

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF AUGUST 4, 1936

Warner Returns To ASCAP As Broadcasters Profit.....	2
No Television Campaign Before 1944, Says McDonald.....	4
CBS To Add Two Montana Stations.....	4
Advertising Expert Calls Radio Sponsors Permanent.....	5
Regional Broadcasters Organize In Chicago.....	6
Crystal Sets Urged For Emergency Reception.....	6
Prall Announces Reductions In Phone Rates.....	8
NBC Fan Mail Breaks Five Records.....	8
British Malaya Good Radio Mart For U. S.....	9
Electrical Goods Sales Hit New High In 1936.....	11
RCA Sponsors 4-H Club Program.....	12
NBC Figures How Much Power It Has Used.....	12

No. 950

E. J. P. P. M.

August 4, 1936

WARNER RETURNS TO ASCAP AS BROADCASTERS PROFIT

Terminating six hectic months of operating independently in the music copyright field, the Warner Brothers music publishing subsidiaries on August 3rd returned to the fold of the American Society of Authors, Composers, and Publishers.

Again presenting a solid front in music copyright control, the ASCAP Board of Directors readmitted the W-B subsidiaries at a meeting in New York following negotiations between E. C. Mills, General Manager of the Society, and Warner Brothers executives.

The action will be immediately beneficial to broadcasters although its ultimate effect on the strained relations between copyright owners and the radio industry is conjectural.

Thousands of musical compositions barred from the major networks and the majority of radio stations by W-B control will again be available to all holders of ASCAP licenses and at no extra cost. Some 200 infringement suits, asking \$4,000,000 in damages, will be withdrawn, and the confusion that has prevailed for the last six months over copyright ownership of hundreds of compositions will subside.

The terms under which Warner Brothers returned to ASCAP could not be learned immediately, though broadcasters were inclined to believe that the W-B subsidiaries were glad to get back into the Society because of its failure to collect the revenue it anticipated from direct negotiations with radio stations.

Although no official list of Warner licenses was ever released, it is understood that approximately 180 stations had signed the separate contracts.

Warner Brothers, it is understood, will receive no additional percentage of the revenue from ASCAP and will lose its share of the Society's revenue for the seven months it was acting independently. The W-B houses, however, will retain their seniority in the organization, according to Mr. Mills and will continue as members "as though this thing had never happened."

8/4/36

"We have buried the hatchet", he said, "for the good of the music industry and the people who listen to music. The vote on the reinstatement resolution was unanimous."

The Warner Brothers companies contended they controlled between 25 and 40 percent of the music licensed through ASCAP before the break on January 1st last. Hence, when ASCAP collected more than \$3,000,000 in royalties last year, Warner Brothers complained because it got only about a tenth of that amount as its share.

Withdrawal of the W-B companies from the Society created a chaos in broadcasting circles because of the uncertainty of control of many music copyrights. Many stations found themselves defendants in infringement suits before they realized that they were broadcasting music not in the ASCAP catalogues.

The major networks persisted in their refusal to sign W-B contracts and so weakened the revolt. Their popular musical programs, however, were noticeably monotonous on account of the repetition of numbers.

Broadcasters who have signed five-year contracts with ASCAP for a period ending December 31, 1940, will now have a larger supply of music available than when the new contracts became effective the first of the year. And, it is believed, ASCAP will not be able to raise the assessment from the sustaining fee plus 5 percent of commercial revenues during the life of the present contracts.

It is too early to hazard a guess as to whether ASCAP will raise the fees in 1940.

Whether Warner Brothers will make rebates to the 180 stations it has collected separate royalties from during the last seven months is not known at this stage.

The W-B subsidiaries which were reinstated by the ASCAP Board are Harms, Inc., T. B. Harms Co., New World Music Corporation, Victoria Publishing Company, M. Witmark & Sons, Remick Music Corporation, and Shubert Music Publishing Company.

Included in the catalogues of these W-B affiliates are works of such composers as George Gershwin, Sigmund Romberg, Jerome Kern, and Otto Harbach.

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NO TELEVISION CAMPAIGN BEFORE 1944, SAYS McDONALD

While the two major presidential candidates and lesser political aspirants are making greater use of the radio this year than in any previous national political campaign, it will be at least 1944 before voters will be able to see the faces of the party nominees as they speak, in the opinion of Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago.

"Deprived of the potency of histrionic gestures, stripped of the accomplished orator's tricks of facial expression, unable to influence their public by the 'cut of their jibs'," he said, "the qualities of the speakers will actually rearrange themselves before the microphone according to the values of those things which are left in the voice alone. It becomes a question of how much of the magic of his personality, the speaker can pack into his voice. Thus, radio itself assumes the position of an influencing factor in the campaign - a factor of no mean proportions. Here, indeed, is a field for imaginistic speculation.

"Television will finally bring a new alignment of the elements now projected into the home. Yet, too many adverse factors, especially on the broadcasting end still stand in the way of the imminent practicality of the much discussed and much heralded home television. So, for a visual preview of the presidential aspirants, I fear we must still depend upon public gathering places."

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CBS TO ADD TWO MONTANA STATIONS

The list of stations affiliated with the Columbia Broadcasting System - world's largest single network - will be increased to 105 next Sunday when KFBB, Great Falls, Mont., and KGVO, Missoula, Mont., join the network. They are the first CBS outlets in Montana.

Under tentative plans, Senator Wheeler (D.) will deliver an address from the Great Falls station on the occasion. There will be a dedicatory program from New York as well as originations at both of the new network stations.

KFBB, managed by Mrs. Jesse Jacobsen, has been completely modernized coincident with its network debut. It has been on the air since 1922 and operates with 1000 watts night and 2500 day. The Missoula station has been on the air since January, 1931, and is owned and managed by A. J. Mosby. The station operates with 1000 watts and two years ago moved into new studios and offices.

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ADVERTISING EXPERT CALLS RADIO SPONSORS PERMANENT

Radio advertising in this country is here to stay, H. B. LeQuatte, President of the Advertising Club of New York and the Churchill-Hall advertising agency, declared in a recent interview over WNYC with John Black, author and associated with the McGraw-Hill Publishing Co.

In reply to Mr. Black's question about the elimination of advertising from radio as the British do, Mr. LeQuatte said:

"Tune in on the British programs. See whether or not you would exchange for ours. Remember, too, that you pay two dollars a year tax on your radio in Great Britain. Our method of building radio on the basis that will build a publication seems more sound.

"If it were not for the advertising your 5¢ publication would cost 35¢. Your daily paper would cost 12¢. Your radio program would carry a tax - would cost you the price of the best theatre seat. I question whether they would have the quality they possess now.

"When I tell you that almost 176 million dollars was invested in radio advertising in the year 1935, you will appreciate that manufacturers know that it is doing the expected job for them.

"Now for your question, 'What do I think of radio advertising as a listener?' Quite frankly, some of it bores me to the point where I tune it out, and some of it is as entertaining as the program itself. Having talked with several dozen listeners in the last few days, I believe my reaction is typical."

Black: "Do you favor commercial programs which combine advertising with entertainment, or those in which sales appeal is limited, say, to the beginning and the end?"

