a deal of attention this year, judging by the extended audio-response curves claimed by some manufacturers for their sets. The tendency seems to be to incorporate larger power-output stages, and loudspeakers with bigger magnets and diaphragms.

"There is no revolutionary change in the price of receivers: all prices seem to have kept the same level as last year, but undoubtedly the sets are better."

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EAST FOLLOWS WEST AS YALE SELLS GRID GAMES

Taking a cue from the higher educational institutions on the Pacific Coast, Yale University last week startled the sporting and educational worlds by announcing that it was selling the broadcasting rights to a commercial sponsor, the Atlantic Refining Co., for \$20,000. The story was disclosed first in the New York Times.

While Yale's example was expected to break the ice of many other Eastern colleges and universities which have frowned upon such commercial invasion of an amateur sport, Princeton immediately stated that it would not follow Yale's lead.

Harvard's graduate manager of athletics, Bill Bingham, was quoted upon his return from the Olympic Games at Berlin, as saying that Harvard would be receptive to a commercial offer for broadcasting rights of its home gridiron contests.

"I don't think it is inconsistent", he said. "I think it's rather a dignified practice just like selling advertising for programs."

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John Shepard, 3rd, President of the Yankee Network, who had a large hand in "selling" Yale, announced subsequently that he was looking for commercial sponsors for Brown University and Boston College.

The only taboo raised by Yale in offering its six home games for sponsorship was that no liquor dealer or distiller was acceptable.

The large oil companies appear to be taking the lead in sponsoring the college football games, both on the West Coast and over the country.

The Southern Football Conference announced it had lifted its ban on sponsorship of gridiron games of its members, leaving the decision in each case to the participating college or university.

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LABOR DAY BRINGS FCC'S VACATION TO AN END

Labor Day means just that for the members of the Federal Communications Commission as it marks the end of their Summer vacation, and as they have a heavy schedule of work awaiting them for the Fall. Having operated with only one or two Commissioners in attendance simultaneously for the last two months, the FCC has postponed all major activities and decisions until the famed Summer heat of Washington begins to subside.

The major tasks facing the Commission this Fall are:

A general hearing on the broadcast band 550 to 1600 kc. on October 5th with a reallocation of broadcasting facilities in prospect.

A decision on whether to approve any or all of ten applications for super-power permits from stations which want to emulate WLW, Cincinnati, and use 500,000 watts.

The so-called "Brooklyn case" controversy that has disturbed the FCC for more than two years and now has become emeshed in politics. A hearing has been scheduled for October 26th.

The whole problem of allocation of the ultra-high frequencies, concerning which a public hearing was held in mid-June, and a determination of the United States' recommendations to the Cairo International Radio Conference.

The October 5th hearing is expected to deal with all the major problems in the technique of broadcasting brought about by developments since the last general reallocation of 1928.

T.A.M. Craven, FCC Chief Engineer, has informed the Commission that radio "is at the cross-roads" and that new regulations and possibly a shifting of frequencies among the services are in order.

Explaining the purpose of the hearing recently the FCC said:

"As is well known in the industry, the existing practical allocations depart somewhat from the empirical standards which became the basis of regulations in 1929, and which have not been changed since that date. It is believed that at least one of the outcomes of the October 5 hearing will be to modify the regulations so that they will conform to the actual practice of today."

The proponents and opponents of super-power will be given an opportunity to debate, the FCC said, and the question of splitting up the clear channels further to provide additional facilities will be discussed.

As the policy of the FCC with regard to higher power will depend largely on the outcome of the broadcast band hearing, no date has been set for a hearing upon the ten applications for permits to use 500,000 watts transmitters.

The stations seeking the super power are: WHO KNX WJZ WGN KDKA WJR KFI WSM WHAS and WBZ.

The "Brooklyn case" hearing has been scheduled and postponed a half-dozen times since the FCC made a ruling last Winter only to retract it under political pressure.

Involved are the continued existence of WLTH, WARD and WVFW, which the FCC proposed to take off the air, an increase in time for WBBC and a proposed construction permit for the Brooklyn Daily Eagle to share the 1300 kc. channel with WBBC.

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FLAMM SEES RADIO AS AID TO PEACE

"Properly employed", radio could be a powerful bulwark for the preservation of peace in Europe, Donald Flamm, New York radio executive, declared last week as he sailed from Nice, France, for America aboard the Italian Liner "Rex", after a trip through England, France, Italy, and Switzerland.

"European statesmen", he said, "should realize that radio could be a powerful instrument for goodwill, instead of being used for dangerous propaganda of hatreds. Radio could easily dissipate many unfortunate disagreements among European nations."

Wireless in the United States has nothing to learn from Europe, Mr. Flamm said as a result of his European study, but he said that France and Germany, already making regular television broadcasts, lead in that field.

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RADIO USED AS INDICATOR OF MOST POPULAR SONG HITS

The volume of sales of sheet music used to serve as an indicator of a song's popularity; now it's the number of times it is played over the air.

The American Society of Authors, Composers, and Publishers last week issued its annual analysis of the song hits of 1935 and the selections were based upon the frequency with which the compositions had been played over the major networks - NBC and CBS.

E. C. Mills, ASCAP General Manager, explained that the radio figures were most indicative of a song's general popularity. If it was going out over the air, he said, it was undoubtedly being danced to at restaurants, night clubs and tea rooms, crooned at private parties, strummed by ukulele players and hummed by casual strollers everywhere.

The total credits earned by a number, it was specified, represented the number of times it was transmitted by an individual station. Thus if there was a chain hook-up of eighty stations, eighty points would be scored.

A separate count of sheet music was provided for the first six songs. It did not parallel the radio tally. The first six were:

"When I Grow Too Old to Dream", by Sigmund Romberg and Oscar Hammerstein, points 29,161; sheet sale, 550,000; "I'm in the Mood for Love", by Jimmy McHugh and Dorothy Fields, points 26,537; sheet sale, 200,000.

"In a Little Gypsy Tea Room", by Joe Burke and Edgar Leslie, points, 25,228; sheet sale, 311,000; "Lullaby of Broadway", by Harry Warren and Al Dubin, points, 24,864; sheet sale, 125,000.

"Cheek to Cheek" (often referred to as "I'm in Heaven") by Irving Berlin, points, 24,134; sheet sale, 250,000; "What's the Reason I'm Not Pleasin' You?" by Pinky Tomlin, Earl Hatch, Coy Poe and Jimmy Grier, points 23,944; sheet sale, 160,000.

Mr. Mills said no new musical trends were evidenced by the statistics; the love theme was still the old reliable, and Americans still liked good melody. The romantic songs were perhaps a little gentler, though, he conceded.

"They're not writing the 'Hot Lips' and so on that they used to write", he remarked. "They're all pretty nice, jolly, sweet, clean songs."

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FTC NAMES NEW FIRMS IN RADIO COMPLAINT

The Federal Trade Commission has issued an amended and supplemental complaint charging Knight Electric Company, Inc., 16 Hudson Street, New York City, and associated companies, with unauthorized use of well known trade names and the appropriation of the reputation and good will of certain established companies, in the sale of radio receiving sets, tubes and accessories.

The original complaint in this case, issued in December, 1935, charged Knight Electric Company, Inc., with appropriating the names "Majestic International", "Victor International", "Victor Radio Stores", and "Edison Radio Stores", without the authority of the owners of such names, namely, Grigsby-Grunow Co., RCA Victor Co., and Thomas A. Edison, Inc.

The amended and supplemental complaint names as respondents several additional companies and individuals and alleges the use on name plates attached to radio products sold by them of other names and letters or symbols in addition to those mentioned in the original complaint. Among these are trade names containing the names Marconi, Edison, Bell, Victor, Majestic and Brunswick, the name Brunswick being the property of Brunswick Radio Corporation, and symbols and letters alleged to simulate the letters "RCA and "GE" as owned by Radio Corporation of America and General Electric Co., respectively.

Besides Knight Electric Co., Inc., the amended complaint names the following companies engaged as essentially a single business in manufacturing and assembling radio sets, tubes, and like products: Temple Electric Corp., Acme Radio Corp., Pirate Radio Corp., Gillet Radio Corp., Radio Products Corp., and Franklin Sales and Distributing Co., Inc., all of 16 Hudson Street, New York City.

The following officers of these companies are named as respondents: Eric Houser, President, Director and Agent of the several companies; David I. Morrison, A. M. Frank, Leon C. Sacks, Charles Johannes, Morris A. Weiner, Otto Dreher, Charles Dreher, Ruth Wasserman, J. R. Rosenberg, and S. Buchman.

Radio Dealers named as respondents are, Harvard Radio Tube Testing Stations of Pa., Inc., 208 N. Broad Street, Philadelphia; Ross Distributing Co., 2020 Chancellor St., Philadelphia; Sun Radio and Service Supply Corp., 938 F St., N.W., Washington, D. C.; Schiller Brothers, Inc., 922 F St., N. W., Washington, D. C., Robbins Radio Co., and Ambassador Radio Co., 940 F St., N. W., Washington, D. C., and Call Radio Co., 636 H St., N. E., Washington, D. C.

Five manufacturers and dealers in name plates and escutcheons for use on radio sets are named respondents - Metal Etching Corp., 1001 Essex St., Brooklyn, N.Y.; Etched Products Corp., 3901 Queens Blvd., Long Island City, N. Y.; Electro Chemical and Engraving Co., 1100 Brook Ave., New York City; Premier Metal Etching Co., 2103 - 44th Ave., Long Island City, N. Y.; and Crowe Nameplate and Manufacturing Co., Chicago, Ill.

The amended complaint fixes Friday, October 9th as the final date for the respondents to show cause why the Commission should not enter against them an order to cease and desist from the violations of law charged in the complaint.

ANNUAL PALEY AWARD TO BE GIVEN OUTSTANDING AMATEUR

On September 6, at the National Amateur Radio Show held in conjunction with the American Radio Relay League's Central Division Convention, announcement was made that William S. Paley, President of the Columbia Broadcasting System, has offered a permanent award to be presented annually to that individual who through amateur radio, in the opinion of an impartial Board of Awards, has contributed most usefully to the American people, either in research, technical development or operating achievement.

Mr. Paley designated the American Radio Relay League as the permanent custodians of the award. Upon it will be engraved each year the name of the winner of the award. A smaller replica will be presented to the individual selected as the winner, by an impartial Board of experienced authorities on amateur radio activities.

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MBS AUGUST TIME SALES UP 69%

The Mutual Broadcasting System's total billings for the month of August, 1936, were \$122,065.31, it was announced last week. This includes the billing of basic and associated stations and marks an increase of 69% over August, 1935. The total billings for August, 1935, were \$72,075.69.

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CAMPAIGN CALLED DISAPPOINTING TO BROADCASTERS

"The broadcasting trade is complaining that the politicians are holding down on their radio budgets", writes Paul Mallon, Washington columnist, in his syndicated column. "No long-term contracts are being made. Both Farley and Hamilton are buying only single-period time.

"At this rate, neither the Republicans nor Democrats will spend the millions of dollars planned by each for this type of promotion.

"But this rate will not last. The Republicans are getting ready a more extensive final radio campaign than has ever been attempted in politics before. Democrats have heard about it, but do not know the details.

"The broadcasting companies probably would not mourn much if the national committee fail to run up big bills, as both are considered very slow pay. Some of the bills of the campaign four years ago are said not to have been settled yet."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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NEXT SIX WEEKS TO PROVE VALUE OF POLITICS TO RADIO

With only about six weeks to go before the current presidential campaign ends, broadcasters are waiting for the boom business expected from the Republican and Democratic National Committee.

While figures are not yet available on actual expenditures by either party, indications are that they are not as great as anticipated early in the Summer, when forecasts were that \$1,000,000 might be expended by each political organization for radio time alone.

President Roosevelt apparently has been responsible for much of the delay by his postponement of his actual campaign until early October at least. He has, however, shrewdly made use of national hook-ups for non-political addresses, reports to the nation, drought conferences, and the like.

The Republican National Committee has been sponsoring nightly political talks and interviews by William Hard, noted Washington correspondent, and the Democrats have bought time for supporters of Roosevelt like Secretary Ickes or Democratic Governors to answer Governor Landon.

Although Governor Landon has been more fruitful, from the broadcasters' point of view, as a result of his political tour of the East, even he has not produced as much radio revenue as anticipated.

Broadcasters are hopeful that the next few weeks will bring a change and a real campaign over the air. They recall that they patiently awaited the party conventions before charging for political talks, and now they are realizing the politicians, like most other persons, were quick to use free time on the air but are less voluble when they have to pay for broadcasting facilities.

Both the Republican and Democratic National Committees have radio divisions in operation, but even they appear to be slow about actually starting their campaigns on the air.

Both are laying plans for transcription distribution among independent stations, but broadcasters are beginning to wonder whether the disks will be available in time to be of much value or to produce much revenue.

The only antidote to the disappointing presidential campaign is the record-breaking Fall business that is rolling into networks and independent stations alike. All trade forecasts agree that the year's revenue will reach \$100,000,000 for the first time in the industry's history.

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NAB RAPS WARNER BROTHERS' OFFER OF FILM DISKS

Warner Brothers, which only recently healed a breach with the broadcasting industry by returning its music publishing subsidiaries to the fold of the American Society of Authors, Composers, and Publishers, is the object of an editorial attack in the current weekly bulletin of the National Association of Broadcasters.

Citing one of the queries in a questionnaire allegedly mailed to radio stations, the NAB bulletin reports that the broadcasters are asked by Martin Gosch, Radio Director of Warner Brothers: "Do you wish to subscribe to our free motion picture preview transcription service sent to you in advance of film release?"

The NAB bulletin, edited by James W. Baldwin, Managing Director, then comments:

"This is not unlike other propositions submitted to members from time to time by other film companies. The film people are conscious of the fact that radio offers the most efficient means for exploiting their pictures. By means of 'Hollywood News', 'Commentaries by leading film stylists', etc., the film personalities may be kept constantly before the listeners on 29,000,000 receiving sets. By means of song plugging (by special permission) and dramatizations, radio popularizes new songs and invites listeners to see their favorite performers.

"If the Warner proposition does not seek, as others do, to obtain free time - free exploitation of their pictures - why does not Mr. Gosch place an order for time and pay for that time at the rates specified in the stations' rate cards. He has all the facilities for building excellent commercial programs. He must know that talent costs are in addition to time costs. He ought to know that radio stations cannot discriminate between advertisers.

"There is even more at issue here. One fact that cannot be ignored is that while radio stations are popularizing film music, they are building a music repertory that requires an expenditure of 5 per cent of their receipts for 'time on the air' even though music is not used in certain programs. Another is that after popularizing orchestra leaders and other talent (often identified with motion pictures) radio is threatened with litigation if they do not cease broadcasting the recordings of such persons or pay heavy royalties for their use - and regardless of the fact that the musical selections involved are contained in the ASCAP repertory."

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BUCK AND McCOSKER DIFFER ON RADIO EFFECT ON MUSIC

A declaration that radio has brought a very brief life for modern popular songs by Gene Buck, President of the American Society of Authors, Composers, and Publishers, brought an immediate retort from Alfred J. McCosker, President of WOR, New York.

Returning from California, Mr. Buck told reporters upon docking in New York that Americans of future generations will probably not know the songs of today as the present generation knows "Sweet Rosie O'Grady" or "The Sidewalks of New York."

Mr. McCosker, who had just returned from a European tour, replied that radio merely puts a quick end to worthless music but does not harm compositions worth preserving.

"The Bible and Lincoln's Gettysburg address have been repeated and reprinted again and again", he observed, "and have lost nothing in repetition. Radio reiteration of fine music does not detract from it. If it is real music it will live."

Said Mr. Buck:

"I am greatly disturbed about the future of any music written today. In the old days, prior to radio broadcasting, it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks."

Songs like "Smoke Gets in Your Eyes", by Jerome Kern, and Billy Hill's "The Last Round-Up", the latter "one of the finest American folksongs", should become a part of history, he said, but constant use may relegate them to oblivion. He paid tribute to Mr. Kern as "the tops" in modern composing, and said he was "lasting" because his songs were in such good taste.

"I do not want to see these songs killed", Mr. Buck continued. "They are too fine and beautiful. I have no solution as to how this can be met except as is being done today with some of the musical-show songs, where there is a limit placed on their broadcasting. A song surreptitiously becomes a part of us. We remember vividly the songs that were sung to us when we were babies; we recall the songs associated with our first love affairs and those that accompany wars. It is because they stayed with us a long while. Radio today lets us keep them only a few weeks."