LeQuatte: "There is no set rule to follow. The product and the program will determine where the product mention can best be inserted. That may be at the beginning, and the end, or it may be combined. The important thought to keep in mind is that the listener wants a program and not a sales talk."

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The Government of the Venezuelan Federal District announced in the newspapers a short time ago that the sum of Bs. 5,375.80, corresponding at the rate of 3.93 to \$1,366.36, had been credited to the Police Corps of Caracas for the purchase of radio broadcasting equipment. The police radio is to be purchased from an American concern and will consist of a set of 100 watts power, with accessories and supplies as specified in the contract signed with the Compania Bauer.

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REGIONAL BROADCASTERS ORGANIZE IN CHICAGO

Organized for the purpose of improving broadcast service to rural and urban public, the National Association of Regional Broadcasting stations was formed last week at Chicago at a meeting of regional broadcasting stations of the United States.

John Shepard, 3d, WNAC, Boston, was elected Chairman and Treasurer of the Executive Committee. Other members are: Edgar L. Brill, WMBD, Peoria, Ill.; Walter J. Damm, WTMJ, Milwaukee Journal; John J. Gillin, Jr., WOW, Omaha; Herbert L. Pettey, WHN, New York; Hoyt Wooten, WREC, Memphis, and W. J. Scripps, WWJ, Detroit.

In order that stations throughout the country may keep in close contact with the association, the following regional chairmen were appointed:

1st Zone - Thomas Lyons, WCAO, Baltimore; 2nd Zone - J. H. Ryan, WPSD, Toledo; 3rd Zone - Henry W. Slavick, WMC, Memphis; 4th Zone - Dean Fitzer, WDAF, Kansas City Star; 5th Zone - Gerald King, KFVB, Los Angeles.

Activities of the Association are to be financed under a plan calling for payment by each station of four times the highest national quarter-hour rate, payable September 1st. All stations operating as regional frequencies are eligible for membership.

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CRYSTAL SETS URGED FOR EMERGENCY RECEPTION

While the 1937 all-wave radio receiver is a far cry from the old headphone set of a decade or so ago, there still might be a use for the crystal receiver.

A correspondent of World-Radio, British Broadcasting Corporation organ, suggests their revival for emergency reception.

"The recent disastrous floods in America have called attention to the fact that, owing to the present popularity of the all-mains receiver, the majority of listeners both in the United States and in this country are today dependent on a public service for their radio reception", he wrote. "The absence of any means of electric power would thus bring about a position which might mean, that, in the case of a national catastrophe, such as a widespread flood or even a general strike, very many listeners would be unable to use their receivers for the reception of any news which might have an important bearing on the situation. News bulletins, broadcast at intervals, and

8/4/36

and which might do much to reassure an anxious public in times of crisis, would be unreceivable if the electric mains supplies were cut off.

"Even battery receivers are to some extent dependent on a public electricity supply for the charging of the accumulator, but national catastrophes, whether concerned with strikes or weather, do not as a rule extend over any lengthy period of time, and for short spells of service the battery receiver can be completely independent of any outside source of power. The crystal receiver set is, of course, the only practical form of receiver available today which is entirely independent of any outside source of power and which will give practically unending service without any attention whatsoever.

An American friend of the writer, whose home is situated near the centre of the recent floods area (Pennsylvania) describes how he salvaged a very ancient crystal set from the attic and after a general clean-up, was surprised to find that it would work reasonably well and afford good reception from KDKA. He was without any form of public electricity supply for several days, and he comments on the fact that practically the only people who were able to keep in touch with the news via radio were the owners of crystal sets and car-radio receivers. A car radio is not a very economical affair when the car is not in use, and the idea of running the engine in order to keep the battery charged to meet the demand of the radio set would not be wildly popular!

"There is thus plenty to be said for the acquisition of a crystal receiver, and although we are not, fortunately, subject to sudden emergencies in this country, it can be seen that a receiver of this type might prove very useful, not only on such occasions as those described, but as a stand-by receiver for use when the main receiver is out of action on any occasion.

"Those listeners who, perhaps vaguely, remember their past experiences of crystal reception would probably be rather surprised at the improved signal strength available today owing to the increased power of so many of the broadcasting stations. On the other hand, listeners living in towns where a relay station was formerly in operation, would probably find a slight decrease in signal strength today, when using a crystal set for reception.

"There is, of course, always the possibility that the transmitter itself may be out of action, thus rendering even a crystal set useless. But apart from actual damage by storm or floods, most transmitters have an emergency power supply available."

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PRALL ANNOUNCES REDUCTIONS IN PHONE RATES

Chairman Anning S. Prall of the Federal Communications Commission announced August 1st the receipt of revisions of the interstate telephone message toll tariffs to be effective on September 1st which were filed by the American Telephone and Telegraph Company. These new tariffs provide for a considerable reduction in long distance rates (over 234 miles) and amount to as much as 18% on transcontinental messages.

The ordinary day rate and the cheaper night and Sunday rate are both reduced; for example, the new daytime rates for the initial three minute period from New York to Chicago and New York to San Francisco will be \$2.50 and \$7.50 respectively, instead of \$3.00 and \$9.00 as at present. The night and Sunday rate between New York and Chicago will be reduced from \$1.65 to \$1.45, while the San Francisco rate will be cut from \$5.50 to \$4.50. Charges on person-to-person calls will also be lower, giving the public the benefit of substantial reductions. In addition, overtime charges on person-to-person calls are revised, on calls over six minutes duration to the same rates as for station-to-station calls.

Most of the associated Bell System companies are planning revisions in their intrastate charges for message toll service. The Telephone Company has estimated that the total saving to the American public will be in excess of \$7,000,000 annually.

Chairman Prall said that he felt the American people should be congratulated on the lower rates which are in prospect. Although the new rates have been filed voluntarily by the telephone company, Chairman Prall is convinced that these reductions are an immediate result of the work of the Commission in investigating the American Telephone and Telegraph Company and in regulating the vast telephone industry. Without question, these reductions in telephone charges reflect the improved conditions in general business, which have become increasingly evident in every part of the country.

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NBC FAN MAIL BREAKS FIVE RECORDS

Five new all-time records for the number of fan letters received by the National Broadcasting Company from radio listeners were established during the first six months of 1936, according to figures released at NBC headquarters in Radio City, New York. As a considerable portion of the audience mail was written in response to offers made by commercial sponsors, with cash purchases required, NBC officials declared that the new mail records are a decided indication of a general business up-swing.

8/4/36

An interesting sidelight on the mail increase is the fact that an average of three persons out of every 100 in the country wrote to NBC between January and June, 1936. Following are the five new records:

Best first six months in NBC history - 4,006,517 letters received, as compared to the previous high of 3,357,543 for the corresponding period in 1932.

Best month of March in NBC history - 1,015,685 letters received, as compared to the previous high of 788,685 for March of 1932.

Best month of April in NBC history - 898,265 letters received, as compared to the previous high of 620,839 for April of 1934.

Best month of June in NBC history - 560,551 letters received, as compared to the previous high of 292,897 for June of 1934.

Best single month in NBC history (March, 1936) - 1,015,372 letters received, as compared to the previous high of 824,103 in January of 1934.