He added that if it were not for music radio would not last, since 75 per cent of the programs depend on music in one form or another.

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CROSLEY AMONG CONTRIBUTORS TO G.O.P. FUND

The names of three personalities in the radio industry were included in the list of contributors reported to the clerk of the House of Representatives this week by the Republican National Committee. They are Powel Crosley, Jr., owner of WLW, Cincinnati, with \$2,500, and A. Atwater Kent and A. Atwater Kent, Jr. formerly radio set manufacturers of Philadelphia, with gifts of \$5,000 each.

Also among the group of contributors to the Maine Republican campaign fund, it was disclosed this week by the Senate Committee on Campaign Expenditures, were A. Atwater Kent, former Philadelphia radio manufacturer, and Senator Wallace H. White, Jr., Republican candidate for Senator, who for years has played a leading role in radio legislation on Capitol Hill. Mr. Kent's contribution was \$1,000, while Senator White gave \$2,000.

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NAB COMMITTEE CHAIRMAN NAMED BY NEW PRESIDENT

H. K. Carpenter, of WHK, Cleveland, this week was appointed Chairman of the Commercial Section of the National Association of Broadcasters by C. W. Myers, recently elected President.

Other appointments announced are: Buryl Lottridge, of KOIN-KFAB, Omaha, Chairman of the Sales Managers Division; John J. Gillin, Jr., WOW, Omaha, as Chairman of the Industry Promotion Division; Arthur B. Church, KMBC, Kansas City, Mo., was renamed Chairman of the Committee of Five to represent the NAB on the Joint Committee on Radio Research.

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"TELEVISOR" REGISTERED, BBC REMINDS CORRESPONDENTS

"In each of two paragraphs from foreign correspondents relating to the position of television in their respective countries, in a recent issue, the word 'televisor' was used in a general sense", World Radio, BBC organ states in its current issue. "It has been pointed out to us by Messrs. Baird Television, Ltd., that since the word is the registered trade-mark of that company, the use of it should be confined to the appropriate apparatus manufactured by Baird Television, Ltd."

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NEW YORK RADIO SHOW LARGEST EVER HELD

With the largest number of exhibitors in recent years, the 1936 National Electrical and Radio Exposition was opened September 9th in Grand Central Palace, New York City. All available space was sold long before the show opened.

There are twenty-five radio exhibits besides numerous electrical equipment displays.

At a luncheon-meeting at noon in the Hotel Commodore by the Electrical Association of New York, the show's sponsor, the exposition was described as the most "comprehensive in the history of the electrical industry and its radio division." Gabriel Heatter, WOR commentator, was the principal speaker. It was predicted that the number of show visitors this season would far surpass that of last year, when more than 177,000 persons attended.

The show will be open daily until the night of September 19th.

The new radio sets feature world-wide reception, even to the smallest models, which this season are larger and more impressive looking than last year's. The small models have larger loud-speakers and more accurate tuners, and consoles convey the impression of being more compact.

One manufacturer is displaying small models "built with the accuracy of a fine watch" to bring in distant short-wave programs as well as reproduce local broadcasts with the "utmost midget fidelity."

"Real high-fidelity" is the slogan of another radio maker, presenting for the first time this season a large radio-phonograph combination in the \$750 price class. Several other manufacturers also display receiver equipment at the show in this price region. One twenty-five-metal-tube radio has three loud-speakers covering the entire audible range of tone.

Tuning dials are larger, with station call letters marked. A wide variety of visual tuning aids also are employed.

One of the novelties of the show is a "beside-the-chair" radio that tunes from the top and has a plate-glass lid to keep out dust. Several receivers, their designers anticipating a rapid expansion of broadcasting to the shorter wave lengths, have dials and circuits to bring in programs on waves as short as four meters.

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NEW SOUTH AFRICAN RADIO SYSTEM LIKE AUSTRALIA'S

As a result of a governmental inquiry and action by Parliament, the South African Broadcasting Corporation was established in August, this year, and took over the African Broadcasting Company as a going concern, according to a consular report to the Department of Commerce. The corporation took over all assets, obligations, liabilities and responsibilities of every description, paying the company £150,000 in 6 per cent debentures.

Elements of the Australian broadcasting system enter into the provisions of the new act in that the Postmaster General, with the approval of the South African Broadcasting Corporation, may license independent "B" class stations which may obtain revenue by broadcasting advertising. What the attitude of the corporation may be in this respect will determine whether such stations are established.

"In the early days of broadcasting, the South African newspapers viewed radio as a competitor in the limited advertising field, and declined to carry information regarding radio programs", the consular report stated. "Broadcast popularization therefore depended entirely upon its own appeal. It may therefore be supposed that no "B" class stations will be established where services will directly compete with the monopoly stations, the latter being located in the principal publishing centers. In the meantime, as regards the monopoly stations, no change in the existing status will be made until the Board controlling the corporation will have had an opportunity to make a thorough study of the situation and the possibility for improvement. The new law does not prohibit the corporation from advertising through its own stations but it is generally considered that the corporation does not favor continuing after the existing contracts of the African Broadcasting Company have been completed."

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NEW DIRECTIONAL COMPASS USED IN RICHMAN HOP

A new type of radio directional compass, never before used outside the United States, was one of the main features of the equipment of "Lady Peace", in which Harry Richman flew from New York to Wales last week.

It is a combination directional gyro, artificial horizon and two-way radio telephone obtained from the Vincent Bendix aeronautical interests. With it Dick Merrill, the pilot, and Richman were able to tune in on any radio station, broadcasting on any wave length from 200 to 1,500 kilocycles, and to see a light flash on the instrument board, pointing out the direction of that station. The instrument also shows the directions of any two or three stations, thereby permitting the flyers to determine their exact position in a matter of seconds.

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GERMAN-AMERICAN S-W INTERFERENCE AT RIO

Reports from Rio de Janeiro are to the effect that Station W2XAF, at Schenectady, short-wave, and DJN, Berlin, on 954 kc. interfere with each other, preventing clear short-wave reception of either station at Rio. Thus the only other American station which can be heard at night down there is W8XK, Westinghouse, 11870 kc., in the 25 meter band.

There is a further complaint that the Westinghouse station does not come in with sufficient volume; therefore, it is said, no American station, is satisfactorily received at Rio. Germany, on the other hand, is said to be received there almost with the power of a local station and England about as good.

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RADIO CONTROLLED AUTO AMAZES BLASE NEW YORK

Usually blase New Yorkers strained their necks and gaped just like any yokels a few days ago when a driverless cabriolet wound its way in and out of traffic-cluttered streets. They finally learned that it was radio controlled from a preceding car.

A New York policeman, while finding no violations of traffic ordinances, took the party to a nearby police station just to be on the safe side, but the driverless car and its sponsors were later released as nothing in New York laws prohibits operation of an auto by radio.

Employed by a Ford agency for advertising purposes, it trailed a sedan making up to twenty miles an hour over a complicated route. It swung right and left, as required, obeyed traffic regulations and signals, made U-turns and attracted scores of pedestrians along the way who seemed uncertain of whether to gape, laugh or get out of the way.

Aside from the rectangle of wire supported by narrow posts and crossed by diagonals, the novelty machine has nothing to distinguish it from any other convertible coupe. From the diagonals, however, four strands - yellow, red, black and green - lead to a kind of cabinet between the front and rear seat, which is the center of the control mechanism.

Although sponsors of the demonstration refused to give mechanical details, there seemed no reason to believe there was anything scientifically new about the tour. But it was pretty surely the first time a radio-controlled motor vehicle had cruised through busy streets in New York.

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CHINESE PLAN TO REACH U. S. BY SHORT-WAVE

Along about next July, when American radio fans tune their all-wave sets down around the 50-meter mark, they needn't be surprised if they hear a wild jangle of Chinese music followed by a voice explaining that the next number from Station XKOX, Nanking, China, will be next Summer's current American hit.

Back of all this will be T. Y. Woo, Chinese electrical engineer and director of the station. Mr. Woo, fresh from nine months in Europe studying broadcasting methods, now is looking over the American system.

According to Mr. Woo, China hasn't had a really powerful short-wave station up to now. There are about 100 small stations, he says, which broadcast to approximately 1,500,000 radios throughout the country.

There's at least one powerful station, XGOA, at Nanking. But this, although it has 75,000 watts power, broadcasts on the higher wave lengths that aren't conducive to long-distance reception. Mr. Woo is director of XGOA and will combine its activities with the low-wave station next July.

Chinese broadcasters are literally going to have to get up early in the morning to win the American audience. Mr. Woo said that if they broadcast at 6 a.m. Washington listeners will hear the program about 7 p.m. the day before.

Besides playing both Chinese and Western music, the new station will broadcast speeches and news flashes. The announcers will speak in English.

At present Chinese stations broadcasting for home consumption use Mandarin, the official language. They offer singing and orchestral programs, but have a tendency to stress the Chinese drama, Mr. Woo said. He's mighty enthusiastic about his first trip to America and even more so about his new station. He thinks it's going to do a lot for international relations.

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ARGENTINE IN MARKET FOR BETTER RADIOS

Receiving sets and tubes are the most important American electrical exports to Argentina, according to a consular report to the Department of Commerce. Slight competition in this market is offered to radios or radio tubes of United States manufacture by similar articles of British origin, Germany and the Netherlands, both of which nations enjoy the advantage of official exchange, being the principal competitors. In 1933 and 1934 a number of small factories manufacturing inexpensive radio sets sprang up in Buenos Aires. It would appear, however, that the public is gradually growing tired of the locally manufactured sets because of their limited receiving range, and the purchasing trend is once more turning towards the more expensive models either imported complete or set up in domestically manufactured cabinets.

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FCC ORDERS PROBE OF LONG DISTANCE PHONE RATES

Investigation of the long-distance communication services of the American Telephone and Telegraph Company with a view to further reduction of its rates and charges, which are still held to be unreasonably high, was ordered September 10th by the Federal Communications Commission.

Carl I. Wheat, of California, public utilities counsel of Los Angeles since 1933, will conduct the new investigation, which will be a rate proceeding apart from the general inquiry into the affairs of A. T. & T. The general inquiry is being conducted under Samuel Becker, special counsel, and it may or may not be completed before the first hearings are held under the new order.

Resumption next month of the hearings in the investigation conducted by Mr. Becker is expected by the Commission.

The rate investigation was ordered by the Commission on a motion presented August 14th by Commissioner Thad H. Brown, who further moved the appointment of Mr. Wheat as special counsel. Approval and ratification were voted Thursday by the Telephone Division.

In announcing the new order, Commissioner Paul Walker, Chairman of the Telephone Division, said that the action was based in part on complaints received concerning the rates, charges, classifications, services and practices of the A. T. & T. with respect to the long-distance communications services; in part upon testimony introduced at the hearings conducted by Mr. Becker indicating "a record of profits over a long series of years which warrants a thorough investigation"; and on the further ground that such rate reductions and adjustments as have been voluntarily made by the American Telephone and Telegraph Company are insufficient to satisfy the complaints made to this Commission that rates and charges are unreasonable."

While the greater part of the complaints received by the Commission antedated the recent rate reductions instituted by the A. T. & T., protests had been made since and were still coming in, Mr. Walker said.

"Those reductions were not a drop in the bucket", he declared.

Among other complaints, according to Mr. Walker, it was argued that rate reductions applying only on calls to points distant more than 234 miles left average State rates unaffected, and that as between station-to-station and person-to-person calls the higher charge for the latter service was justified only for the first three-minute period and thereafter should be the same.

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INDUSTRY NOTES

Alleging unfair competition in the sale of a product designated "Genuine Texas Mineral Crystals", the Federal Trade Commission has issued a complaint against the Dollar Crystal Co., having headquarters in the Redick Tower Building, Omaha, Nebr. The respondent is a radio advertiser.

The appointment and licensing of the Continental Carbon Co., Pty. Ltd., of Melbourne, Australia, as manufacturers of electrolytic and other condensers under Aerovox patents and using Aerovox production methods, is announced by Aerovox Corp., of Brooklyn, N. Y. The Australian concern will duplicate those units of the Aerovox line of condensers which are required by their trade. Fred W. Clarke, Managing Director of the Continental Carbon Co., has been spending the past two months in the Aerovox plant, studying the manufacture of condensers with a view to setting up similar production facilities in Australia.

Following the completion of arrangements whereby the Columbia Broadcasting System September 1 took over the ownership and management of KNX, Los Angeles, Donald W. Thornburgh, Vice-President in charge of CBS West Coast operations, announced that Paul Rickenbacker will act as Assistant Manager and C. A. Carlson as controller of the station.

Dr. Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner will speak over the NBC-Blue Network on "Getting Your Radio Ready for Fall", at 8:30 p.m. "EST", Wednesday, September 9, and on "Good Reception: Is Your Radio O.K.?" at 6 p.m., Friday, September 18th.

To make the country Cantor-conscious for the new Sunday evening series which it starts over a nationwide Columbia network September 20th, The Texas Company has launched an extensive merchandising campaign which will cover the country with Eddie Cantor promotional material.

A life-size cutout in 8 colors, showing Cantor as a Texaco salesman carrying a placard announcing the series, has been distributed to 25,000 Texaco dealers. The cutout also will be reproduced in full pages of the Saturday Evening Post (Sept. 26), Time (Sept. 28) and Collier's (Oct. 3). Texaco will distribute to dealers 100,000 large window strips in four colors;

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100,000 small window stickers; 100,000 large canvas banners in four colors, and 50,000 small canvas banners in two colors. In addition to these station displays, all trucks carrying Texaco products will be decorated with two banners.

C. W. Goyder, formerly of the BBC Research Department, has been transferred to India, where he will become Chief Engineer of All-India radio.

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WMCA AND FRENCH STATION TO TRADE PROGRAMS

An association with Radio Post-Parisian in France was announced by Donald Flamm, President of WMCA, upon his return from an European tour. Under the terms of the arrangement, as settled between Jean Gruenbaum of Post-Parisian, and Mr. Flamm, WMCA and associated stations of the Inter-City Group will have access to all programs of Post-Parisian, and programs originated by WMCA will be available for the French station.

Most of the programs to be exchanged will be shipped across the Atlantic recorded, but an exchange of special programs via trans-Atlantic telephone is also covered in this new arrangement.

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AMERICAN RADIOS REPORTED POPULAR IN BRITISH MALAYA

American radio receiving sets and electric refrigerators are meeting with increasing favor in British Malaya, a report to the Commerce Department from its Singapore office shows. These two items, together with flash light batteries, have made up the bulk of the electrical equipment goods imported into the Malayan market from the United States.

It is estimated that approximately 250 American radio sets and 130 American refrigerators are arriving each month in the Malayan market. Great Britain remains the outstanding supplier of electrical goods to British Malaya, accounting for 52 per cent of the total in 1935, compared with 31 per cent for the United States.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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SOVIETS' RADIO AD CONTEST STIRS SPECULATION

An announcement by the All Union Radio Committee of Soviet Russia that it is holding a contest for the best suggestions on radio advertising has aroused the curiosity of Department of Commerce officials.

Because all information on industrial activities in Russia is vague and indefinite when it reaches this country, it is not known what the purpose of the contest may be. As all industry, as well as radio stations, have been under direct government control, there has been no opportunity for commercial advertising as the United States knows it.

As vague news reports indicate a move toward adoption by the Soviet Union of some of the forms of capitalism, however, the contest may be a prelude to sponsored radio programs.

On the other hand, as one government official surmised, the Russians may just be trying to improve their technique of government propaganda broadcasting.

"The competition", as it is called, was announced by the State-controlled Radio Centre, of Moscow, and is under the direction of the All Union Radio Committee. The prospectus, which might have been issued by an American advertising agency, states:

"The material submitted for the competition should be based on the following conditions: (a) brevity; (b) originality of ideas, attractiveness, and effectiveness."

Five prizes are to be awarded, ranging from 1500 to 250 rubles. The contest closes on December 1st.

Unofficial reports also indicate that other European countries are leaning more and more toward commercially sponsored programs as listeners tire of the government showmanship.

France appears to be taking the lead in the trend toward commercialized radio, but Germany, Italy, and Turkey are following close behind.

England continues as the chief opponent to radio advertising; yet British manufacturers are Europe's foremost sponsors. And the British public is the main purchasing support of commercial programs. All Sunday time and evenings during the week on

Radio Luxembourg, foremost European commercial station are devoted exclusively to programs in English. Daytime is allotted thus: Monday, Italian; Tuesday and Wednesday, French; Thursday, German; Friday, Dutch, and Saturday, French.