The NBC figures showed that 88 per cent of the mail received over the six-months period was written as a result of daytime programs, heard over both coast-to-coast NBC networks. The stupendous total of 4,006,517 mail responses shows a steep rise from the total of 290,870 for the first six months of 1927, the year after NBC was founded.

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BRITISH MALAYA GOOD RADIO MART FOR U. S.

The markets for radio receiving sets in British Malaya are showing rapid development and the possibilities of increased sales during the next 3 or 4 years are worth looking into, especially by those manufacturers who adapt their sets to withstand tropical climatic conditions, according to U. S. Trade Commissioner Harold D. Robinson, stationed at Singapore.

Official statistics show the number of broadcast listener's licenses in force at the end of 1934 were 1,700, which increased to 3,800 at the close of the year 1935. A recent letter from the Director General of Posts and Telegraphs advised that the licenses in effect on May 18 totaled 4,628. A portion probably between 10 and 30 percent of the sets in use are not licensed.

8/4/36

"The development of radio had taken place in spite of the fact that listeners have been almost entirely dependent on short wave receptions from other countries, as local broadcasting has been confined to amateur stations", he said. "The new stations now under construction in Singapore is expected to start programs toward the end of the year. It is hoped that the small Singapore station is just the forerunner of the radio broadcasting in British Malaya. The cities of Penang, Kuala Lumpur, and Ipoh are expected to build stations within a year or two.

"American manufacturers of radio receiving sets and radio equipment should continue to hold the markets. At present American firms control at least 85 percent of the trade in radios. During 1935 over 4,000 sets were imported and more orders are going forward. In the near future the demand will be for medium and all wave type. The new station in Singapore will operate on a wave length somewhere between 200 and 250 meters. The station will use a 2,000 watt transmitter, which is not expected to reach far beyond Singapore Island. Therefore, sales generally will be confined to this area.

"American manufacturers offering sets in this market should adapt their sets to meet tropical conditions. Some American sets have transformers and condensers inclosed in bakelite, but radio engineers here recommend that manufacturers impregnate the transformers and condensers in hot wax. This process makes it absolutely moisture proof and sets that have been so treated have had very little difficulty.

"From a standpoint of sales, American manufacturers should also give preference to the desires of the Chinese buyers who represent the largest potential market in British Malaya. While Europeans are very much interested in tone quality, the Chinese preference is for noise. The Chinese buyers judge the quality of the radio on the volume and this should be taken into consideration by American manufacturers.

"Reports are made that American receiving sets are not always packed adequately to meet the rigorous handling experienced in reaching this market. The greatest difficulty is that the washers used in attaching the chassis to the cabinets are too small and, owing to constant handling, the weight of the chassis pulls the washer through the cabinet.

"The United States is the largest supplier of radio receiving sets and tubes to British Malaya. American manufacturers hold this position, because the sets are less expensive and in most cases are considered superior.

"Statistics showing the imports of radio receiving sets and tubes into British Malaya are not separated from wireless and telephone equipment and it is not possible to get the exact number of receiving sets and tubes imported. The United States supplies at least 85 percent of the total imports.

"The most popular type from the sales standpoint is for table models that retail between 150 and 180 Straits dollars. The irregularity of broadcasting makes phonograph combinations popular, but the prices of these models tend to restrict sales.

"There is a demand for battery sets in the up-country districts, especially on the rubber estates. The American type "Farm Radio Sets" are finding a ready sale in these districts."

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ELECTRICAL GOODS SALES HIT NEW HIGH IN 1936

Notwithstanding the improved showing made by the electrical supply trade in 1935, the upward trend was extended further during the first six months of 1936, according to Dun & Bradstreet, Inc., New York.

"From the progress recorded during the latter period for both production and distribution, new records are indicated for the current year for such major home appliances as stoves, sewing machines, refrigerators, washers, ironers, lamps and radios", the report states. "The ever-widening use of labor-saving devices, the sustained broadening of industrial activity and building have been the strongest stimuli to the expanding trend.

"Modernization of farm homes and equipment, spurred by the larger income, also was cited as a factor in furthering appliance sales, even though rural electrification has been slow in making headway. Based on the shipments for the first six months, production of electric refrigerators for 1936 has been estimated at 2,235,000 units, or a gain of 30 per cent over the 1935 peak of 1,719,369. The 1936 goal for washers and ironers has been set at 1,800,000, which would represent a rise of 27 per cent from the 1935 total, the biggest in this division's history.

"Following the elimination of the F.H.A., the extension of installment sales was provided by the new plans introduced by finance companies and banks. While the price structure has been firm, few advances were made from the preceding year's lists. Earnings statements of the leading manufacturers for the six-month period were favorable, many showing the highest comparative profit ratio since 1930 and a few since 1929."

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RCA SPONSORS 4-H CLUB PROGRAM

Nearly one million rural boys and girls who have been listening to and participating in the National Farm and Home Hour during the past six years are taking part in a new 4-H Club activity this year. Club members in thirty States already have entered competition in the National 4-H Program on Social Progress, a contest based on radio listening habits and the number and character of social activities carried on by 4-H Club units throughout the country.

The social progress program is sponsored by the Radio Corporation of America and its services, RCA Victor and the National Broadcasting Company. David Sarnoff, President of the RCA, instituted the program as an expression of the interest of these companies in the efforts of every community to develop social and educational opportunities through radio.

Valuable awards will be made to county, State, sectional and national winners. A special award of a \$500 scholarship and a trip to New York City will be made to the 4-H boy and girl in the United States chosen by the judges as best typifying the objectives of the 4-H Club movement. Also included in the large list of awards donated by RCA are 44 educational trips to the Fifteenth National 4-H Club Congress in Chicago early in December.

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NBC FIGURES HOW MUCH POWER IT HAS USED

If an average broadcasting station in the United States used the total amount of electrical energy consumed by NBC network stations since the NBC was organized in November, 1936, it would have been necessary to start broadcasting in 1494, two years after Columbus discovered America.

This fact was revealed recently by the NBC Statistical Department during a special survey of NBC facts and figures compiled for NBC's 10th Anniversary celebration which will reach its climax on November 15, 1936.

When the NBC was organized ten years ago, the total power of the network stations amounted to 41,250 watts. At the end of 1935 NBC's 93 stations from coast-to-coast had a total of 1,734,900 watts. The two million mark will probably be reached during 1936, with NBC's plans to increase coverage in all sections of the country.

The power utilized by NBC network stations in one year, amounting to 14,960,547 kilowatt hours, would also be sufficient to provide street lighting for the States of Wyoming, New Mexico, Nevada and Delaware for the year - with enough left over to operate 14,708 washing machines continuously for the same length of time.