Some British sponsored shows are rehearsed in London. Companies are then flown to Luxembourg (an hour trip) for the broadcast, and return to London by plane immediately afterwards.

Radio Luxembourg is a 200,000 watt station owned and operated by the Compagnie Luxembourgeoise de Radio Diffusion, and was opened in the Summer of 1932. It is located in the city of Luxembourg in the Grand Duchy of Luxembourg. The transmitter is in Junglinster, 10 miles from the studios.

Sunday time rates are \$2,000 per hour, \$1,125 a half-hour and \$625 per quarter hour. A 40-word spot announcement, one time, costs \$375.

Commercials are restricted to 190 words on an hour program, 160 words per half hour, and 95 words on a quarter hour. Programs with commercials in two languages are subject to 10% extra charge for station time, but are entitled to 25% more words. Commercials in three languages cost 20% extra but may use 50% more words.

"Cadum Varieties", half-hour show in France, is the outstanding commercial innovation of the year; for it was the first program to introduce American pace and style. Released over Poste Parisien and seven other leading continental stations every Tuesday night, it is now being widely imitated. Jean Sablon, emcee, an 18-piece swing orchestra and a girls' vocal chorus are permanent in the Cadum set-up, with film and stage stars and sport celebrities filling the guest spots weekly.

Most progressive commercial network is the new Radio-Cite syndicate in Paris, which in addition to Radio-Cite includes Normandie, Midi, Nimes, Algiers, Maroc and Radio-Fer. The latter is a service broadcast exclusively on the crack trains throughout France. A half-hour on the key station, Radio Cite, costs 3,000 francs (\$200).

Commercials in Italy are limited to 40 minutes daily per station, distributed in the form of spot announcements. No advertising is permitted in the Scandinavian countries, except Norway, which allots fifteen minutes daily to spot blurbs. PHI, Holland, short wave station, sells time to advertisers who cover the Dutch East Indies.

Belgium has several privately owned stations operating on low power for local coverage. Spot announcements are allowed, but returns are unimportant.

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Advertising is permitted over Irish Free State stations, but only for "Irish Made" products.

Time is sold on the Polish government stations, but commercials are restricted and results are limited.

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PRALL CONTRIBUTES \$500 TO DEMOCRATIC CAMPAIGN

Anning S. Prall, Chairman of the Federal Communications Commission, and former Tammany member of the House of Representatives, has contributed \$500 to the Democratic presidential campaign, a report to the Clerk of the House by the Democratic National Committee, discloses.

Mr. Prall is the only radio figure listed among the major contributors although A. Atwater Kent, of Philadelphia, and Powel Crosley, Jr., of Cincinnati, have made donations to the Republican campaign chest.

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MILLION DOLLAR STUDIO OF WWJ OPENS THIS WEEK

A week of outstanding programs will dedicate the new million dollar studios of WWJ, owned and operated by the Detroit News, beginning on Wednesday, September 16th.

WWJ, which claims to be the oldest broadcasting station in the world, will have five large studios, no two of them alike, located on three floors. All are of "floating" construction, with walls, ceilings, floors, and even electrical conduits mounted on cushions of felt packing which separate them from the remainder of the building. The principal room of the building is the Auditorium Studio, beautifully finished in silver and two shades of blue and occupying nearly half the first floor. It includes a projection booth housing two of the latest type sound motion picture projectors, a completely-equipped broadcasting stage, and one of two consoles of a huge pipe organ, the machinery of which is located on the upper of the five floors.

The new building has the most flexible equipment yet installed in a regional station, and from the studios four different programs can be transmitted simultaneously, to different points, one program to four points, or any combination desired.

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RMA DIRECTORS WILL MEET SEPTEMBER 24

New projects and services for the membership, improved merchandising practices, and sales promotion, will come before the Board of Directors of the Radio Manufacturers' Association, at a meeting Thursday, September 24, at the Hotel Roosevelt in New York City. President Leslie F. Muter of the Association has called the Fall meeting of the RMA Board to consider several new Association projects as well as many important problems now before the industry. Merchandising practices, especially in view of the new Robinson-Patman Act, will be prominent in the discussions of the radio industry leaders. Also a further conference is planned of the special RMA Fair Trade Practice Committee of which Director E. F. McDonald, Jr., of Chicago, is Chairman.

A special survey of the administration of the Federal excise tax has been made by the RMA Set Division under Chairman Arthur T. Murray, to develop uniformity in excise taxes of set manufacturers and effect tax savings in many cases.

Plans also will be approved by the RMA Board for representation of the Association at the October 5 hearing of the Federal Communications Commission in Washington on broadcasting allocations.

Two RMA committees, including both executives and engineers, are preparing for the hearing. A special committee of executives headed by James M. Skinner, of Philadelphia, and the RMA Engineering Committee of which Dr. W. R. G. Baker, of Bridgeport, is Chairman, are both assembling data on subjects scheduled at the Washington hearing.

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TRANSRADIO OPENS FIFTH WIRE, HAS 275 CLIENTS

Transradio Press Service has inaugurated a fifth leased trunk wire to carry its radio news service to new clients in the East. The new circuit extends from New York to Milwaukee, carrying the full 18-hour electric printer service to stations in Pennsylvania, Ohio, Indiana, Illinois and Wisconsin. This is the second westward circuit to be established by Trans-radio. Another circuit runs through New York, Pennsylvania, Ohio and Michigan.

The expansion of Transradio's trunk wire system reflects the vast growth in sponsorship of news programs, which are particularly in demand for Autumn because of the national election campaigns and football. Transradio and its affiliate, Radio News Association, are now serving news to more than 275 clients, according to Herbert Moore, president.

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RADIO SHOW TRADE REFLECTS FALL BUSINESS BOOM

With both attendance and sales running far ahead of last year, the National Electrical and Radio Exposition in Grand Central Palace, New York City, is considered a good indicator of the Fall business boom in the radio manufacturing industry.

Dealers enthusiastically reported trade increases over last year's show from 60 to 800 per cent. While exact figures are not yet available, the New York Times quoted one anonymous exhibitor as estimating that sales are "already about 800 percent greater than at the same time last season in radios".

Others were more conservative, suggesting gains as high as 75 and 160 per cent, but all agreed that increases in trade are "considerable".

Attendance was said to be 20 percent above last year by Joseph Bernhart, show manager.

Larger dials and loudspeakers are the outstanding features of the 1937 receivers.

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VIRGINIA'S "BIG SIX" TO PERMIT GRID BROADCASTS

With leading colleges and universities rather evenly divided on whether to permit broadcasting of their major football games this season, Virginia's "big six" this week reversed an earlier decision and decided to allow the broadcasting of selected gridiron contests.

Capt. Norton Pritchett, athletic director of the University of Virginia, explained that the broadcasting will be sanctioned only as an experiment, that no broadcasting system will be given exclusive rights, and that no member will permit any local station to broadcast any game except those designated. The broadcasts may be sponsored, Capt. Pritchett said, but the educational institutions will not share in the proceeds.

John Bentley, of the Lincoln State Journal, part owner of KOIL, KFAB and KFOR, conducted a survey of representative colleges and universities following Yale's announcement that its football games would be commercially sponsored.

He found that among 74 institutions, 38 permit radio coverage of their games, while 36 ban broadcasts. Of the 38 permitting broadcasts, 24 sell them commercially. As the Virginia decision switches Virginia, Washington and Lee, V.M.I., and V.P.I., the new lineup is 41 allowing broadcasts and 33 barring them.

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FCC ACTS IN COMMUNIST CENSORSHIP CHARGES

The Communist Party of the United States and the American Civil Liberties Union have brought charges that broadcasting stations are discriminating against Earl Browder, Communist candidate for President, contrary to the Communications Act. The Federal Communications Commission is investigating.

The complaints recall the protests made by William Randolph Hearst and members of the House after the Columbia Broadcasting System late last Spring had permitted Browder to speak over its network because Republican and Democratic candidates had been given free time.

Section 315 of the Communications Act states:

"If any licensee shall permit any person who is a legally qualified candidate for public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect."

Arthur Garfield Hays, general counsel of the Civil Liberties Union, demanded that the FCC make a "sharp public statement" relating to political broadcasts because of alleged censorship exercised by Stations WCAE, Pittsburgh; WIRE, Indianapolis; and WCTN, Minneapolis. William Z. Foster, National Committee Manager of the Communist Party, also charged that WCAE had refused to carry out a contract to broadcast an address by Browder on August 28.

Anning S. Prall, Chairman of the FCC, asked for an explanation from WCAE after receiving a report from the Legal Division. The Pittsburgh station, an NBC outlet owned by Hearst Radio, Inc., explained that it will carry all Communist broadcasts by the NBC network but that previous commercial commitments prevented acceptance of the August 28 broadcast.

Similar complaints against WIRE and WCTN are being studied by the Legal Division.

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The Government of Colombia has made a move to keep political discussion off the air, unless engaged in by the Government, by introducing in the Senate a bill calling for the monopolization by the State of all radio broadcasting activities. This measure immediately met with a storm of protest from station owners and operators who contended with some right that if it was the aim of the administration, as it apparently was, to suppress the air dissemination of political topics, it already had achieved that objective by its decree of July 21 while on the other hand if it desired to eliminate chaos from the local broadcasting situation, which it seemingly did not, it had only to enforce the existing regulations.

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CHURCH SELLS STATION AFTER VENTURE GETS IT IN DEBT

While Station KNX, Los Angeles, may be able to earn \$200,000 a year, the First Congregational Church of Berkeley, Cal., is willing to sell KRE to wipe out a debt of \$16,878 incurred over a period of five years.

Examiner R. H. Hyde this week recommended to the Federal Communications Commission that the church be permitted to transfer the station, which operates on 1370 kc. with 100 watts at night and 250 watts daytime, to an organization of business men who have adopted the corporate name of Central California Broadcasters, Inc. KRE has been operated by the church since 1922.

Explaining the background of the application for transfer, Examiner Hyde said:

"The proposal to transfer the license of the station to a broadcast corporation resulted from circumstances extending over several years. Not being satisfied with the manner in which the affairs of the station were conducted by employees who operate the station upon a percentage basis, the First Congregational Church, acting through its official board, requested Lawrence F. Moore to take charge with a view to maintaining KRE as a first class station. Mr. Moore is a member of the Board of Trustees of the church and is also Secretary and Manager of the California Crematorium.

"The interest which Moore and the California Crematorium took in Radio Station KRE seemingly was intended merely as a Christian service, not a venture in the broadcast business. The church members contributed to the support of Station KRE, but inadequately to maintain its service, and Mr. Moore and his corporation soon realized that their interest in the station was costing much more than had been expected in the first instance. During the period of approximately five years the Crematorium has advanced \$16,878.23 for operation of the station.

"In consideration of the funds heretofore advanced for the operation of Station KRE the First Congregational Church of Berkeley has executed a bill of sale transferring title to the physical property of Station KRE to the California Crematorium. The California Crematorium has executed an agreement transferring the station property to the Central California Broadcasters, Inc., in payment for one hundred and twenty-five shares of stock, as heretofore indicated. In this transfer, the valuation placed upon the station equipment is \$12,500, which would be the approximate cost of replacement. The original cost of the equipment was \$16,878.23.

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WPA RADIO WORKSHOP CONTINUED WITH \$100,000

With a new budget of over \$100,000, allocated by President Roosevelt from relief funds, the WPA Federal Educational Radio Workshop Project, undertaken six months ago as a means of aiding educators in the proper use of radio, will be continued for nine more months with an augmented staff. The budget covers activities planned from October 1st to July 1, 1937.

The present staff of 75, of whom 38 make their headquarters in New York, may be increased by 25 or more, all drawn from CCC camps or from WPA professional rolls, according to William Dow Boutwell, editor of the U. S. Office of Education, who heads the project under Dr. John W. Studebaker, U. S. Commissioner of Education.

Mr. Boutwell stated that all the additions to the staff will join the Washington headquarters, and that the New York staff on September 15th will move to quarters furnished by New York University in Washington Square, New York University, it was revealed, is considering a resumption of its courses in radio technique, using the Radio Workshop staff as faculty and advisors. The six-week courses, it is planned, will take in not more than 40 students and will be designed to train teachers and directors of educational broadcasting in professional radio technique.

The WPA project itself trains its staff, all but the supervisors drawn from CCC camps and relief rolls, in radio writing, production, acting, music and speaking, and is also building up a library and script collection from which educators and radio station operators can secure ideas and material. With its own staff it is now staging five programs weekly on the various networks, and has one script series which it is distributing to schools and radio stations. More script series are planned.

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DUTCH POLICE CONFISCATE FAULTY RADIOS

The police of many municipalities in Holland, under instructions from the Government Radio Control Service, are busy "chasing the Mexican Dog", wherever he shows himself, observes World-Radio, British Broadcasting Corporation's organ.

"In Rotterdam and the suburban communes of that great port they have recently prosecuted the owners of fifteen faulty receiving sets as well as the makers of these", it continues. "The latter are responsible, so they allege, for much of the bad reception in the neighborhood as well as for serious annoyance to honest listeners who wish to hear good music or pleasant entertainment undisturbed. At the same time they are in the midst of a campaign against owners of receiving sets who place noisy loud-speakers on their balconies or by their open windows and so supply their neighbors with undesired music, or, worse still, shouted descriptions of sporting events. People who do this are liable, under recently imposed regulations, to have their receiving sets confiscated, especially after one or more warnings."

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NBC STARTS ELABORATE SUSTAINING SCHEDULE

Prominent personalities in the fields of education, music, drama and religion and program plans more ambitious than ever before in radio history characterize the National Broadcasting Company's first Fall summary of sustaining programs to be launched on the Red and Blue Networks. In addition to the new programs many favorites return to the NBC networks.

November will see the debut of a new type of college discussion program over NBC networks. Speakers drawn from representative campuses in all parts of the country will hold open forum on problems directly affecting their own lives.

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R.C.A. COMMUNICATIONS' INCOME RISES SHARPLY

R.C.A. Communications, Inc. last week reported a net income for July of \$37,068, or an increase of \$27,319 over the corresponding month of 1935.

The comparative figures are:

	<u>1936</u>	<u>1935</u>
July gross	\$378,025	\$329,916
*Net income	37,068	9,749
7 months' gross	2,570,050	2,340,759
*Net income	137,356	96,897

*After taxes and charges

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CBS ANNOUNCES BIGGEST FALL SCHEDULE IN ITS HISTORY

The Columbia Broadcasting System announces the most comprehensive schedule of sponsored features in the history of the network during the season of 1936-37. Sixty-three outstanding programs are included in the commercial list.

The parade of entertainment includes world-famous comedians, orchestras, conductors, soloists, and a host of celebrities from the fields of radio, films, stage, and opera. Supplementing these sponsored features is Columbia's sustaining schedule which will present four symphony orchestras (in addition to three in sponsored series) and a long list of internationally known artists and ensembles.

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 :::: INDUSTRY NOTES ::::
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The Affiliated Broadcasting Company, Chicago, it is reliably reported, has devised a plan whereby Samuel Insull, former utility magnate and president of the radio chain, together with the 22 affiliated stations in the system, will contribute additional working capital. The plan provides that Mr. Insull and his associates will contribute \$20,000 each month and the stations will add \$5,000, making a total of \$25,000 for use in expanding the network's facilities. It is understood that since the chain was organized last April, approximately \$250,000 has been spent for development and organization work. Of this, \$76,000 was raised by Mr. Insull and his friends, with the remainder secured by a Chicago banking house. H. B. Walker, Evansville, Ind., has been named as a director, representing the stations. He succeeds E. Ogden Ketting, Chicago, resigned.

WOR, New York, reports, a total of 1,411,181 pieces of mail received since the first of the year up to and including August 29, 1936. During a similar period in 1935, the mail response totalled 531,576 pieces of mail. This is an increase of 165%.

A copyright infringement suit was filed in Federal Court, Manhattan, last week by William G. H. Finch, inventor, and engineer, against Wide World Photos. The complaint charges the defendants with violations of two patents for mechanisms in the transmission of photographs.

Unsatisfactory release dates of the weekly results of the Literary Digest presidential poll led last week to a decision by the Associated Press not to carry the poll results on its wire. The weekly results, released alternately for Friday morning and evening papers, are available for broadcast on a dually sponsored broadcast by John Kennedy Wednesday nights. The same figures are out in the Digest which appears on New York newstands Thursday morning and on Friday or Saturday.

Sparks-Withington Company and Subsidiary for the year ended June 30, announces a net profit after provision for contingencies, depreciation, Federal income taxes and other charges, of \$154,561, equal, after annual dividend requirements on 6 per cent preferred stock on which there are accumulated unpaid dividends, to 15 cents each on 900,674 no-par common shares. In the preceding year there was a net loss of \$167,738.

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DEEMS TAYLOR APPOINTED CONSULTANT ON MUSIC FOR CBS

Deems Taylor, American composer, critic and journalist, has been appointed Consultant on Music for the Columbia Broadcasting System. He will assist and advise Columbia's Program Department in coordinating its schedule of serious music during the 1936-37 season.

At least five of America's finest symphony orchestras will be presented over the Columbia network each week during the forthcoming season. In addition there will be two symphony orchestras from famous conservatories of music, two series of children's concerts by symphony orchestras, and an impressive series of broadcasts by nationally known vocalists, pianists, and chamber music organizations. Columbia officials feel that Taylor's intimate knowledge of the radio listener's likes and dislikes and his own rich background as composer, critic, music editor and journalist eminently qualify him for his new post.

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There is a steady, although limited market for the sale of radios in Ecuador, according to the Department of Commerce. In general, American radios continue to dominate the market, and in the line of lower priced received sets, foreign makes are reported to be unable to compete. Radios in Ecuador are sold to the public on the installment plan.

Radio represent a very important product from the United States in Brazil, and although the imports decreased a good deal during 1935 in comparison with 1934 the dealers continue to report that conditions were favorable during 1935, the Commerce Department reports.

According to unofficial statistics Bahia imported 833 radio sets during 1935 as compared with 1,357 during 1934 and 734 during 1933. The majority of sales in Bahia are the cheaper long and short-wave table models although a large number of the more expensive radios have been sold. According to the local dealers, they are looking forward to more or less steady sales during 1936 and many of them are pushing their sales in the 54 other municipalities that have electricity.

Of the total sales it is estimated that about 77% are American makes and that about 23% are foreign makes.

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HA
S. J.
Hall

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FREQUENCIES FIXED FOR NEW POLICE RADIO SERVICES

The way was cleared this week for the establishment of national and inter-State networks of radiotelegraph services by Municipal and State Police and possibly Federal agencies, such as the Justice Department's Bureau of Investigation or the Secret Service of the Treasury.

Modifying an order issued earlier in the Summer, the Telegraph Division of the Federal Communications Commission announced its allocation of frequencies for point-to-point radio-telegraph communication among zone and interzone police stations.

The allocations are:

For interzone communication:

2808 and 2812 kc., working, and 2804, calling; 5135 and 5140, day only, working, and 5195, day only, calling.

For zone communication:

2040 and 2044 kc., working, and 2036 kc., calling.

The Commission explained that 2808, 2804, 5140 and 5195 kc. are available on a secondary basis for zone communication (a) during periods when the frequencies regularly assigned for zone communication are unavailable due to the operation of experimental visual broadcast stations, and (b) by zone stations separated from other zone stations by a distance greater than the communication range of the frequencies regularly assigned for zone communication.

The three frequencies assigned for zone communication in the 2,000-2,100 kc. band may be used, the FCC explained, "subject to the condition that no interference is caused the service of experimental visual broadcast stations."

Modification of the original allocation for zone and interzone police stations was necessitated by the change in policy of the Commission with regard to experimental television stations. Following protests from Purdue University and the National Television Corporation, of New York, the FCC agree to permit limited television experiments to continue in the 2,000-2,100 kc. band after previously ordering all visual broadcasting moved into the ultra-high frequencies.

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Establishment of the zone and interzone services is expected to increase greatly the efficiency of the police in apprehending modern criminals, equipped as they are with fast automobiles.

The hackneyed journalistic phrase of police "throwing out a net" for criminals actually will become a reality when the networks of police stations are set up. Information regarding an escaping offender may be broadcast instantly either to neighboring States or to the nation at large.

At present the zones proscribed by the FCC correspond in general with State boundaries, but it was explained that large States may be subdivided into several zones if more effective operation is obtainable.

The same transmitting equipment may be used for municipal police stations and zone police stations provided that the equipment does not interfere with radiotelephonic communication with scout cars or motorcycle patrols.

The maximum power that may be used by zone stations is 500 watts. Slow speed facsimile is also permitted between zone stations.

Interzone police stations are in general similar to the zone stations save that they are permitted to communicate not only with stations within the zone but also with interzone stations in adjacent zones.

In order to provide uniformity of operation and to facilitate the dispatching of messages, the FCC has adopted a uniform operating procedure which is mandatory upon the licensees.

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CBS AUGUST BILLINGS ARE UP 40% OVER 1935

Time sales on the Columbia Broadcasting System network for August, 1936, totalled \$1,232,588, an increase of 40% over billings for August, 1935. This marks the eighth consecutive month in which CBS billings show a substantial increase over the corresponding month in 1935. The August 1935 return was \$879,019.

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PAYNE INCENSED AT STATIONS' BAN ON ROOSEVELT SPEECH

Commissioner George Henry Payne, Republican member of the Federal Communications Commission, this week was the only FCC member who publicly denounced two Los Angeles broadcasting stations for refusing to carry President Roosevelt's last fire-side chat as a sustaining feature.

The stations, KECA and KFI, are owned and operated by Earl C. Anthony. Although not regular outlets of NBC, they are members of the Pacific Coast group of stations taking NBC programs.

Anning S. Prall, Chairman of the FCC, was quoted in the Hearst press as upholding the right of the stations to refuse to broadcast the President's address on the ground that a political campaign is underway. The FCC officially has taken no action in the case, however, holding that a station has a right to refuse any program except a purely political address when time has been allotted to a rival candidate.

Speaking before the Riverhead (N.Y.) Rotary Club this week, Commissioner Payne said, in part:

"No one has more vigorously defended the freedom of the press, or its partial equivalent, the freedom of comment over radio by radio news commentators, than I have in the various addresses and publications I have made or issued during my two years on the Communications Commission. But what are we going to say when those who have most bitterly denounced us as attempting censorship assume the right to exercise that same censorship, and exercise it against no less a person than the President of the United States?

"This arrogant abuse of power arises, of course, from a misunderstanding, not uncommon among commercial broadcasters, as to their rights and their relationship to the public. Some of them have even gone so far as to describe themselves as 'the Fifth Estate' in government, ignorant alike of the historic and political implications of this expression. In the recent instance where the President of the United States was edited off the air in Los Angeles, the idea back of it was doubtless, it is believed, that if a newspaper can leave the President's speech out of the paper, the owner of a broadcasting station has the right to refuse to send the speech over the air.

"Of course, there is no similarity in the two cases. If a Republican editor should decide that he will not print a Democratic President's speech, that is his right and privilege, no matter what we may think of his news judgment or journalistic ethics or lack of them. He has the right because the newspaper is his own investment.

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"But the owner of a broadcasting station owns nothing but the machinery and the material that go into his station. The frequency over which he broadcasts and the ether through which it comes to the public no more belong to him than they belong to you and me. In fact, they belong more to you and me than to him because we are several hundreds and he is only one. As a matter of fact they belong to all the people and the people have the right to protest against a man setting himself up as a censor or dictator.

"Of course, the man who has a license from the government will necessarily select the material that is to be broadcast. The public has begun to resent a low type of program with which so many broadcasters are inflicting them in the desire to make money, and only money. Because educational 'stuff', as they call it, bores certain types of broadcasters, they resist its introduction into the program. It is a literal fact that one of the leading broadcasters, a man who has acted as an official of an organization, sat in my office one day and when I ventured to say that various college presidents had written approvingly of some of my suggestions, he burst out indignantly, 'What the hell do them college presidents know!'

"I have presented the sad and disagreeable side of the broadcast picture. It is only fair that I should refer to the better and the more attractive aspect. While this country and Canada are the only two countries in the world where radio is not owned or controlled by the Government, the people in this country are still, I believe, strongly in favor of private ownership, and are pleased with the high class of many of the programs, as evidenced by our superior development in radio.

"While people still deeply resent the bad taste and poor judgment of many advertising programs, I have had dozens of people speak to me with enthusiasm of such programs the Ford and the Philco and others where good judgment and good taste were shown. The people fortunately are awaking to the fact that this is their resource - the air. In my small way I am trying to arouse the public to the fact that there is a great danger of the air being exploited by the few to the detriment of the many to whom it belongs. If I seem a bit hectic in my frequent cries of 'watch out!', it is only because I see behind the scenes the fierce struggle of those who realize what enormous fortunes can be made by private exploitation of this last great resource."

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RCA DENIES ESPIONAGE CHARGE IN ANSWERING PHILCO

The Radio Corporation of America this week flatly denied the charges of the Philco Radio and Television Corporation, of Philadelphia, that it had engaged in espionage activities to gain secret information regarding Philco's technical or scientific developments or processes. The denial was made in an answer to an injunction suit brought by Philco in the New York Supreme Court.

While admitting hiring John S. Haley, Inc., a detective agency, to conduct inquiries in Philadelphia, RCA denied that any person in its behalf ever attempted to "entice, bribe, persuade or induce" any Philco employees to divulge any information or documents.

The answer asserts that such inquiries as were made and such information as was obtained related solely to the "purported reorganization of July, 1934, by which Philco Radio and Television Corporation, is claimed to have been set up as an ostensible separate and independent corporate entity, apart from the Philadelphia Storage Battery Company of apparatus manufactured by the latter under its license from this defendant and others as licensors, for the purpose of evading royalties under said license."

The suit was brought to restrain the Radio Corporation, the RCA Manufacturing Company, Inc.; John S. Harley, Inc.; Charles A. Hahne and Laurence Kestler, Jr., for making any use of information alleged to have been obtained by Hahne as secretary and director of the Harley company and Kestler as an investigator through bribing employees of the Philco and Philadelphia Storage Battery Companies, including women, alleged to have been taken by the detectives to hotels, restaurants and road houses and plied them with liquor to induce them to divulge the information.

Answers were filed also in the Supreme Court by the Harley company, Hahne and Kestler, in which they denied the charges that they "in any way attempted to obtain any information as to any alleged processes or new designs or engineering data which plaintiff claims to have developed in its alleged laboratories or research department as to radio apparatus." The defendants asserted that they had conducted an investigation to obtain information as to the real relationship between the plaintiff and the Philadelphia Storage Battery Company "including particularly an attempt by the Philadelphia Storage Battery Company and the plaintiff to effect a corporate setup for the purpose of evading the payment of royalties to the Radio Corporation of America as required by license agreements" between the Philadelphia Storage Battery Company and the Radio Corporation.

The defendants denied specifically that they "ever sought to obtain or did obtain information, confidential or otherwise, concerning designs, trade secrets, technical scientific developments or processes by the plaintiff or the Philadelphia Storage Battery Company", or that any instructions ever had been given to the investigators to "entice, bribe, persuade or induce the employees of either company to divulge or procure such confidential information, data, designs or documents."

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"RADIONEER" IS NEW TITLE FOR SERVICE MEN

"Radioneer"! That's the term that has been selected to identify radio service men who fulfill the requirements of a Qualification Project just launched.

The term "Radioneer" was invented by Mr. Guy O. Lawson, a resident of Glen Ellyn, Illinois, who has relinquished all rights to the future use of the term. It has been checked with extreme care by legal counsel, and has been protected against infringement in every way.

"Radioneer" was chosen from a list of more than 1,200 suggested terms on file in the office of the Radio Service Men's Institute.

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CANADA PICKS NINE NEW GOVERNORS OF RADIO SETUP

Carrying out the mandate of Parliament, Prime Minister King has appointed Governors of a Canadian Radio Corporation to take over the supervision of the Cominon's broadcasting system on November 2. The Governors will replace the existing Canadian Radio Commission.

Headed by L. W. Brockington, Winnipeg attorney, the new Board is composed of publicists, educators, showmen and financiers and the preponderance of the former points to the likelihood that it will be expected to "sell" more strongly the idea of nationalized broadcasting to the Canadian public.

No announcement has yet been made regarding the fate of the present three Commissioners, but it is expected that Chairman Hector Charlesworth may be given a place as a program executive. The new Board, consisting of one man from each province, will recommend a General Manager for Canadian radio and an Assistant before November 2 when the new Radio Act goes into force.

Vice Chairman is Rene Morin, Managing Director of the Trust Generale du Canada, Montreal; other members are: Brig. Gen. Victor Odlum, former newspaperman, now a Vancouver broker; J. W. Godfrey, Halifax barrister and former Rhodes scholar; Prof. A. Vachon, Laval University, Quebec; Wilfred Bovey, Montreal barrister, formerly on the faculty of McGill University; N. L. Nathanson, of Toronto, President of Famous Players Corp. of Canada and Canadian Paramount Corp. Alan B. Plaunt, Toronto journalist, who is credited with instigating the idea of Canadian nationalized broadcasting; Mrs. Nellie McClung, author, of Victoria, B. C.

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MOVIE EXHIBITORS COMPLAIN AS RADIO LURES STARS

While their previous fears of television have been quieted somewhat by the radio industry's assertion that practical visual broadcasting is still several years ahead, the motion picture exhibitors are complaining because their headline stars are devoting part of their time and talent to sponsored radio programs.

Will Hays, movie czar, is scheduled to confer with the principal executives of advertising agencies handling radio accounts using film stars sometime next week.

This Fall's new programs have taken more of the leading film stars than any previous season with such headliners as Clark Gable, Fred Astaire, and Ginger Rogers booked.

Variety, the theatrical trade organ, explains the attitude of the exhibitors and theater operators thus:

"There is no doubt, judging from reports received by leading trade associations, but that theatre operators have arrived at the conclusion such practice is bad for their business, only difference among them being variations of intensity with which such convictions are held. Some exhibitors are convinced that if permitted to continue, it will injure their business at least to the extent that the drawing power of films starring radio casting pix players will be greatly diminished.

"Others, while believing it is somewhat injurious, aver that the situation is no cause for great worry. Latter class is made up of larger exhibitors in biggest key spots where the influence of radio is not so keenly felt as in smaller cities and big towns."

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RADIO PLAYS IMPORTANT ROLE IN HURRICANE WARNING

Although no reliable means of resisting a hurricane has been developed as yet, the radio within recent years has enabled the United States Weather Bureau to broadcast warnings far enough in advance of the storm so that much death and destruction has been averted.

An example of how the Weather Bureau obtains reports from ships at sea and then relays them to coastal cities and towns, with the Coast Guard assisting, was seen this week as the season's first serious hurricane struck the Atlantic Coast.

The source of the storm warnings is the news received from vessels in the path of the disturbance. In normal times, accredited ships radio the Weather Bureau in Washington twice daily. But when tropical hurricanes whirl, they report four times. The reports are radioed to the nearest available land stations, and then sent in international code direct to the Bureau.

First word of the latest hurricane was received September 10 from a little tramp ship far down in the South Atlantic, in what is known as the "hurricane belt" which includes the Gulf of Mexico and the Caribbean.

From that time the Weather Bureau had its eye on the hurricane.

As the storm became intense and menacing, reports multiplied. Ships caught in its path flashed word of impending disaster, then fled before of the gale. It was then the Weather Bureau began directing that warning flags be flown at full staff. Seaplanes were instructed to take off and drop their pennants and streamers attached to floats. On each banner was printed the words: "Hurricane Warning!"

The Weather Bureau, through its special radio was in touch with every ship in the Atlantic the night before the storm hit the coast. Latest weather reports were rushed to the radio room, where they were punched on tape in code. Immediately the tape was transferred to the sending device on the radio and broadcast over short-wave to ships thousands of miles at sea. Any vessel with a radio could pick up the reports.

The ships get their messages and chart their courses accordingly. Copies of the reports broadcast are carefully filed. More than once they have proved important evidence in admiralty cases.

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INTERNATIONAL DANGER CITED AT RADIO PARLEY

Arnold Raestad, former Norwegian foreign minister, said political broadcasting "has enormous potentialities for fomenting international discord" in opening the International Broadcast Conference at Geneva September 17. He is President of the Conference.

Belgium reserved the right to cut off foreign transmission deemed abusive, or harmful, to her peace and order.

Gerald C. Gross, Chief of the International Section of the Federal Communications Commission, attended in a private capacity. The United States was not represented officially.

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POPULARITY OF RADIO INCREASING IN NETHERLAND INDIA

That radio is making notable progress in Netherland India is revealed in a report to the Commerce Department from Trade Commissioner Donald W. Smith, Batavia.