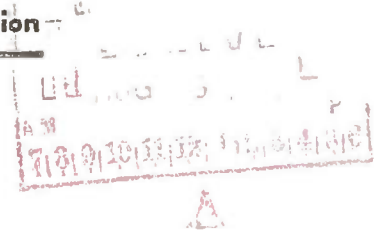
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INDEX TO ISSUE OF AUGUST 7, 1936

ASCAP Will Not Try To Alter Present Broadcast Licenses.....	2
Short-Wave Set Brings Program To Isolated Area.....	4
FCC Issues Rules Relating To Broadcast Stations.....	4
Philco Charges RCA With Espionage In N.Y.C. Suit.....	5
Radio Outlets Unite To Fight Florida Storms.....	7
Sponsored Presidential Broadcast Idea Gets Laugh.....	8
Spain Retains Control Of Television Rights.....	8
CBS Leases Hammerstein Theatre For Radio Use.....	9
Norton Quits As Aide To Sarnoff.....	9
REA Program Opens New Radio Markets.....	10
India Government Bans Political Broadcasts.....	10
Radios Don't Attract Lightning, Says NBC.....	11
RCA Gross Up But Net Declines.....	11

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ASCAP WILL NOT TRY TO ALTER PRESENT BROADCAST LICENSES

The American Society of Authors, Composers, and Publishers will take no steps "directly or indirectly, during the term of its present agreements with broadcasting licensees to reform the existing contracts in any manner whatsoever", E. C. Mills, General Manager, stated this week.

Dispatching letters to all licensed broadcasting stations in explanation of the significance of the return of the Warner Brothers music publishing houses to ASCAP, Mr. Mills also stated that all infringement suits will be withdrawn by Warner Brothers.

He pointed out, however, that the Shubert Music Publishing Co., which was one of the member-firms that withdrew from ASCAP on December 31, 1935, has not been reinstated as it did not apply for reinstatement.

James W. Baldwin, Managing Director of the National Association of Broadcasters, took a brief intermission from his vacation this week to request a statement from Herman Starr, President of the Music Publishers Holding Corporation, as to what steps have been taken "to refund the moneys which have been received from stations directly by MPHC since January 1, 1936."

Mr. Mills made no mention of refunds, however, farther back than July 31, and it appeared that Warner Brothers does not intend to make the refunds except in cases where W-B licensees have paid in advance beyond August 1st.

The reunion of ASCAP and Warner Brothers music publishing firms aroused speculation in the broadcasting industry regarding its effects on the anti-trust suit against ASCAP, but the consensus was that it would strengthen the Department of Justice's case. It was suggested that Warner Brothers may be forced to testify against ASCAP as a government witness if the case ever comes to trial.

Broadcasters generally were jubilant over the return of the W-B subsidiaries to the ASCAP fold as it meant larger repertoire without any increase in copyright rates. The major networks offered special programs as "salutes to Warner Brothers", and independent stations were able to broadcast music that has been banned from the air (unless the station held a W-B license) since the first of the year.

Variety estimated that Warner Brothers' half-year break with ASCAP cost it "considerably over \$500,000, this loss deriving not so much from performance income, but the effect the lack of network release had upon W-B's publishing interests in general."

The text of Mr. Mills' letter to broadcast station licensees of ASCAP follows:

"Supplemental to our telegram of last evening, we are now pleased to announce that effective as from August 1, 1936, memberships of the following named publishers in the American Society of Composers, Authors and Publishers have been fully reinstated and their respective copyrighted musical works are available for the use of all licensees of ASCAP under the terms and conditions of their said licenses, without any restrictions upon the non-dramatic performance of any of their respective copyrighted musical compositions:

"Harms, Inc.; T. B. Harms Company; New World Music Corporation; Remick Music Corporation; Victoria Publishing Company and M. Witmark & Sons.

"It will doubtless be noted that the Shubert Music Publishing Company which was amongst the member-firms which withdrew from ASCAP on December 31, 1935 is not listed as amongst the above named reinstated members. This for the reason that this particular firm did not apply for reinstatement. Therefore, as to any rights owned by this particular firm, the same are not to be considered as embraced under the ASCAP license.

"Between January 1st and July 31, 1936, suits alleging infringement by broadcasting stations of the copyrights of various of these firms were instituted. The re-admitted members have each of them agreed that all such suits filed as against licensees of this Society 'shall be forthwith discontinued without costs to any of the parties'. Therefore, if you are defendant in any such suit, you may anticipate the early discontinuance thereof upon motion of the plaintiff, and I would suggest that you advise your counsel accordingly.

"As to licenses held from the Music Publishers Holding Corporation by broadcasting stations which are presently licensees of ASCAP, it is understood that MPHIC will accept notice of termination thereof from the licensee, and if you presently hold license from MPHIC it is suggested that you immediately notify them of your desire to terminate the same as at the close of business July 31, 1936.

"No endeavor will be made by ASCAP, directly or indirectly, during the term of its present agreements with broadcasting licensees to re-form the existing contracts in any manner whatsoever. Rates will remain for the term of the present agreements in each case as at present for the respective terms thereof.

"We sincerely hope that all ASCAP's broadcasting licensees will cooperate in establishing the status quo ante and that there may be no disposition upon the part of anyone toward punitive measures or any sort of retaliation.

"ASCAP is very pleased to again make available under its license for the use of radio stations and the entertainment of the radio audience, the very substantially increased repertoire effected by re-admission to full membership of the above named publishers."

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SHORT-WAVE SET BRINGS PROGRAM TO ISOLATED AREA

The short-wave or all-wave radio receiver is proving invaluable to listeners who are, for one reason or another, out of range in the daytime of the long-wave broadcasting stations, according to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, Ill.

Quoting from a letter written by Paul Klugh, who was fishing at Fishing Bridge, Yellow Stone Park, recently, Commander McDonald recounted this story:

"It is cold and raining up here but the fishing is good", wrote Mr. Klugh. "The short-wave radio is wonderful. Europe always, and sometimes Japan, are easy to get. Landon's acceptance speech came in at 7 p.m. Thursday during a terrific electric storm and nothing could be received on the regular wave, yet on short-wave from Pittsburgh it came in perfectly.

"One doesn't appreciate what short-wave means until isolated."

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FCC ISSUES RULES RELATING TO BROADCAST STATIONS

Extracts from the Federal Communications Commission's Rules and Regulations applicable to broadcasting stations were released this week in mimeographed booklets by the FCC press division.

The booklet contains in convenient form all of the revised regulations recently promulgated relative to broadcasting.

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PHILCO CHARGES RCA WITH ESPIONAGE IN N.Y.C. SUIT

Presaging a bitter fight between the Radio Corporation of America and the so-called eleven independent radio receiving set manufacturers, the Philco Radio and Television Corporation, of Philadelphia, this week startled the industry by making sensational charges of espionage against RCA in a suit filed in the New York Supreme Court.

Philco charged that RCA and its subsidiary, the RCA Manufacturing Company, hired agents of a private detective bureau to furnish liquor and entertainment to women employees of the Philco company in an effort to obtain confidential information about the manufacture of radio sets.

Col. Manton Davis, Vice-President and General Counsel of RCA, immediately denied the charge and stated that a vigorous denial will be filed shortly.

While the "independent" manufacturers have been taking pot shots at RCA for some time with Samuel E. Darby, Jr., patent attorney, as their spokesman, the New York suit for an injunction was the first serious move made against RCA.

Philco charged that against of the detective bureau took Philco women employees to hotels, night clubs and restaurants in Philadelphia and vicinity "involving them in compromising situations."

The plaintiff besides asking for an injunction to restrain the defendants from alleged unfair and illegal business practices, asked for an order forcing the return of any information obtained by such practices and for whatever damages the court may find the Philco Corporation has suffered as a result of the defendants' alleged acts.