More than 4,000 new receiving set licenses were issued in the colony during the first quarter of the current year, the report shows. At the end of March, 1936, the total number of licensed receivers was 31,150 compared with 27,560 on January 1, 1936, and with only 17,860 on January 1, 1935.

The sharp increase in the number of licensed receivers in Netherland India, the reports points out, is due to the expansion of the facilities of the local broadcasting station, the "Nirom". Under the terms of the agreement between the Government and the "Nirom", listeners in the territories where the broadcasts of the company's stations are clearly audible are required to pay a monthly fee of 2 florins (about \$1.40), it was stated.

A recent survey of the licensed listeners conducted by the local broadcasting station revealed that about 75 percent of all radio owners in the country were primarily interested in hearing Western, or Occidental programs. Native and Chinese listeners, however, for the most part showed a preference for Oriental programs.

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BRIEFS

The Sun Radio Service & Supply Corporation, Washington, D. C., has entered into a stipulation with the Federal Trade Commission that in the sale of radio receiving sets it will cease use of the word "Majestic", alone or with the word "International", or in any manner in advertising, matter, or as a trade name or brand so as to imply that its radio sets are manufactured by Grigsby-Grunow Company, when such is not the fact.

Station WFIL, Philadelphia, Pa., has filed an application with the Federal Communications Commission for a modification of their construction permit for new equipment, erect vertical antenna, increase power, move transmitter, further requesting authority to change the transmitter site locally and extend commencement and completion dates to 30 and 180 days respectively.

The RCA Manufacturing Co. on September 17th announced wage increases of from 5 to 10 percent for 9,000 employees in its Camden plant. E. T. Hamilton, Vice President in Charge of Labor, said the new scale would become effective October 5th.

Station KYW, Westinghouse Electric & Manufacturing Co., Philadelphia, Pa., has asked the Commission for a construction permit to make changes in equipment and increase operating power from 10 kilowatts to 50 kilowatts.

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RADIO HAS REVERSE EFFECT OF PIED PIPER IN DENMARK

A story of a modern Pied Piper, but with a reverse effect, is told by an editor of World-Radio, British Broadcasting Corporation's organ, in a recent issue.

"A correspondent in Denmark tells me of a farmer in that country whose farm for a long time past had been plagued by rats", the editor wrote. "He managed to get rid of these annoying animals in a novel manner. Having tried all sorts of means in the war against the rats without much result, he at last conceived the idea of trying the effect of broadcasting music on the animals. He therefore had some loudspeakers installed in the stables and barns and kept them going regularly. After a few days the rats disappeared: they had all moved to the neighboring stables. The farmer said that in his opinion it was the chamber music items which proved to be the last straw to the rats."

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TELEGRAPH PARLEY COMMITTEE TO MEET SEPTEMBER 24

The second meeting of the Preparatory Committee for the fifth meeting of the C.C.I.T. will be held in the offices of the Federal Communications Commission on Thursday, September 24th in Room 1413, New Post Office Building, Washington, D. C., at 10 A.M., for the purpose of further considering the preparatory work for the conference to be held in Warsaw, October 19, 1936.

Traffic statistics have been compiled from annual reports submitted to the FCC concerning foreign telegraph messages transmitted during 1934 and 1935.

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I. T. & T. INCOME SHOWS GAIN OVER 1935

The International Telephone and Telegraph Corporation and subsidiaries reported September 17 an estimated consolidated net income of \$3,353,813 for the first half of 1936, equivalent to 52.4 cents a share on 6,399,002 shares of stock, against \$2,128,581, or 33.2 cents a share, in the same period in 1935. For the second quarter of this year the net income was about \$1,745,000, or more than 27 cents a share based on first quarter net income reported at \$1,608,750. In the second quarter last year the net income was \$899,823, or 14 cents a share.

The reported net income includes for the six-month periods \$1,691,439 and \$1,576,577, respectively, representing dividends declared and interest and management and service fees accruing from the Spanish Telephone Company, a subsidiary not consolidated, and net income accruing from other Spanish subsidiaries which are consolidated in the reports.

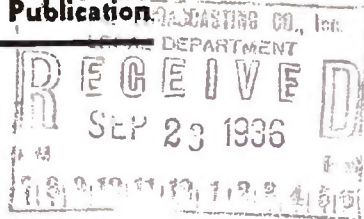
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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September 22, 1936

8,000,000 RADIO SET SALES PREDICTED FOR THIS YEAR

Broadcasters, anticipating a \$100,000,000 year, are not the only members of the radio industry who are doing a boom business this Fall. The manufacturers are on their way to establish new records as well.

O. H. Caldwell, former Federal Radio Commissioner, and now editor of Radio Today, estimates that if the present sales pace continues "some 8,000,000 radio receivers may be manufactured and sold during 1936."

He pointed out that radio set sales for the second quarter of 1936 increased 49 percent over corresponding sales a year ago, while sales for the first half of the year ran 29 percent ahead of 1935. Total sales last year were 6,026,000.

Exhibitors at the National Electrical and Radio Exposition (see story in this issue) reported that both attendance and sales figures point to a record business this Fall and Winter.

The present volume of sales would indicate that, despite the fact that there were 22,869,000 "radio homes" at the conclusion of the last census almost a year ago, the market is far from saturated.

Manufacturers appear to have adopted the policy of the automobile makers in offering such new and attractive features each year that listeners who can afford it feel they must trade in their sets of two or three or four years, although it still functions fairly well, for a new model.

The all-wave receiver, capable of tuning in foreign and domestic short-wave stations, police and amateur transmissions, is probably responsible for much of the new business. This receiver is a development of only the last few years.

Mr. Caldwell also reports that radio tube production is 29 percent ahead of a year ago, while the gain for the second quarter of 1936 is 37 percent over 1935.

After analyzing the 1937 receivers exhibited at the New York show, Mr. Caldwell gives the following picture of "an average console and average table receiver."

The "average console", he said, "lists at \$101.25. It has $7\frac{1}{2}$ watts power output, which feeds a $10\frac{1}{2}$ inch dynamic

speaker. Approximately nine tubes are used in this composite set - and a $6\frac{1}{2}$ inch dial is employed for easier tuning.

"The average table receiver boasts of a watt output and a 6-1/8-inch electrodynamic speaker - six tubes are used in this set which lists for \$41.90. The dial is 4-5/8 inches.

Taking the prices of all AC and AC-DC ans. we get an average set price of \$65.

"Practically all the console sets cover the short-wave bands. The band coverage chart shows that 82 percent of all consoles tune in the police band and 88 percent provide short-wave reception. With table models these percentages are much less because of the many single-band receivers which sell under \$20. Even so, 55 percent of the table receivers tune to both the police and shortwave bands. A few of them cover the intermediate police and intermediate shortwave bands - these represent ranges of a few two-band sets.

"The weather band and ultra-shortwave are finding more popularity this year. About ten percent of the consoles are capable of tuning above 20,000 kc. - all of them exceeding 40,000 kc. and a few reach 70,000 kc. Only 8 per cent of the table sets tune to the long-wave band - 22 per cent of the consoles cover this band which extends from approximately 150 to 350-400 kc.

"The use of metal tubes is considerably greater than a year ago; 48 percent of the consoles use metal tubes exclusively (disregarding rectifier and tuning indicator), and with table sets the percentage is 37. Glass tubes are used extensively in 53 percent of the table sets.

"Octal glass or 'G' tubes are used exclusively in some lines - the percentages are as follows: table 4 percent, console 4 percent.

"The specifications show that most of the better sets employ a tuning indicator of some type - most widely used is the cathode-ray indicator or electric eye. A few sets use the shadowgraph or shadow tuning indicator.

"Large dials are the vogue - some of them almost a foot in their maximum dimension. And power outputs that rival many a P.A. system are found in the larger consold models - top figure is around 60 watts. To utilize this tremendous power, 12 and 15-inch speakers are used - with a few models having dual speakers to cover the entire tonal range with maximum fidelity.

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WCAE REVERSAL ON BROWDER SETS POLITICAL PRECEDENT

The political parity provision of the Communications Act proved itself ironclad this week as Station WCAE, Pittsburgh, reversed itself in compliance with an order of the Federal Communications Commission and scheduled 3 talks by Earl Browder, Communist candidate for President.

The Pittsburgh station, owned by Hearst Radio, Inc., had refused to permit Browder to speak over its facilities on August 28th despite the broadcast of addresses by Mr. Roosevelt and Governor Landon. This week, it told the FCC, it had allocated time for Browder on September 21 and on October 23 and 30.

In changing its attitude, WCAE indicated that it considered the radio law incontrovertible and that it feared a further refusal of its facilities to the Communist Party would endanger its license.

The station's action did not end the controversy, however, as statements pro and con were directed to the FCC.

The National Civic Federation, through Archibald E. Stevenson, general counsel, declared in a letter to Chairman Prall of the Communications Commission that Mr. Browder should be barred because his party operates under a constitution promulgated by the Communist International.

It is the duty of WCAE to stand by its original refusal, Mr. Stevenson wrote. Calling attention to the Federal law against conspiracy, Mr. Stevenson added:

"Because the society operates under a constitution promulgated by the Communist International, is governed by rules and regulations, acts in the public eye and promotes various organizations similarly conducted, including a political party, it does not alter the fact that it is a combination of two or more persons who conspire to overthrow, put down or to destroy by force the government of the United States."

"Under these circumstances, it is my opinion that any broadcasting station aware of the facts which permits Earl Browder to use its facilities to forward the conspiracy becomes itself an accessory and party to the conspiracy. For these reasons Station WCAE was correct in its refusal to grant Earl Browder the use of its facilities; and you would be derelict in your duty to support the laws and Constitution of this country if you should attempt to force the broadcasting station to become parties to the conspiracy, as demanded by William Z. Foster, the American Civil Liberties Union and perhaps others."

The correspondence was disclosed by Elisha Hanson, an attorney.

The American Civil Liberties Union also protested against denying the air to the Communist candidate.

On Sept. 10 the Communications Commission, by order of Chairman Prall, notified WCAE of the protests and in a formal letter called attention to the law providing that equal air opportunity must be given all legally qualified candidates for public office.

Emil J. Gough, Vice-President of WCAE, wrote that he had no knowledge of Mr. Browder's legal status. He said WCAE was not influenced by the National Broadcasting Company on the four projected addresses but that it had notified NBC that it would not broadcast the Aug. 28 Browder address "as it had another program for that hour which it regarded as of greater public interest."

Mr. Gough added that in view of the law's mandatory provisions, the station now felt compelled to accept the Browder speeches. To do otherwise, he added, might mean loss of license and heavy fines.

"But for these mandatory provisions of law and the regulation of the Commission heretofore referred to, Station WCAE would reject the Browder programs in full", Mr. Gough continued. "It believes that the Communist party is, in reality, an organization holding its charter from the Communist International at Moscow pledged to obey instructions issued by that foreign group, the purpose of which is to overthrow the present form of government in the United States by force and substitute therefor a Soviet form of government. The activities of the Communist party in its opinion, violate the provisions of the Federal statutes prohibiting seditious conspiracies to overthrow, put down or destroy the government of the United States by force."

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INVENTOR CLAIMS TO HAVE CONQUERED RADIO NOISES

A perhaps epoch-making invention by an expert who was formerly an assistant teacher at the Technical Faculty of Vienna University is attracting great attention in Austrian radio circles, according to World-Radio, British Broadcasting Corporation organ. Its purpose is the complete suppression of atmospherics, resulting in absolutely undisturbed reception. The transmitting power is used to counteract all kinds of crackling and roaring noises interrupting reception.

"If the invention turns out to be what it claims - and Dr. Martin Wald, the inventor, says that it is the outcome of years of research - it is likely to be adopted all over the world, but every transmitting station using it would require considerable alteration, which, in the case of large plants, would, of course, be a costly affair", the periodical states.

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RADIO SHOW SETS RECORDS IN ATTENDANCE AND SALES

New records in both attendance and sales were established at the 1936 National Electrical and Radio Exposition, which closed the night of September 19 at the Grand Central Palace, New York City. The radio industry interpreted the lively interest as an indicator of a large Fall and Winter trade.

The estimated attendance for the 10-day exhibition was more than 200,000. Last year only 177,000 attended the show. While accurate figures on the amount of business done were not available, reports from individual dealers indicated that it was far ahead of last season.

A New York maker of radios and phonographs reported an increase of 40 per cent in sales volume, with the "smaller models of radios appealing strongly and radio-phonograph combinations a big factor of business." A representative of a large Detroit radio set maker called the exposition "great, with the merely curious in the minority."

R. H. McMann, President of a Springfield (Mass.) radio concern, said "a lot of sales and enthusiastic interest" best described the exposition from his viewpoint. The Sales Manager for a Michigan radio-maker reported the "higher-priced models the most attractive, and actual business transacted now about four times what we did last year."

General interest in all sorts of electrically operated merchandise was exemplified by the fact that more than 75,000 passed through one small booth, fitted up as a one-and-a-half-room apartment with fifty electrical "gadgets", in the eleven days the show was open.

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NOTRE DAME, GEORGIA GET GRID SPONSORS

Sponsorship of this season's football schedule of Notre Dame for broadcasting purposes was announced last week by N. W. Ayer & Son, New York advertising concern. Five home games at South Bend, Ind., and "several" of the games away from South Bend will be on the air over WTAM, Cleveland, under the sponsorship of the Kellogg Company, cereal manufacturers of Battle Creek, Mich.

In addition, the entire football schedule of the University of Georgia will be broadcast over WSB, Atlanta, under the sponsorship of the Atlantic Refining Company, which recently announced it would be sponsor of all the home games of Yale at New Haven, and many other colleges and universities throughout the country.

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9/22/36

INDUSTRY WATCHES RCA PATENT SUIT IN DELAWARE

The radio manufacturing industry is watching with keen interest developments in the trial in Wilmington, Del., of a suit for injunction filed by the Philadelphia Storage Battery Co. against the Radio Corporation of America as a climax to patent row. Upon the ultimate decision in the litigation will depend RCA's radio patent policies, involving fifty licenses to rival manufacturing companies.

The major issue is whether the Philco Radio & Television Co., is in any sense a subsidiary of the Philadelphia Storage Battery Co., or whether it is a legally separate concern. RCA contends the two are linked and that royalty patents should be controlled by Philco sales, whereas the Philadelphia Storage Battery Co. insists that it has "divorced" Philco and consequently should pay royalties to RCA only on its sales to Philco.

The Philadelphia company is seeking an injunction to restrain RCA from cancelling a patent license under which it manufactures radio receivers. RCA has filed a counter suit demanding an accounting of Philco on the ground that the battery company divided its license privilege in violation of an agreement when it established Philco as a separate corporation in July, 1934.

Testimony so far has divulged no corporate connection between the two concerns but it has shown that Philco does engineering work, as well as advertising and sales, in connection with the manufacture of Philco radios and that both companies jointly occupy the same building.

The case is being tried in the State Chancery Court at Wilmington by Judge Josiah Wolcott.

Among the principal witnesses to date have been James M. Skinner, President of the Philadelphia Storage Battery Co.; Edward T. Peyton, Secretary of the Battery Company; Larry E. Gubb, President of the Philco Radio & Television Corporation; and Russell L. Heberlin, Vice-President of Philco and Chairman of the Board of Transitone Automobile Radio Company.

John W. Davis is chief of RCA's legal staff, while Hugh Morris, a former judge, heads the attorneys for the Philadelphia Battery Company.

The trial is expected to continue another two weeks.

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BALDWIN FILES MINORITY REPORT ON CAIRO PARLEY

James W. Baldwin, Managing Director of the National Association of Broadcasters, late last week filed the NAB minority report on the United States draft of recommendations to the International Cairo Radio Conference.

The American committee preparing for the parley recently voted down a proposal by the NAB that the following frequencies be made available for broadcasting: 180 to 210 kc., inclusive, and 520, 530 and 540 kc.

The NAB report consisted chiefly of the technical testimony offered by Dr. Charles B. Aiken on behalf of the organized broadcasters.

In a letter to Commdr. T.A.M. Craven, Chief Engineer of the Federal Communications Commission, Mr. Baldwin said:

"It has been my thought that particularly the frequencies 180 to 210 kilocycles should be ear-marked for radio broadcasting on the North American Continent so that our neighbors on the north, if they so desire, may take advantage of the northern latitude in which their country is located, the comparative small number of radio receiving sets in use in their country and the excellent propagation characteristics of these frequencies to provide a national broadcasting service to their citizens. Should they desire to use these frequencies at some time in the future, demand would be lessened for frequencies now congested with American broadcasting stations.