Defendants named in the action include John S. Harley, Inc., described as a detective agency; Charles A. Hahne, said to be Vice-President of that agency, and Lawrence Kestler, Jr., an alleged agent for the detective bureau.

Colonel Davis said:

"We intend to answer this complaint and vigorously deny its allegations. There is no foundation whatsoever to the charge that RCA has by espionage or by any improper means attempted to obtain information as to the laboratory research, designs, distribution policies or any other trade secrets of Philco."

At the office of the Harley firm it was said that no statement would be made concerning the alleged activities of the company. It was denied that any one named Hahne is connected with the agency.

8/7/36

The Philco company said it has obtained a leading position in the sale of radio receiving apparatus in the United States and that 98 per cent of its stock is owned by its officers and employees. The Radio Corporation of America was described as having assets of more than \$100,000,000 and owning or controlling the great majority of patents covering radio appliances and apparatus.

"By the exercise of its financial power and patent monopoly it dominates and controls the radio industry of the United States and by the acts alleged herein is seeking further to extend and strengthen its domination and control of said industry", the complaint stated.

Philco asserted that the merchandising and distributing of radio receiving apparatus is "subject to the most intensive competition because the market is national and even international in scope.

"It has required the greatest skill, invention, vigilance and effort successfully to develop and maintain such a business in the face of the highly competitive nature of the business, and particularly the competition of RCA directly or through its subsidiary, by reason of its financial power and patent monopoly."

The Philco company said it buys the greater part of its merchandise from the Philadelphia Storage Battery Company under a long-term contract.

"The defendants for many months have been seeking information and documents concerning the confidential methods, business methods, trade practices, designs and technical and scientific developments and processes of the plaintiff", the complaint says. In pursuance of these activities the plaintiff alleges that the defendants have "resorted to unfair, wrongful and illegal methods and practices, including the use of subterfuge, deception and false representation to corrupt plaintiff's employees and the employees of the Philadelphia Storage Battery Company, inciting them to breaches of trust and confidence.

"For example, Hahne and Kestler entered the plaintiff's place of business and made the acquaintance of numerous girls and young women in the plaintiff's employ and in the employ of the Philadelphia Storage Battery Company.

"Thereafter by misrepresenting their identity and business, and wholly concealing their connection with any of the defendants herein, and by a carefully planned course of conduct over a period of several months, the said Hahne and Kestler did ingratiate themselves with and win the confidence of said girls and young women and provided them with extensive and lavish entertainment at hotels, restaurants and night clubs in Philadelphia and vicinity and supplied them with intoxicating liquors and

involved them in compromising situations to induce them to furnish confidential information, documents and designs."

The complaint was filed by the law firm of Henry L. Stimson and was served on Lewis MacConnach, Secretary of the Radio Corporation of America.

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RADIO OUTLETS UNITE TO FIGHT FLORIDA STORMS

Public and private radio outlets in Florida are uniting to battle the common enemy of the State.

Four radio hookups in the future will flash warnings over land and sea in a concerted effort to reduce the life and property toll taken by tropical storms in Florida.

The Weather Bureau maintains an around-the-clock watch on the storms, receiving, charting and distributing reports on their movements from the time they first form until they dissipate. It uses an automatic teletype system between its principal offices.

To supplement the bureau service, four radio organizations will "keep watch" on the storms, broadcasting warnings issued by the forecasters and seeking to set up emergency communications if regular facilities should be swept out by the winds. Through this "before and after the storm" service the radio operators hope to lessen the damage done by the disturbances.

The Coast Guard and the Naval Reserve radio units have been engaged in hurricane work for some time. The Florida Association of Broadcasters, composed of all commercial broadcasters, recently organized with this service as one of its aims. The Works Progress Administration's radio project is about ready to be put into operation.

The Weather Bureau's teletype system, the four radio networks and the voluntary cooperation of individual amateur radio operators will cover all sections of the State.

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An increase in time from sharing to unlimited hours was recommended for KGFG, Oklahoma City, Okla., this week to the FCC by Examiner John P. Bramhall. He also recommended the approval of a transfer of control of the corporation from Hale V. Davis to Harold V. Hough through the sale of 133-1/3 shares of stock. Station KGFG operates on 1370 kc., with 100 watts power.

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8/7/36

SPONSORED PRESIDENTIAL BROADCAST IDEA GETS LAUGH

Ford Motor Co. has been approached through the N. W. Ayer agency on a proposition to underwrite a series of broadcasts on NBC which would alternately present President Roosevelt and Alfred M. Landon, in 15-minute talks, according to Variety.

As an alternate to the 15-minute idea, it has been suggested that Ford stand the expense of a weekly hour, with the broadcast taking on the form of a platform debate. Each candidate would be allowed 15 minutes for opening argument and another 15 minutes for rebuttal.

The idea brought a big laugh from Washington political writers.

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SPAIN RETAINS CONTROL OF TELEVISION RIGHTS

The Ministry of Communications in Spain recently rejected the petition of two Barcelona applicants for authorization to install and exploit a television station on the ground that "television constitutes a complementary part of the service of broadcast transmission, since there is practically no transmission of images without the simultaneous transmission of sounds; and radio transmission being an exclusive service of the State, according to the law of June 26, 1934, it devolves upon the radio Administration to apply to the national system of broadcasting the service of television insofar as is practicable and as its cost permits it to be placed within the reach of the majority of Spaniards."

The order adds that even though the State should decide not to exploit this service on its own account, but to confide it to some national organization, the concession would have to be awarded on a competitive basis in accordance with the laws governing public services.

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Denial of the applications of Jack E. Brantley et al, and W. T. Knight, Jr., both of Savannah, Ga., for construction permit to operate 100-watt broadcasting stations on 1310 kc., unlimited time, was recommended to the FCC this week by Examiner Melvin H. Dalberg.

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8/7/36

CBS LEASES HAMMERSTEIN THEATRE FOR RADIO USE

The Columbia Broadcasting System announces the leasing and conversion of the Hammerstein Theatre into a radio playhouse in New York's Broadway sector. It will be opened on Columbia's ninth anniversary next month.

CBS officials said the house, seating about 1,300, was acquired to meet increasing demands for studio facilities; that it will be elaborately equipped for broadcasting purposes and redecorated. The same need for expansion recently prompted CBS to purchase a large site on Park Avenue, running from 58th to 59th Street in Manhattan, on which it proposes to erect the world's most modern broadcasting center.

In September, 1927, Columbia broadcast its first series of programs over a chain of 17 Eastern radio stations. That same month witnessed the laying of the cornerstone of the Hammerstein Theatre on 53rd Street. Next month, just nine years after that first CBS broadcast, the Hammerstein Theatre will have another ceremony - this time the formal opening of the "CBS Radio Theatre", sending out programs to more than 100 affiliated stations comprising the world's largest network.

Edwin K. Cohan, CBS Technical Director, is supervising the engineering features of the reconstruction of the theatre. Columbia will spare neither effort nor expense to make it represent the last degree of perfection in the science of radio and acoustic engineering. When the revamped structure opens on the network's anniversary, results will be apparent to studio audiences and radio listeners alike.

Programs from the new CBS playhouse will be enacted on a stage which literally floats on a cushion of noise-deadening material. The cyclorama, likewise mounted on sound-absorbing bases, will be treated to eliminate all echoes from the stage. On all exits, specially constructed doors known technically as "sound locks" shut out all noises from the street.