"In respect of the frequencies 520, 530 and 540 kilocycles, certainly these frequencies as shown by our technical testimony at the June 15 hearing can be used both in the United States and in Canada."

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TELEVISION, ALL-WAVE SETS FEATURE OF PARIS SHOW

Demonstrations of television and a display of all-wave radio receivers attracted the most attention at the annual French Radio Exhibition held in Paris September 3 to 13.

The principal television exhibition, according to a report in World-Radio, BBC, organ, was by Barthelemy de France, whose system has been operation experimentally atop the Eiffel Tower.

Three systems of television were in operation - viz, that of the Societe Francaise de Television (a company formed to carry on the work done by the Compagnie des Compteurs, under

Barthelemy), that of the Societe Grammont (Loewe system), and that of the Radio-Industrie (de France system). The Barthelemy system demonstrated both television and telecinema.

"In the official catalogue eight firms appear under the heading of television", the World-Radio correspondent reported, "but I discovered that there were at least five other firms having a strong interest in it and almost ready to place a receiver on the market. The prices of those shown and demonstrated were as follows:- Frs. 4,500, Frs. 6,900, Frs. 4,500, and combined with sound reception, Frs. 5,900, Frs. 8,500, Frs. 7,500, Frs. 5,500. Some were not priced, and the stall attendant was not in a position to indicate the price, but I gathered that it would not exceed Frs. 10,000 for the combined receiver. One firm advertises a television kit for Frs. 1,950. All the receivers that I saw gave direct reception and the inclined mirror system was not on exhibition.

"The most popular radio receiver this year is undoubtedly the 'all-wave', these first attracted the attention of the public at the 1934 Exhibition, when about a dozen firms were showing them. Last year they were to be seen on most of the stands, but they are much more in evidence now. Previous receivers were practically all confined to three wave-bands, the short-wave band being from 19 metres to 50 metres. This year there is a tendency, not yet very pronounced, to increase the number of wave-bands to four, and in one or two instances to five.

"Most of these receivers are provided with visual tuning devices, the cathode-ray tube, ('Magic Eye' which made a timid appearance at the Foire de Paris, being very prevalent; and neon light columns, shadow bands, and beams of light have also their adherents. Not many manufacturers have realized that a tuning button suitable for the medium and long waves is not suitable for the short waves, and there were only a few sets provided with special facilities. These usually consisted of a double tuning knob, one portion working perhaps ten times faster than the other; of which the slow-motion portion was suitable for the short waves. An additional scale in some form or other was also to be seen, the object being the same. Another tuning device that attracted attention consisted of a single button which could be used for altering the wave-band, tuning-in, controlling the volume, altering the tonality, etc., with one hand.

"There was little that was new in the tuning dials, one type being noticeable because its angle to the set could be altered to suit the wishes of the listener. Another gave the name of the station in large letters on a frosted glass tablet $3\frac{1}{2}$ in. wide and $1\frac{1}{2}$ in. high, in addition to the ordinary dial. Most of the dials were illuminated in some form or another. One receiver was automatic, and was fitted with twenty small buttons, of which nineteen represented nineteen stations which could be tuned in automatically by pressing the corresponding button. By pressing the twentieth button, tuning-in could be undertaken in the ordinary way.

"There were not many portable sets, and the vogue for midget receivers seems to have passed. Battery sets were hard to find, and there did not seem to be as many car sets as last year. On the other hand, there were a few more short-wave sets; and the radio-gramophone, with a wide range of prices, is holding its own. There were a few receivers with two or more loudspeakers, but not more than last year.

"There seemed to be a distinct tendency towards smaller and also metallic valves."

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POLICE PLAN 400-STATION NET TO COMBAT CRIME

As a direct result of the allocation of certain radio frequencies for zone and interzone police stations, the Associated Police Communications Officers plan to form a 400-station network to combat crime over the country.

C. J. Stanley, Vice-President of the Association and Chief Communications Officer of the Davenport, Ia., department, said organization of the network would be undertaken at a convention in Davenport October 5, 6 and 7, bringing together police radio operators, engineers and executives.

The nucleus of the network - six Midwestern stations - is operating experimentally on frequencies allocated September 15 by the Federal Communications Commission, Mr. Stanley said, and other police stations may join as soon as they have established facilities. Fifty-one cities, he added, have already applied for network positions.

"Radio telephone over long distances", Mr. Stanley declared, "while practical in many instances, is extremely inaccurate for detailed police work. Under bad atmospheric conditions, too many words sound alike, and in daylight hours radio telephone is greatly diminished in carrying power."

The basic network, he said, will include "zone stations" preferably large State-operated police transmitters of high power. These will broadcast in telegraphic code, and, possibly, in a national secret police code. Each zone station will relay information to all other zone stations, and from these it will reach the interested police departments.

"St. Louis, Indianapolis, Detroit, Kansas City, Minneapolis and Davenport are now a part of the first network authorized to operate experimentally", he said. "These first four cities have been in communication since January.

"Recently a man was arrested in Indianapolis for vagrancy. Detectives had an idea he might be wanted in St. Louis. They radio-telegraphed St. Louis a few minutes after his arrest, and within two hours St. Louis detectives were on their way to Indianapolis to return the man to Missouri. He was wanted there for the holdup of a St. Louis filling station, and the radio description identified him."

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15,000,000 SETS NEED REPLACEMENT, PHILCO MAN SAYS

A declaration that there are 15,000,000 radio receivers in the United States that are obsolete and need replacement and a prediction that 6,500,000 sets will be sold in 1936, were made by officials of the Philco Radio & Television Co. last week at a trade meeting in Milwaukee.

Harry B. Brown, Philco's national merchandising manager, in calling attention to the large number of obsolete radio sets, said:

"We should get out and sell new radios to replace these sets because the owners have the money."

He also cited the general improvement in business and the expanded Fall broadcasting programs.

J. H. Carmine, head of the Central States Division of Philco, made the estimate that 6,500,000 sets will be sold this year over the country by all radio manufacturers.

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The U. S. Commerce Department reports that the Afghan government has placed a contract with the Marconi Company for the erection of five wireless stations. The most powerful station will be near Kabul, while the others will be located at Maimana, Khanabad, Doh Zangi, and Khost, thereby linking the northern, northeastern, central and southern parts of the kingdom with each other and with the capital.

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GENERAL ELECTRIC PROFIT SHARING PLAN CHANGED

Gerard Swope, President of the General Electric Company, announced September 18th that distribution to employees of benefits under the Company's profit-sharing plan henceforth would be made semi-annually instead of yearly. He said the first distribution of 1936 shares would be made "as promptly as possible after October 1."

At the executive offices in Schenectady, it was said the change was made at the request of employees in all plants of the Company. It was said also that the semi-annual distribution had nothing to do with a "sit-down" strike conducted in the plant some months ago, but represented the request of "all employees" rather than of any union. The executive offices added, however, that the request originated in the factory in Schenectady.

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PERSONNEL OF NAB COMMITTEES IS ANNOUNCED

Following their appointment as Chairmen, H. K. Carpenter, of WHK, Cleveland, and Arthur B. Church, KMBC, Kansas City, Mo., this week announced the personnel of the NAB Commercial Section and Committee of Five, respectively.

The Commercial Section comprises five committees.

Members are as follows:

Committee on Radio Research: Mr. Church, Chairman; Roy Witmer, NBC, New York City; H. K. Boice, CBS, New York City; Theodore C. Streibert, WOR, New York City; J. O. Maland, WHO, Des Moines, Iowa; John Elmer, WCBM, Baltimore, Md.; William J. Scripps, WWJ, Detroit, Mich. Committee on Radio Promotion: John J. Gillin, Jr., WOW, Omaha, Nebr., Chairman; Gardner Cowles, Jr., KSO-WMT-KRNT, Des Moines, Ia.; John E. Fetzer, WKZO, Kalamazoo, Mich.; Harrison Holliday, KFI-KECA, Los Angeles, Cal.; Donald Withycomb, WFIL, Philadelphia, Pa.; Don Searle, WIBW, Topeka, Kans.; Edger T. Bell, WKY, Oklahoma City, Okla. Committee on National Sales Methods And Costs: John F. Patt, WGAR, Cleveland, O., Chairman, C. M. Everson, WHKC, Columbus, O.; J. H. Ryan, WSPD, Toledo, O.; Edwin M. Spence, WBAL, Baltimore, Md.; E. B. Craney, KGIR, Butte, Mont.; Dale Robertson, WIBX, Utica, N.Y.; Rev. James A. Wagner, WHBY, Green Bay, Wis. Committee on Standardization of Sales Forms: Martin B. Campbell, WFAA, Dallas, Tex., Chairman; Barry Bingham, WHAS, Louisville, Ky.; I. R. Lounsberry, WGR-WKBW, Buffalo, N.Y.; William S. Hedges, NBC, New York City; John J. Karol, CBS, New York City; Harry Stone, WSM, Nashville, Tenn.; Earl J. Glade, KSL, Salt Lake City, Utah; Division of Sales Managers: Buryl Lottridge, KFAB-KOIL, Lincoln, Neb., Chairman; L. H. Avery, WGR, Buffalo, N.Y.; Hale Bondurant, WHO, Des Moines, Ia.; J. Leslie Fox, KMBC, Kansas City, Mo.; H. M. Feltis, KOMO-KJR, Seattle, Wash.; John W. New, WTAR, Norfolk, Va.; Edward A. Allen, WLVA, Lynchburg, Va.

The Committee of Five, besides Mr. Church, comprises: H. K. Boice, CBS; Roy Witmer, NBC; J. O. Maland, WHO, Des Moines, and James W. Baldwin, Managing Director, NAB, Washington, D. C.

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WHY NOT POLITICAL RECOGNITION OF RADIO'S SERVICES?

The major role that radio is playing in the 1936 presidential campaign has raised the half-serious question in the industry's circle as to why it has not been recognized in the traditional distribution of major political plums following an election.

For generations the power of the press and its aid in presidential elections has been recognized and rewarded with Cabinet posts, with important diplomatic assignments, and with minor governmental agency chairmanships.

Just within recent years the following publishers or editors have been rewarded by national administrations for political activity:

Senator Carter Glass, owner of morning and afternoon papers at Lynchburg, Va., Secretary of the Treasury under Woodrow Wilson and reputedly offered the same post by President Roosevelt.

Josephus Daniels, publisher of the Raleigh (N.C.) News and Observer, Secretary of the Navy under Wilson and now Ambassador to Mexico.

Jesse Jones, Texas publisher, Chairman of the Reconstruction Finance Corporation.

Claude Bowers, New York Evening Journal editor, Ambassador to Spain.

Robert W. Bingham, publisher of the Louisville Courier-Journal, Ambassador to London, England.

Leo Sack, Washington correspondent, Minister to Costa Rica.

Many others have been rewarded with minor jobs, while the employment of newspaper men under the New Deal has become a political issue in itself.

While the radio and broadcasting industries are notably young in comparison with the press, the role that broadcasting plays in present election campaigns is equal, broadcasters argue, to that of the press.

Despite its industrial infancy, the radio can boast of men who have had broad experiences in fields that would fit them for highly important governmental assignments.

For instance, James G. Harbord, Chairman of the Board of the Radio Corporation of America, was Chief-of-Staff of the American Expeditionary Force in France. With such a military record as his, in addition to administrative experience in big business, what better candidate could be found for the post of Secretary of War?

James M. Skinner, President of the Philadelphia Storage Battery Co., has exhibited enough genius in industrial organization to prove that he would be an excellent Secretary of Commerce.

Commdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, is one of the best informed civilians in the country on nautical affairs, having acquired his title in the U. S. Naval Reserve Corps and having had wide experience as a maritime explorer and yachtsman. He might well be an able Secretary of the Navy.

For diplomatic assignments there is plenty of talent in the radio industry.

David Sarnoff, President of the Radio Corporation of America, proved his diplomatic ability in his negotiations with Hjalmar Schacht, of Germany, on the Young Plan. As he has a French wife, he would fit easily into the post of Ambassador to France.

Although he recently got out of the radio industry, A. Atwater Kent, of Philadelphia, is still considered a radio figure as it was there he made his wealth. Because of his high social position and money, together with his ability, Mr. Kent would be an excellent choice for Ambassador to England.

William Paley, President of the Columbia Broadcasting System, might well fit in as Envoy to Japan; Powel Crosley, Jr., owner of WLW, Cincinnati, as Minister to Canada, where he spends many Summers and is widely known; Alfred J. McCosker, President of the Mutual Broadcasting System, as Minister to Austria.

Sosthenes Behn, Chairman of the International Telephone & Telegraph Co., and other communications companies, might well be an Ambassador to Spain, when a stable government is re-established, because of his experience in that country, where the Spanish telephone system is controlled by I. T. & T.

Getting back to governmental posts at home, Paul B. Klugh, formerly Vice-President of Zenith, stands forth as a likely prospect for Postmaster-General. W. A. Winterbottom, President of R. C. A. Communications, would do well as Chairman of the U. S. Tariff Commission.

Maj. Lenox Lohr, President of the National Broadcasting Company, while new to the industry, might be rewarded by appointment as Governor General of the Philippines.

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James W. Baldwin, Managing Director of the National Association of Broadcasters, is so familiar with radio problems that he could step easily into the Chairman of the Federal Communications Commission. He was one time Secretary of the Federal Radio Commission, predecessor to the FCC.

Bond Geddes, Vice-President and General Manager of the Radio Manufacturers' Association, is well equipped to take over the chairmanship of the Reconstruction Finance Corporation.

Either Harry C. Butcher, Vice-President of CBS, or Frank Russell, Vice-President of NBC, could take over the duties of Secretary of Agriculture with ease because of previous experience in the Agriculture Department.

Oswald F. Schuette, long a prominent figure in radio and now associated with RCA, would be at home were he assigned to Berlin as U. S. Ambassador.

A. L. Ashby, Vice-President and General Counsel of NBC, would prove an able Attorney General, while John de Jara Almonte, Evening General Manager of NBC and known as "diplomat of the kilocycles", might properly be named Consul General to Spain.

Other diplomatic rewards could be given Don Flamm, head of WMCA, New York, as Minister to Turkey, a post made famous by the senior Morgenthau; of Capt. William B. Sparks, President of the Sparks-Withington Co., because of extensive travels abroad as Minister to Italy.

Frank Page, whose father served as Ambassador to England under Wilson, could step into a diplomatic post such as Ambassador to Belgium. He is Vice-President of the International Telephone and Telegraph Company.

Ralph Atlass, of WIND, Gary, Ind., might take over the now vacant post of Comptroller General, while J. H. Ryan, of WPSD, Toledo, could be an able Chairman of the Federal Trade Commission.

K. H. Berkeley, Manager of NBC, Washington, might well be named on the Federal Communications Commission, perhaps as Chairman of the Broadcast Division.

William Hard, although essentially a newspaper man has recently become a G.O.P. radio commentator. If Governor Landon is elected, he probably would be a likely choice for one of the President secretaries.

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TELEVISION SHOULD HAVE ITS OWN ART, SAYS SARNOFF

Television will not serve a useful function if it "merely tries to ride upon the services now rendered by the sound studio", David Sarnoff, President of the Radio Corporation of America, stated in an address before the Herald Tribune Institute in New York City September 22nd.

Discussing the problem of providing subject matter for visual broadcasting, he stated that a new studio and program technique must be developed.

"Television's true contribution will be to provide forms of education and entertainment primarily dependent upon a visual image, to which sound is a supplement. Along these lines television should ultimately offer an individual art and service to every home, paralleling but not replacing the art and service rendered by sound broadcasting.

"In the long run, of course, the public will determine what our television programs shall be; exactly as the public is today the true arbiter of sound programs. No type of program can survive an adverse decision by the great radio audience. By your privilege of shutting off the instrument, or dialing a different station, you are enfranchised to determine the fate and the future trend of radio programs, whether of sound or sight.

"The engineering field tests of television - the first step of this new art outside the confines of the research laboratory - are now proceeding according to schedule", Mr. Sarnoff stated. "Broadcasts to experimental observation points at strategic locations throughout the metropolitan area have been going on for nearly three months. As was expected, many practical problems have been encountered. It was the purpose of these tests to bring such problems to light, and satisfactory progress is being made in solving them.