The CBS Radio Theatre will be operated in addition to others now in use. They are CBS Playhouse #1, 141 West 44th Street, and CBS Playhouse #2, 251 West 45th Street.

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NORTON QUILTS AS AIDE TO SARNOFF

Henry K. Norton, Assistant to David Sarnoff, President of Radio Corporation of America, and Vice-President of the Radiomarine Corporation, has resigned both posts, it was announced August 6th. Mr. Norton was formerly Treasurer of the National Broadcasting Company. Mr. Norton's plans for the future were not stated.

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REA PROGRAM OPENS NEW RADIO MARKETS

New markets for radio sets will be opened under a program just announced by the Rural Electrification Administration.

Over 4,200 miles of rural electric lines in 12 States will be financed with more than \$4,500,000 allocated from funds available to the Rural Electrification Administration under the Rural Electrification Act of 1936, according to REA Administrator Morris L. Cooke. With these allocations REA has definitely changed its status from that of an emergency to a permanent agency as provided in the Act.

Over \$1,000,000 of the funds will be available to build seven new rural line projects in Georgia, Kentucky, Massachusetts, North Carolina, Ohio, Washington, and Wisconsin. The remaining funds will be used to finish projects which had previously received partial allotments.

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INDIA GOVERNMENT BAN POLITICAL BROADCASTS

The Government of India has decided not to allow the Indian broadcasting stations to be used for political talks during the forthcoming general election next autumn, according to World-Radio, organ of the British Broadcasting Corporation. For the first time, thirty-five million people of India are being enfranchised, and political leaders have asked the Government to allow them to use the broadcasting service for political addresses on the model of the BBC.

The Government of India, after carefully considering the matter, has come to the conclusion that politics should be kept out of the broadcast talks for some time yet.

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One of the Moscow daily papers, in collaboration with the broadcasting committee, recently instituted a competition for the best program broadcast during a stated period. No fewer than 1,100 different transmission by different artists were listened to. The program eventually chosen as being most popular had as a theme "the literary world and music", which included items on Dante, Shakespeare, Goethe, Heine, Gogol, and others. Among the musical works, those by Beethoven, Tchaikovsky, Verdi and Rimsky-Korsakov obtained the largest number of votes.

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8/7/36

RADIOS DON'T ATTRACT LIGHTNING, SAYS NBC

Keeping pace with the modern trend debunking popular superstitions, engineers of the National Broadcasting Company have found that lightning is not attracted by radio sets.

The report on lightning is the by-product of a survey made by engineers on radio reception conditions in major cities of the United States. The statement was issued by R. M. Morris, NBC development engineer, whose own house was struck a few years ago.

"Contrary to popular belief", Morris said, "radios in the home do not attract lightning, nor do radio antennas. In fact, a properly installed radio antenna, with good lightning arresters, serves as a measure of protection to a house during a thunderstorm. The lightning arresters, found on most antennas, serve to lessen the force of the lightning, deflecting the dangerous current into the ground where it will do no harm."

"The chances during one year that your house will be struck by lightning", said the NBC engineer, "are about one in 1,000, as proven by statistics on the subject. Radio will not prevent a house from being hit by an electrical bolt during a storm, but if it is properly installed, a radio antenna may prevent the lightning from doing any damage. Of course, if you live in a building with a steel frame, such as the Manhattan sky-scrapers, you need have no fear of lightning. The steel frame serves to ground the current."

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RCA GROSS UP BUT NET DECLINES

The report of the Radio Corporation of America and subsidiaries for the second quarter of 1936 showed a consolidated net profit of \$477,088, covering \$431,148 Class A preferred dividends but not the \$805,242 dividends paid on the new \$3.50 convertible first preferred stock. This compared with \$671,111 earned in the second quarter of 1935.

For the six months ended on June 30, net profit was \$1,764,780, comparing with \$2,289,136 in the same period of 1935. Class A preferred dividends were \$862,291 in the first half of 1936, while dividends of \$805,242 were paid on the new \$3.50 first preferred stock, or total disbursements of \$1,667,533. In the first half of 1935 dividends paid on the Class A preferred stock were \$5,381,857, including provisions for all arrears on the shares.

8/7/36

Gross income from all sources was \$21,839,782 for the June quarter, including \$21,682,215 from operations, compared with \$18,742,980 from operations and \$19,162,899 total for the 1935 period. Net operating profit after costs and expenses was \$1,635,028, against \$1,860,078.

For the six months, gross income was \$44,382,101, including \$43,942,526 from operations, compared with \$40,428,688 and \$39,663,321, respectively, in the 1935 period. Net operating profit was \$4,028,696, against \$4,770,753.

Surplus on June 30 amounted to \$12,497,346, compared with \$13,256,643 on March 31 with \$12,401,099 on December 31, and with \$10,425,633 on June 30, 1935.

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Radio market reports on France, the United Kingdom, Canada (regulation), Libya, and Aden have been issued by the Electrical Division, Bureau of Foreign and Domestic Commerce and are available at 25 cents each.

National Broadcasting Co.'s studio tour business at Radio City, New York, is running approximately 25% higher than at this time last year. Present indications are that the three big months of June, July and August, when NBC studio tour obtains its greatest returns from tourist trade, will hit nearly 200,000 guests. July produced 60,000 paid guests against 48,000 in same month of 1935.

The Ministry of National Defense of the Uruguayan Government has authorized the Uruguayan Automobile Association (Centro Automovilista del Uruguay) to employ radio broadcasting for the purpose of imparting to its agencies located throughout the country information in regard to the location and nature of automobile wrecks or breakdowns in order that service cars of the association may reach the scene of trouble with despatch and a foreknowledge of the equipment needed in a particular case.

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WASHINGTON, D. C.

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INDEX TO ISSUE OF AUGUST 11, 1936

More Short-Wave Programs For Latin America Urged.....	2
Bar Group To Debate Broadcasts Of Trials.....	3 ✓
Australia Installs First Radio Beam For Aircraft.....	4
Radiobeacon Expands As Lighthouse Aid.....	4
McCosker To See BBC Officials In London.....	5
Siam A Growing Market For Radio Sets.....	5
All Branches Of Radio Industry Experiencing Boom.....	6
Industry Notes.....	9
Philco Suit And Patent Fight Separate.....	10
RCA Charged With Using Strikebreakers.....	10
Radio Education Progresses In Switzerland.....	11
Examiners Recommend Stations For Texas; New York.....	12

No. 952

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August 11, 1936

MORE SHORT-WAVE PROGRAMS FOR LATIN AMERICA URGED

American short-wave broadcasters are urged to pay more attention to Latin American listeners in a report issued this week by the Department of Commerce.

Citing a report received from Assistant Trade Commissioner Joe D. Walstrom, Buenos Aires, the department points out that European broadcasters are dominating the Latin American countries with their programs prepared especially for these listeners.

While no mention of United States trade is made in the Commerce Department statement, the inference is clearly drawn that the European broadcasting stations may be influential in taking business away from American exporters even though they do not resort to direct advertising over the air.

European short-wave programs are heard in Argentina much more clearly and are more interesting than similar American broadcasts, Mr. Walstrom reports.

Even the average American residing in Argentina, he adds, frequently prefers to tune in on London, Berlin, Rome, Paris or Moscow instead of the United States, largely because of the reception from the European stations is strong, with little or no static.

European broadcasting stations prepare their short-wave programs for specific countries, according to the Commerce Department report. High-gain directive antennae are employed, which insures that the programs will be received in Argentina, for instance, with the maximum of strength and the minimum of outside interference, it was stated.

Aside from the technical aspect, the programs themselves are prepared for the Argentine taste, and some of the European stations have gone so far as to employ Argentine announcers. A similar practice is followed by such stations in the programs transmitted to other countries, Mr. Walstrom reported.

While there are at least five European stations which are regularly and satisfactorily received in Argentina, only one or two American stations are heard and their reception is usually inferior to that of their European competitors.

Because there is only a comparatively small number of radio listeners who possess short-wave radio sets, many foreign

programs received in Argentina are rebroadcast, it is pointed out. These rebroadcasts include an occasional program from the United States, according to the report.

In concluding his report, Mr. Walstrom suggests that it would be advisable for a greater number of American stations to utilize the high-gain antennae in directing their programs to Latin America and that more programs should be offered for the Latin American listener. The music heard on practically any American program, he states, would be quite satisfactory, but the announcements should preferably be in Spanish. The best plan, of course, would be the preparation of special program for specific countries having in mind the particular tastes of these countries.

Because of the large market in Latin America for certain types of American merchandise, the report states, it would appear that this form of advertising and good-will promotion should merit serious consideration by American firms.

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BAR GROUP TO DEBATE BROADCASTS OF TRIALS

How can the press, the radio and the bar cooperate against publicity interfering with the fair trial or hearing of judicial or quasi-judicial proceedings?

This is one of the questions to be debated when the American Bar Association holds its annual meeting in Boston August 22nd.

Consideration of the problem of publicity in connection with judicial proceedings has been carried on during the year by special committees, representing the association, the American Society of Newspaper Editors and the American Newspaper Publishers' Association. They will present a joint report at Boston.

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The estimate for the Irish Free State broadcast services for the year 1936-37 is £57,700, as compared with £40,838, for 1935-6. The revenue from wireless licenses last year amounted to about £42,500, an increase of £8,500. The direct expenditure on the broadcasting service was about £50,000, and the number of wireless licenses issued was 85,000, an increase of 18,800. Provision has been made for an increase in the power of the Athlone station from 60 kw. to 100 kw.

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AUSTRALIA INSTALLS FIRST RADIO BEAM FOR AIRCRAFT

Australia's first radio beacon station for the guidance of aircraft along a radio beam was recently placed in operation at Sydney airport, according to a report to the Commerce Department from Assistant Trade Commissioner W. C. Flake, Sydney. Radio direction finder apparatus, the report states, was installed at the Melbourne airport about two years ago.

The new equipment, which was manufactured in Australia, is designed to send beams in four directions, with a range of approximately 200 miles. Although it is expected that other radio beam stations for the guidance of aircraft will be established in Australia, the report points out that it is not probable that any of the equipment will be imported, as it can be produced in Australia by a local company.

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RADIOBEACON EXPANDS AS LIGHTHOUSE AID

The first marine radiobeacons were operated on a single frequency and the radio direction finders of that period received indiscriminately any signal within 20 or 30 kilocycles of the recognized radiobeacon frequency. The 3 radiobeacons of 1921 have grown to 125 radiobeacons operated by the United States Lighthouse Service alone, and approximately 35 more are operated in Canada and in Central America, many within interfering range of the United States radiobeacons.

These 160 North American marine radiobeacons all operate in the band of 30 kilocycles wide reserved for marine radiobeacons by the Madrid Radio Conference of 1932. This large number of radiobeacons operating in such a narrow band of frequencies makes it important that radio direction finders be able to discriminate between radiobeacons with small differences in frequency, and this in turn requires that each radiobeacon be accurately and permanently fixed on an assigned frequency and operating minute. The accomplishment of this fixing of frequency and timing of operation for all radiobeacons, and the necessary extension of the range of certain radiobeacons has made it necessary to evolve new radiobeacon equipment and technique.

The early radiobeacon equipment was of simple construction and low cost. Necessity for frequency stability complicated the structure and increased the cost of later equipment. The first radiobeacon signals, fully stabilized as to frequency, were obtained from transmitters with elaborate heat controls for crystals and with congested internal assemblies although at the time these sets were purchased, they embodied the simplest known means for achieving a fixed frequency.

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8/11/36

MCCOSKER TO SEE BBC OFFICIALS IN LONDON

Alfred J. McCosker, President of the Bamberger Broadcasting Service, and Chairman of the Board of the Mutual Broadcasting System, sailed last week on the "Normandie" for a month's vacation in England, France, Italy and Switzerland.

In London, Mr. McCosker will visit Sir John Reith, Managing Director of the British Broadcasting Corporation, and other broadcasting officials. He will also confer with John Steele, recently appointed London and European representative of the Mutual network.

He is accompanied by Mrs. McCosker and in Paris they will meet their daughter, Miss Angela McCosker, who has been visiting in Europe since early July.

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SIAM A GROWING MARKET FOR RADIO SETS

Radio has been gaining in popularity in Siam during the past few years, according to a report from Vice Consul H. Gordon Minnigerode, Bangkok, made public by the Commerce Department.

On September 30, 1935, the number of receiving sets registered in the country totaled 27,288, an increase of approximately 3,000 as compared with the preceding year's total. The great bulk of the radio sets in Siam are located in the capital city of Bangkok, the number in use in the interior being negligible, the report states.

Japanese makes account for 80 per cent of the radio sets sold in Siam at the present time, their dominant position being accounted for by the low price at which they are sold. It is estimated that sales in 1935 by local dealers amounted to 2,700 units of which more than 2,100 units were Japanese sets, 339 American, and 161 British. The greatest number of sales of radios in Siam are made in three or four-tube sets of the smallest kind although there is a small demand for expensive models, it was stated.

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ALL BRANCHES OF RADIO INDUSTRY EXPERIENCING BOOM

Radio manufacturers, retailers, and broadcasters are experiencing what will probably prove the most prosperous year in the history of the industry, running from 15 to 25 percent above last year's records, a survey just completed by Dun & Bradstreet, Inc., New York, discloses.

"Starting the second half of the fourth year of uninterrupted expansion, all branches of the radio industry have been geared to reach new high marks", the report states. "During the first six months of 1936, the peaks of 1935 were passed, production running ahead by 15 to 25 percent and distribution by 15 to 30 percent. Much of the bonus money went into radios, and wider industrial employment contributed to the gain, while the increasing construction of new homes, with the consequent need of modern reception, is counted among the indicators for more extended improvement.

"Automobile radios were outstanding in the sales volume for the period, exceeding the 1935 figures by 30 to 150 per cent. As only about 17 per cent, or 3,900,000 of the passenger automobiles registered at the close of 1935 were equipped with radios, the number at the end of 1936 is expected to total 5,000,000 according to an estimate by Radio Today. Battery sets for unwired homes in farm districts have been selling faster than production, although there are around 170 types on the market, some deriving power from windmills and some from gas motors.