"I have just returned from a European trip during which I witnessed the progress of television abroad. Several countries are making notable advances in developing this new radio art for practical service. While our problems are much more complex, in that we must serve a much larger area - and this in turn calls for the erection of many transmitting stations and a vast outlay of capital - I am confident nevertheless that the American public will one day find the radio waves bringing sight as well as sound through the air. Moreover, we shall do it here through private initiative instead of through Government subsidy as is the case abroad. Freedom to see as well as to hear, by radio, will thus be preserved."

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A. T. & T. PROMISES \$250,000 CUT IN RADIO PHONE BILL

A reduction of \$250,000 yearly in the telephone line bills of broadcasters using inter-state circuits was predicted by officials of the American Telephone & Telegraph Company this week as it filed a new schedule with the Federal Communications Commission to become operative November 1 if approved.

James W. Baldwin, Managing Director of the National Association of Broadcasters, declined to comment on the predicted saving but expressed approval of other proposed changes such as the substitution of the "air mile" for the "wire mile" in computing charges and the plan to make facilities available on a monthly rather than a yearly basis.

He said his understanding was that, though the A. T. & T. schedule does not affect stations which use intra-state lines, that subsidiaries of the A. T. & T. will file similar schedules of reduced rates and improved conditions.

Broadcasters now pay approximately \$5,000,000 yearly to the A. T. & T. in line charges, over and above the sums paid to its subsidiaries.

(See subsequent page for add to this story)

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EDUCATIONAL BROADCASTING CONFERENCE SCHEDULED

Educational broadcasting will be the subject of a national conference in Washington, D. C., on December 10, 11 and 12, 1936. It will be sponsored by eighteen national organizations in cooperation with the United States Office of Education and the Federal Communications Commission and will serve as a clearing house for information on the latest technical and professional developments in the educational use of radio.

The program will include such topics as schools of the air, radio music, speech and drama, religious broadcasts, forums on the air, organization of listening groups, radio workshops, broadcasting to schools, use of radio programs by colleges and universities, use of radio by libraries and museums, radio programs for children, problems of research in educational broadcasting, audience attitudes, educational broadcasting in other countries, organizing the community on behalf of a radio station, and others.

All organizations interested in radio as a social force, nationally or regionally, are invited to participate. The broadcasting industry will be represented. Government officials and prominent educators from America and foreign countries will take part.

The Executive Secretary of the Conference is C. S. Marsh, 744 Jackson Place, Washington, D. C.

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FCC CLEANS UP SUMMER ACCUMULATION AT FIRST MEETING

Holding its first full meeting since early Summer, the Broadcast Division of the Federal Communications Commission this week cleared its docket of an accumulation of applications by approving or rejecting many and by scheduling the majority for hearings.

Ninety-six applications, chiefly of a minor nature but including several new experimental stations authorized under rules which became operative September 15th, were granted at the one meeting.

Forty-four cases were set for hearing, most of them applications for new stations, and two requests were rejected outright.

New experimental stations authorized are: Scranton Broadcasters, Inc., Scranton, Pa., portable-mobile, relay 31100, 34600, 37600 and 40600 kcs., 5 watts; KFNF, Inc., Shenandoah, Ia., portable-mobile, relay, same frequencies, 5 watts; and WJR, Detroit, portable-mobile, broadcast pickup, same frequencies, 2 watts.

Station WJSV, Washington key of the CBS network, was authorized to move its main studio from Alexandria, Va., to the Earle Building, Washington, D. C.

Among the applications set for hearing were the following:

Clarence C. Dill, Washington, former Washington State Senator, for construction permit on 1310 kc., 100 watts, former facilities of WOL.

Continental Radio Co., Washington (Scripps-Howard radio subsidiary) for 1230 kc., 1 kw., unlimited time.

WHAS, Louisville, Ky., for increase in power from 50 KW to 500 KW. on 820 kc.

KNX, Los Angeles, recently acquired by CBS, for increase in power from 50 KW to 500 KW and to move studio.

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CLAY MORGAN JOINS NBC; ATTACHED TO LOHR'S OFFICE

Clay Morgan, formerly with the French Line, has joined the headquarters staff of the National Broadcasting Company. He will work directly under the direction of Maj. Lenox Lohr, President of NBC, and may do a roving public relations job around the network.

Wayne Randall will continue as head of the new Publicity Department, combining press relations and sales promotion.

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RCA RESTS CASE IN PSB PATENT CASE AT WILMINGTON

Trial of the injunction suit of the Philadelphia Storage Battery Company against the Radio Corporation of America in the Chancery Court at Wilmington, Del., was ended abruptly September 24th when John W. Davis, chief attorney for RCA, rested his case without calling a single witness.

The trial was expected to continue for another week or ten days as the only testimony offered had been by the Philadelphia Storage Battery Company and the Philco Radio & Television Corp. Mr. Davis' action came after testimony of three Philco witnesses.

The issue in the suit was whether the Storage Battery Company and Philco are in any way legally linked and whether the former is sharing an RCA patent license with the latter in the manufacture of Philco radio sets.

Judge Josiah Wolcott allowed six weeks for the two parties to file briefs, after which time will be given for oral arguments.

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EFFECTIVE DATE OF "OSLO CASE" DECISION AGAIN DELAYED

For the second time the Federal Communications Commission this week postponed the effective date of the so-called "Oslo case", concerned with the efforts of the Mackay Radio & Telegraph Company to invade the foreign radiotelegraph field now dominated by R.C.A. Communications, Inc.

The newest date is November 16th. Following a decision favorable to RCA on June 3, the FCC on June 17th postponed the effective date of the order until October 1st.

The Mackay Company had applied for a modification of license of point-to-point stations WIV, WIH and WJH, Sayville, N.Y., so as to add Oslo, Norway, as a primary point of communication. Its spokesmen indicated that the case was merely a preliminary move to challenging RCA in other foreign cities.

Mackay has filed a brief asking for a rehearing, and RCA has submitted an answer in opposition.

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Plans for broadcasting via short-wave programs from Manila, P.I., to the United States have been postponed indefinitely according to Erlanger & Gallinger, Inc., which recently made tests for a suitable wavelength in connection with its long-wave station KZRM.

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PROTESTS MADE AGAINST RADIO-TELEGRAPH RATE PROPOSAL

Protests against proposed increases in cable and radio-telegraph rates were voiced before the Federal Communications Commission by large users of the facilities, September 24th.

The Commission heard the protests at a meeting intended to establish the position that this country will take at an International meeting to be held in Warsaw next month for the purpose of revising the international rate structure.

Certain European countries have proposed revisions which would result in sharp advances, particularly in coded messages, the most common form used in this country.

The proposed increases, advocated by the Western Union Telegraph Company, the Radio Corporation of America, the Commercial Cable Co., the All-America Cable Co. and others, would consist of a flat rise of 16-2/3 percent in ordinary code messages, the Commission was told.

The statement was made by a large group of New York banks and investment houses which have banded in two groups known as the Committee on Foreign Banking and the Cable and Radio Users Protective Committee. Carl O. Pancake, Assistant Secretary of the Guarantee Trust Co. of New York City, said more than 91 percent of the ordinary rate messages sent from or received in this country were in code, as were nearly 97 percent of the urgent rate messages.

Other organizations who joined in the protests were the Millers National Federation, Cotton Shippers, Meat Packers, the National Council of American Importers and Traders, the Tanners Council, the Tanners League of California, trade associations and many individual business concerns.

Next month's meeting at Warsaw will mark America's first participation in the international conference. The conference will have no power to act on changes in the rate structure, but will draw up recommendations for the International Tele-Communications Conference to be held at Cairo in 1938.

The American delegation, appointed recently by President Roosevelt, includes William J. Morfleet, Chief Accountant of the Commission; Gerald C. Gross, Chief of the Commission's International Section; and France C. DeWolf, representing the State Department.

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HEARING CANCELLED ON AMATEUR GROUP'S REQUEST

The Telegraph Division of the Federal Communications Commission this week cancelled a public hearing scheduled for October 20th on the request of The American Radio Relay League that the Commission's Rule 377 be amended to permit Class A amateur radio-telephony operation (type A-3 emission) on the band 3250 to 3900 kc. in addition to the present 3900 to 4000 kc. band.

The FCC had been formally notified that the Radio Relay League wished to withdraw its request. It did not have pending before it any request of any other party to be heard in this connection.

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McDONALD GETS PATENT ON SPLIT-SECOND TUNING

The U. S. Patent Office has just granted a patent on split-second tuning to Commander E. F. McDonald, Jr., He has assigned it to the Zenith Radio Corporation, of which he is President. The number of the patent is No. 2,052,238.

Since many others in the industry are using the split-second tuning and rather than disturb the industry with suits, it is Zenith's intention to offer licenses to each of its competitors if they desire to use split-second tuning as covered by the McDonald Patent.

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Add to story "A.T. & T. Promises \$250,000 Cut In Radio Phone Bill" found on a preceding page this issue:

The following are the principal changes proposed to be made in rates and rate practices:

1. Computation of interexchange channel charges will be on the basis of airline instead of the present circuit or toute distances.
2. The connection charge for receiving programs at stations connected to Schedule A channels will be reduced from \$4,000.00 per year to \$175.00 per month.
3. The highest grade continuous service may be contracted for on a monthly instead of an annual basis.
4. Amplifying equipment provided by the customer at his studio may be used to interconnect channels.
5. All classes of channel facilities furnished by the company may be interconnected. Previously, music programs could not be fed from an inferior to a high grade channel.
6. Charges for reversal in direction of channels will be slightly increased.

In addition to the foregoing, a number of other adjustments in rates and practices of advantage to the customer have been included in the new schedule.

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INSULL QUILTS AS ABC HEAD; STILL A DIRECTOR

Samuel Insull, Sr., one time utilities magnate, announced this week in Chicago he had resigned as President of the Affiliated Broadcasting Company but will remain on its Board of Directors. Mr. Insull took up radio work after his acquittal on mail fraud charges which arose from collapse of his utilities empire.

The resignation was tendered and accepted at a meeting of radio station owners and managers associated with the broadcast company, who gave Insull a vote of confidence.

Clarence Leich, owner of radio stations in Evansville and Terre Haute, Ind., was appointed General Manager of Affiliated.

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EDUCATORS MAKE RENEWED DEMAND FOR SHORT-WAVES

A renewed demand that educational agencies be given a share of any allocations made in the ultra-high frequencies was disclosed this week in the publication of a resolution adopted at the Portland (Ore.) convention of the National Education Association.

The resolution reads:

"The Federal Communications Commission has held hearings as a basis for allocations of short-wave radio frequencies. These additional radio channels will be of great usefulness in the service of education. The National Education Association strongly urges the Federal Communications Commission to reserve suitable and ample bands of these unallocated natural resources for the exclusive use of organized non-profit educational agencies. The Association urges that educators seek to develop suitable technics and programs for utilization of these new facilities."

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COAST GUARD TO BROADCAST WEATHER DATA

Beginning Oct. 1, U. S. Coast Guard stations in New York and Boston will radiophone nightly broadcasts of weather information for the benefit of small craft in those areas. The broadcasts, planned especially for towing tugs, yachts, fishing boats and similar craft, will tell of weather conditions, forecasts and warnings of storms, and will be made from Stations NMY, in New York and NME at Boston at 10:35 P.M., EST.

Station NMY will operate on a frequency of 2660 kc. and NME on a frequency of 2676. Ordinary radio sets that can pick up police signals can be tuned in for the Coast Guard information.

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::: INDUSTRY NOTES :::
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The National Association of Broadcaster's Board of Directors will meet on October 2nd and will decide at that time whether the NAB will participate in the broadcast band allocation hearing scheduled by the Federal Communications Commission for October 5th.

WOL, Washington, D. C., and WSM, 50,000-watt station of Nashville, Tenn., will release many Mutual Broadcasting System programs, it was announced this week by Alfred J. McCosker, Chairman of the Board of Mutual. WSM has already become an affiliate of the Mutual network and WOL will have that status after tomorrow, September 26th.

Arnold Raestad, former Norwegian Foreign Minister, was elected President of the International Broadcast Conference in Geneva on September 17th.

The Fall meeting of the Institute of Radio Engineers and the RMA Engineering Division will meet at the Sagamore Hotel in Rochester, N. Y., on November 16, 17 and 18.

The technical sessions will feature the following speakers: L. C. F. Horle, J. J. Lamb, J. M. Miller, A. F. Murray, B. Olney, S. M. Seeley, B. J. Thompson and R. M. Wise.

Nominees for the presidency of the Institute of Radio Engineers for 1937 are Lawrence C. F. Horle, New York consulting engineer, and Harold H. Beverage, Chief Research Engineer of R.C.A. Communications. Ballots are being mailed to members and announcement of the successful candidate will be made about January 1st.

CBS and NBC will carry special programs Sunday, September 27th, to mark the affiliation of their respective Boston stations, WEEI and WNAC.

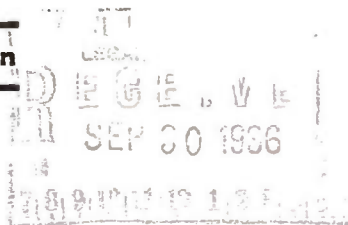
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication



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37 GROUPS SCHEDULED FOR OCTOBER 5 FCC HEARING

Thirty-seven organizations, some of them including a score or more stations, and individuals have filed notice with the Federal Communications Commission that they wish to testify at the informal engineering hearing on the broadcast band beginning Monday, October 5.

Judge Eugene O. Sykes, Chairman of the Broadcast Division, will open the hearing, to be held in the Government auditorium between the Labor and I.C.C. buildings, with a discussion of the aims and procedure of the hearing.

T.A.M. Craven, Chief Engineer of the FCC, will next make a statement on broadcast allocation and engineering. He will be followed by A. D. Ring, Broadcast Engineer, and Dr. L. P. Wheeler, Chief of the Technical Information Section, who will discuss factual data on the FCC allocation survey.

The inquiry will delve into such policy matters as super-power, east-west coast duplication on clear channels, and horizontal power increases, and may lead to a general shakeup on the broadcast band.

Witnesses scheduled up to the beginning of this week are as follows:

NATIONAL COMMITTEE ON EDUCATION BY RADIO: S. Howard Evans; THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS: H. B. McCarty; INSTITUTE OF RADIO ENGINEERS: Harold P. Westman; RADIO MANUFACTURERS' ASSOCIATION: James M. Skinner and L. C. F. Horle; NATIONAL ASSOCIATION OF BROADCASTERS: James W. Baldwin and C. W. Myers; KFI WBAP WFAA WGN WHAM WHAS WHO WLS WLW WOAI WSB WSM WWL (Clear Channel Group): Louis G. Caldwell; STATIONS INTERESTED IN PART-TIME ASSIGNMENTS ON CLEAR CHANNELS: Ben S. Fisher, John W. Kendall and Horace L. Lohnes; CROSLEY RADIO CORPORATION: Duke M. Patrick; NATIONAL ASSOCIATION OF REGIONAL BROADCAST STATIONS: Paul D. P. Spearman.

Also, KOIN WAVE WDAY AND CONGRESS SQUARE HOTEL COMPANY: Re question so-called horizontal power increases on certain frequencies assigned to regional stations: Saul M. Segal; NATIONAL INDEPENDENT BROADCASTERS (WLVA WMBC KGFJ): Edward A. Allen; NATIONAL BROADCASTING CO.: P. J. Hennessey, Jr.; COLUMBIA BROADCASTING SYSTEM: Duke M. Patrick; WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY: Horace L. Lohnes and three other witnesses. GENERAL ELECTRIC COMPANY: Chester H. Lang; HEARST RADIO, INC.: Littlepage & Littlepage.

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BUFFALO BROADCASTING CORP., MIDLAND BROADCASTING CO.,
FIRST NATIONAL TELEVISION, INC., MC CLATCHY BROADCASTING CO.,
WNAX BROADCASTING CO.: Frank D. Scott; INTERSTATE BROADCASTING
CO., INC. (Station W2XR): John V. L. Hogan and perhaps another
witness); KWTO KGBX KFRU KOMO WEEU WRAW WCHS WSAZ WLVA WMBG WJAS
KQV WTMV WIXBS WDGW WDNC WHJB WTOG MASON DIXON RADIO GROUP, INC.,
operators of WDEL WILM WEST WAZL WORK WGAL: George O. Sutton;
KFOX KFWB KIEM KMED KOMO KPRC KRKD KTBS KTRH KVOG KXYZ KGMB WCOP
WELI WNBC WPHR WLBG KARK KLS KOOS WORC WTFI: Ben S. Fisher;
KFXM KGFJ KIT KGFV KSLM KXL WSGN KRNR KELD KORE HILL & PHILLIPS,
d/b as Eugene Broadcast Station, WLBC WJBC WCBS WCMI WSOC: Ben
S. Fisher; KEX KJR KSL KWKH KFVD: Ben S. Fisher.

Also KGW, Oregonian Publishing Co., KHQ KGA KVI: Ben S.
Fisher; WCFL, Chicago, Ill.; WRUF, Gainesville, Fla.; WBBM, Chicago,
Ill.: 4 witnesses; WGAR, Cleveland, Ohio: Prof. John F. Byrne,
Ohio State University and R. Morris Pierce; KFSD, San Diego, Cal.:
1 witness; WOSU, Columbus, Ohio: 2 witnesses; KVOO, Tulsa, Okla.:
Lawrence W. Stinson, and David R. Milsten; WTIC, Hartford, Conn.:
Duke M. Patrick; WORL, Boston, Mass.: Melvin D. Hildreth, Observer
only; KECA, Los Angeles, Cal.: Louis G. Caldwell; WBNX, New York,
N. Y.: R. T. Rollo and Dr. Herbert L. Wilson; WOW, Omaha, Nebr.:
Paul M. Segal; Harold A. Lafount; Edgar H. Felix.

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STRATEGY SEEN IN RCA HALT TO PATENT TRIAL

The abrupt conclusion last week of the trial of the
injunction suit filed by the Philadelphia Storage Battery Company
against the Radio Corporation of America at Wilmington, Del.,
was hailed this week in industry circles as a doubly smart move
by RCA.

Besides showing confidence that the Philadelphia
licensee had failed to make a case, RCA's refusal to place any
witnesses on the stand prevented any grilling on its own trade
secrets relative to manufacturing patents.

Representatives of the Storage Battery Company and the
Philco Radio & Television Corporation were questioned for almost
two weeks, it was pointed out, regarding their operations, but
the trial failed to shed any light on RCA policies in patent
matters.

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RMA DIRECTORS VOTE TO SPONSOR TWO TRADE SHOWS

Directors of the Radio Manufacturers' Association have decided to sponsor two trade shows next year in Chicago and New York, possibly in unison with the Institute of Radio Service Men and the Institute of Radio Engineers. The object is to reduce show expense of parts and accessories and also tube manufacturers and the proposed 1937 shows would be limited to such manufacturers, with sets excluded.

Negotiations are in progress between committees of RMA, IRSM and IRE to combine and present united "industry" parts shows next Spring in Chicago and next Fall in New York. It is contemplated that these two parts shows would constitute the national show participation of parts and tube makers and relieve them from expense of exhibiting in other shows, some of which would be discontinued under the plans now before the three industry associations.

Decision of the RMA Directors to sponsor the proposed annual Spring and Fall parts shows was made at their Board meeting Thursday, September 24, at the Roosevelt Hotel in New York City. President Leslie F. Muter, of Chicago, presided and many other RMA activities in the interest of parts, tube and also set members were arranged by the Association's Board.

David Sarnoff, Chairman of the RCA Manufacturing Company joined the RMA Board at its meeting and immediately began participation in its work. Formerly the RCA Manufacturing Company was represented on the RMA Board by J. C. Warner, Vice-President, who resigned recently. Mr. Sarnoff last Thursday was elected unanimously by the RMA Board as a successor to Mr. Warner and on motion of Chairman Arthur T. Murray of the RMA Set Division.

Definite progress in improvement of radio merchandising practices was reported to the RMA Board by Director E. F. McDonald, Jr., of Chicago, Chairman of the Fair Trade Practice Committee.

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PRESIDENT'S INITIALS MEAN "AM GOING INTO DRYDOCK"

"FDR", the initials of President Franklin D. Roosevelt, translated in terms of one of the U. S. Navy codes, stands for "Am Going Into Drydock", Commdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, told a meeting of RMA Directors in New York last week, according to the New York Times.

"ML", the initials of Governor Alfred M. Landon, means in the same code, "Examining My Compasses", according to Mr. McDonald.

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PUBLISHERS' ORGAN RAPS FCC'S ORDER TO WCAE

Following, in part, is an editorial appearing in the current issue of Newsdom, a newspaper for publishers and editors:

"Early this week WCAE, a privately owned radio station in Pittsburgh, was forced to make its broadcasting facilities available to one Earl Browder, a revolutionary tool of Moscow and Communist candidate for President.

"Adhering to an asinine regulation, the Federal Communications Commission served notice on the station's officials that if they refused to permit this radical to mouth his subversive doctrines they would be prosecuted and liable to a heavy fine and jail terms.

"In our idealistic endeavor to uphold democracy we certainly can go to stupid extremes at times. We have had the tradition of free speech, so pounded into us that we are blind to the difference between free speech and license.

"We have listened so much to the prattling of the neo-liberals that we are no longer aware of the fact that the issue is not free speech, but sedition.

"The Communist party in the United States is a branch of the Communist International at Moscow. It is pledged to take its orders from its foreign masters whose avowed purpose is to overthrow the present form of government in the United States by force and to substitute a despotic reign of terror similar to the governmental monstrosity which rules Red Russia by fear, violence and intimidation.

"If our own officials are so conscientious about their jobs why do not they invoke our Federal statutes which prohibit seditious conspiracies to overthrow, put down or destroy the government of the United States by force?"

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J. Logie Baird, the television pioneer, has presented his first television apparatus to the Science Museum, at South Kensington, London.

Made from old bicycle parts, cocoa tins, cheap bullseye lenses, sealing wax and string, at a cost of 7s 8d, it was the forerunner of modern television, on which the British Broadcasting Corporation is now prepared to spend about £1,000,000.

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PERUVIAN RADIO NO LONGER A MONOPOLY

Peruvian broadcasting, formerly a monopoly, is now free, according to the U. S. Commerce Department. Marconi's Wireless Telegraph Company of England for several years operated Peruvian communications, including postal service. In the latter part of 1935 the Marconi Company entered into a contract with the Peruvian Government whereby the company agreed to erect a radio station on Government land to be called "Estacion oficial Radiofusora del Peru", of two transmitting units, one of 10 kilowatts in the antenna of medium wave and the other 10 kilowatts in the antenna for short wave, of the latest type. As this work is nearing completion the Government is preparing to issue new laws and regulations for broadcasting, telephony, and radio telephony which will also provide for the licensing of other broadcasters at the Government's discretion. The Marconi Company will operate the new official station until the Government completes payment.

There are nine broadcasting stations operating in Lima and five elsewhere in Peru, all but one privately-owned. The station OAX4A, owned by the Government, has discontinued regular transmission working only occasionally on 1,050 kcs., 286 meters. Broadcasting license fees are 300 soles (\$75) per year but in the near future will be increased to 1,200 soles (\$300).

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N. Y. SCHOOL HEAD ASKS \$5000 FOR RADIO AIDS

Convinced by an exhaustive study of the educational possibilities of radio that broadcasting is the greatest agency of education since the printing press, Joseph M. Sheehan, Associate Superintendent of Schools, New York City, asked the Municipal Board of Education to set aside \$5,000 this Fall to finance experimental programs.

In his survey, made by request of the Board of Superintendents, Dr. Sheehan came to Washington twice to confer with members of the Federal Communications Commission and Dr. J. W. Studebaker, Federal Commissioner of Education. Through conferences with visiting professors and authorities on educational broadcasting, he studied the adaptation of radio to school use here and abroad.

Dr. Sheehan concluded that educational broadcasting in this country had failed to keep pace with the improvement in technical processes.

"Educational broadcasting still remains amateurish on the air largely because of the fact that channels on the air are largely held by commercial interests and education on the air has been largely incidental and unorganized", Dr. Sheehan said.

"The City of New York being now in a position to get education time on the air through Station WNYC has a rare opportunity to develop educational broadcasting technique that may profoundly affect education."

To carry out this aim Dr. Sheehan asked that he be empowered to select outstanding teachers to draw up a series of broadcasts related to the regular school curriculum. These teachers and another group, specially selected for broadcasting ability, would undergo a period of training, after which their work would be carried over the air to twenty designated schools as a means of testing the material.

Properly used, radio could become an even greater instrument of instruction than the printing press, Dr. Sheehan contended, since it provided "a dramatic medium, not only because of its immediacy and directness but because it represents communication by the human voice."

"This", Dr. Sheehan added, "gives it a power which cold print cannot equal."

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FILM PRODUCERS AID BBC TELEVISION TESTS

Following the closing of the 1936 Radio Exhibition in London, the experimental transmissions from the BBC high-definition television station at the Alexandra Palace have ceased temporarily. The station started operation somewhat earlier than planned to allow visitors to the Radio Exhibition from all over the world to obtain a pre-view of the new service. Now, for a period of a few weeks, the BBC engineers and others employed by the Baird and E.M.I. television companies will be allowed time to make final tests of the apparatus and minor adjustments before the inauguration of a regular program service this coming Winter.

"While being only of a highly experimental nature, the special transmissions in connection with the Radio Exhibition have provided several useful lessons, according to a BBC statement. One is that there are film producers who are prepared to cooperate with television not only willingly but handsomely. Alexander Korda, an outstanding personality in British films, and his company were specially generous. They released for television some of the best sequences of Charles Laughton's new picture "Rembrandt", which is not even finished yet, and they spent a lot of time at their Denham studios making close-ups for television of Leslie Mitchell, the television announcer. Other previews at the Exhibition were from Elisabeth Bergner's "As You Like It", and the new Jessie Matthews film "It's Love Again".

"Another producer who helped was Paul Rotha, the documentary expert, who allowed the BBC to televise part of his new film dealing with the production of books, which again has not yet been finished, much less shown. Television will have much in common with film production, and this sort of cooperation will be of mutual benefit."

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DR. TOWNSEND SEEKING TIME ON MEXICAN STATIONS

Dr. Francis E. Townsend is negotiating with the Mexican radio stations for a series of "educational" broadcasts on his pension plan, according to special correspondence to the New York Times from Chicago.

His decision followed cancellation of a broadcast scheduled for September 25 over Station WENR, Chicago, on the ground that the station refused to allow him to mention politics or to appeal to his followers for funds. He said that he had been unable to meet the requirements at Stations WLS and WJJ also.

"The attitude of WENR toward me and the Townsend National Recovery Plan made me feel that I was not wanted", he said. "They were very touchy on my politics and particularly over any reference to Roosevelt."

Niles Trammell, Vice-President of WENR, denied that the station had requested Dr. Townsend to delete political references in his original manuscript.

"We have a definite policy that prohibits us from allowing solicitation of funds except in emergencies", he explained. "Dr. Townsend begged people for money in both the opening and closing of his manuscript. We asked him to eliminate it and he refused. The radio time was then canceled."

Dr. Townsend said he believed that the opposition from radio stations in this country to his speeches came from the Democratic national headquarters.

Pointing out that radio time had been made available to Earl Browder, Communist candidate for President, he said:

"But Browder favors Roosevelt, according to the newspapers."

"Father Coughlin is having trouble getting radio time, too, but then he is also against Roosevelt", he added.

"To obtain free speech, prosperity and happiness for the American people, Roosevelt must be defeated and the Townsend plan enacted", he concluded.

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It is planned to make transcriptions of Dr. Townsend's talks in Chicago and send them to Mexico for broadcasting over Stations XEPN and XELO at Piedras Negras.

Dwight Bunnell, who is in charge of radio at the Townsend headquarters, said that these stations, with a total capacity of 150,000 watts, could be heard throughout the United States.

It was said that rates would be asked for two half-hour programs for fifty-two weeks on Sundays and Thursdays from 9:30 to 10 P.M., E.S.T.

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REPUBLICANS BROADEN CAMPAIGN OVER THE AIR

Further evidence of the Republican National Committee's apparent preference for the spoken word over the printed word was revealed last week with the start of two more radio programs in addition to the William Hard nightly broadcast over CBS.

"The Republican Volunteers", over WGN, Chicago, started last week. This program paid for by the party, will be heard three times a week until election, every Monday, Wednesday and Friday nights. Quin Ryan, WGN announcer, will interview men and women from "many walks of life" on campaign issues. He will pick persons to be interviewed from "Volunteers", who come to WGN studio. Another announcer will give the "commercial" for the party.

The Republican National Committee is also sponsoring a radio program for women over WMAQ-NBC every afternoon. It began last week and will continue each week day until election. This program is known as "Every Woman Knows." Mrs. Eugene Meyer, wife of the Washington Post publisher, will direct the program presenting guest speakers.

Another "advertising effort" of the GOP was the recent sending of 28 motor trucks, all purchased by the Republican National Committee and equipped with voice amplifying apparatus, to cover the entire country, with the exception of seven southern States. The trucks are designed to bring the gospel of Republicanism to the farmer and rural communities and contain anti-New Deal agricultural product exhibits. It is estimated that each truck will cover 15,000 miles, or a total of 400,000 miles prior to Nov. 3.

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BRAZILIAN RADIO MARKET WILL CONTINUE TO EXPAND

The Brazilian market for radio receiving sets appears to be capable of considerable further expansion notwithstanding the heavy imports during the past three years, according to a report to the Commerce Department from Commercial Attache R. H. Ackerman, Rio de Janeiro.

Previous to 1935, it is pointed out, American manufacturers supplied practically all the radio sets imported into Brazil. During that year, however, the Dutch Philips radio became a serious contender for the Brazilian business, not only by offering a wide range of good sets at prices lower than some of the best known American makes, but also by attracting dealers by more liberal credit terms and by an aggressive advertising campaign. It is estimated that during 1935, Philips accounted for approximately 25 percent of the receiving sets marketed in Brazil and has apparently increased that ratio during the first half of the current year.

The anticipated increase in the Brazilian demand for radio receiving sets, the report points out, may not be reflected in imports as it is likely that production within Brazil may be undertaken on a much larger scale than is at present the case. The market has grown to a point where economical local production can be undertaken by some of the larger American suppliers and it would appear reasonable to suppose that a move in this direction will be made within a reasonably short time.

Factors which are favorably influencing the sale of radio sets in Brazil, the report states, are the increasing number of local broadcasting stations, improved local programs, and the advances made in short-wave reception which enable local fans to satisfactorily receive foreign programs.

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WOR INSTALLS ADDRESS SYSTEM ON PRESIDENT'S CAR

A public address system has been installed on board President Roosevelt's private Pullman car, the "Pioneer", by the Engineering Department of WOR at the Mott Haven yards of the New York Central Lines. A contract for this work was issued several days ago by the Radio Division of the Democratic National Committee to WOR, which maintains a department for the installation and rental of public address systems.

Lewis R. Tower, WOR staff engineer, of 15 Tower Drive, Maplewood, N. J., has been assigned to operate the equipment and will travel with the presidential party on the forthcoming trans-continental tour which is scheduled to begin next week.

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RCA STARTS NEW CLASS RADIO-TELEGRAPH SERVICE

A new class of marine radio-telegraph service by which passengers on transoceanic vessels may send radiograms to all parts of the United States at rates substantially lower than for regular service has been announced by the Radiomarine Corporation of America, a subsidiary of the RCA. This innovation has been approved by the Federal Communications Commission.

The service, which will be known as the "night radio telegram", makes it possible for voyagers to communicate with any point in this country at a flat rate of 19 cents a word instead of 21 to 29 cents, according to distance from the coast to the place addressed. Filed before midnight the night radio telegram will be delivered on the following morning through the same telegraph facilities that forward regular marine radio messages from RCA coastal stations to points in the United States.

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NEWSPAPERS TO PUBLICIZE WHIO ADVERTISERS

The Columbia Broadcasting System this week announced the affiliation of Station WHIO, Dayton, Ohio, as a member of the Basic Optional Group, effective October 1st. WHIO, owned by the Miami Valley Broadcasting Corporation, operates full time with 5,000 watts daytime and 1,000 watts at night on a frequency of 1,280 kilocycles.

The Dayton Daily News and the Springfield News and Sun are under the same ownership as Station WHIO and these three leading newspapers will publicize regularly the programs of CBS advertisers who broadcast over this station, according to H. K. Boice, CBS Vice-President in Charge of Sales.

Conservative estimates of the number of radio homes within the Primary Listening Areas of WHIO are Daytime - 203,000 radio homes, and Nighttime - 125,000 radio homes, he said.

WHO, Dayton, will be available to CBS advertisers at the base rate of \$175 per evening hour, other periods of time in proportion.

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