"Nearly every radio owner tuned in on the programs which last year brought \$86,492,635 net revenue to the 625 broadcast stations in the United States. More money is being spent by sponsors for entertainment this year, as national advertising broadcast for the first half of 1936 rose 7.6 per cent from the 1935 peak, and was larger by 25.4 per cent than in 1934, and 80.5 per cent than in 1933.

"During the first six months of 1936, radios were turned out at the fastest rate in the industry's history. Successive monthly increases brought the peak for the period in June, when many factories operated plants at capacity, with some divisions on double shift, in order to deliver 1937 models to distributors early in July. Output averaged 15 to 25 per cent more than for the first half of 1935, with production of parts and equipment larger by 15 to 50 per cent. Automobile radio speakers for the six months equalled the entire 1935 production.

"Present high production rates give indication of being maintained through the Fall months, as many factories are from four to six weeks behind their shipping dates. Based on the 5,375,000 radio sets manufactured in 1935, according to the compilation of Radio Retailing, trade estimates have placed 1936 output at approximately 6,000,000. This would represent an

increase of 11.6 per cent from the 1935 total, which was higher than the 1934 total of 4,696,000 by 14.5 per cent, and set a new peak.

"More variety in programs not only has provided the chief stimulus to the expanding 'audience of the air', but has built up a constantly larger volume of network revenues. For thirty-three consecutive months, national advertising broadcast has been maintained above the level of the year preceding, and in March, 1936, set a new all-time high at \$5,210,000. This helped to swell the total for the six months of 1936 to \$27,533,000, a rise of 7.6 per cent from \$25,596,000 in 1935, the previous peak.

"Rising for the fourth consecutive year, retail sales of radios established a new peak in both units and dollar value during the first six months of 1936, by surpassing the all-time high recorded for the year preceding. Gains ranged all the way from 10 to 50 per cent, with the average increase estimated at 15 to 30 per cent over the comparative 1935 figures. Some distributors of the leading makes reported sales up 75 to 100 per cent from 1935, with June and July volume ahead by 150 per cent.

"Floor and console models of the better qualities comprised the bulk of the volume, as interest in midget and cheap table sets waned. The increase in automobile radios was abrupt, running from 30 up to 150 per cent. The rise in the sales of battery sets to farm districts, where electric power is not available, was nearly as large, exceeding the 1935 total by 25 to 100 per cent. Since May, demand has turned markedly stronger for the radio-phonograph combinations in the special period designs.

"Engineering skill has reached its most advanced degree of perfection in both the dial and design of the new 1937 lines. Higher fidelity and more faithful reproduction have been achieved through automatic frequency controls, volume expansion, and variable-selectivity circuits. For ease in tuning, practically all sets in the higher priced ranges, and many in the medium ones, have been equipped with cathode-ray tuning indicators.

"Considering the array of new features which have been incorporated in 1937 models, prices of radios are the lowest in the history of the industry. These innumerable improvements, plus the additional tubes included with some sets, practically amount to a drop in price, as consumers now receive more for each dollar spent on the same type of set than they did a year ago.

"Even on old models, prices have been constant since the first of the year, with the exception of reductions made to move excess stocks. On some of the better grade sets, for which demand ran ahead of the supply, minor upward revisions have been made. Following the reduction on metal tubes on June

1st, some of the manufacturers lowered quotations on octal-base glass tubes.

"Wholesale collections have been better by 8 to 10 per cent than a year ago, while installments accounts generally were in the best condition since 1929. Repossessions have been the fewest on record. Most of the manufacturers reported payments as good to excellent, with a decided improvement over the 1935 status.

"Bankruptcies in the radio industry during the first half of 1936 were somewhat more numerous than for the corresponding 1935 period. Among manufacturers, however, the number that failed was fewer, but the total of 3 had liabilities of \$151,500, which compared with \$156,000 for the 7 concerns that failed in 1935. The latter was the smallest number in the history of the industry, and the amount of the liabilities also went down to a new low.

"It was the wholesalers' and retailers' division that contributed all of the increase in failures during the first six months of the current year. The total for the period was 28, giving a monthly average of 4.6 failures, as against 3.5 a year ago. This continued the up-trend which started in 1935, lifting the number of failures to 42 from the record low of 37 in 1934.

"The complete insolvency record of the radio industry from 1930 to June, 1936, inclusive, as compiled by Dun & Bradstreet, Inc., shows:

Manufacturers

<u>Year</u>	<u>Number</u>	<u>Liabilities</u>
1930	40	\$3,522,400
1931	15	4,088,445
1932	23	1,826,995
1933	25	3,719,519
1934	9	941,338
1935	7	156,000
1936*	3	151,500

Wholesalers and Retailers

<u>Year</u>	<u>Number</u>	<u>Liabilities</u>
1930	217	\$2,071,392
1931	160	4,979,359
1932	170	1,978,678
1933	109	1,813,980
1934	37	2,207,408
1935	42	337,624
1936*	28	380,770

*January to June, inclusive

"These statistics of commercial failures are exclusive of applications under Section 77-B. From June 7, 1934, when Section 77-B of the New Bankruptcy Act became effective, to July 23, 1936, applications were filed under this section by 4 manufacturers in this industry and by 2 wholesalers and retailers."

8/11/36

INDUSTRY NOTES

Rate Card No. 4, dated August 15, 1936, has just been issued by the Affiliated Broadcasting Company, midwestern regional network. Changes from the former card, which was dated April 18, inaugural day of the network, include the addition of Stations WROK, Rockford, Illinois, and WGRC, New Albany, Indiana, as regular members of the ABC, and WJJD, Chicago, as an optional outlet, and the subtraction of WDGY, Minneapolis, from the list of ABC affiliates. The change from daytime to evening rates, formerly set at 5:30 P.M.CST, has been moved back a half-hour to 6:00 P.M. CST.

The Telegraph Division of the Federal Communications Commission last Friday denied the petition of R.C.A. Communications, Inc., Mackay Radio and Telegraph Company, The Western Union Telegraph Company, and Commercial Pacific Cable Company, for suspension of tariffs filed by Globe Wireless, Ltd., stating rates and regulations for "Radiomail" between Chicago, Ill., and Guam, Honolulu and Manila, and also between Washington, D. C., and Guam, Honolulu and Manila. The Division ordered that the issues presented by this petition be consolidated with the issues already under consideration by the Division under Order No. 12 insofar as those issues affect Globe Wireless.

The Mutual Broadcasting System's total billings for the month of July, 1936, were \$109,561.16. That figure includes the billing of basic and associated stations. Mutual's total billings for the same period in 1935 were \$58,446.57, thus showing a gain for this year's figure of 87.4 percent.

Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, has accepted the post of Radio Director for the Women's Division of the Democratic campaign.

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PHILCO SUIT AND PATENT FIGHT SEPARATE

Taking issue with a statement in the Heinl Radio Business Letter of August 7th, John R. Howland, Assistant Secretary of the Philadelphia Storage Battery Co., Philadelphia, denies there is any connection between the Philco suit against RCA and the patent fight being conducted by eleven independent radio manufacturers against RCA.

His letter states:

"In the August 7 edition of your excellent Heinl Radio Business Letter, I note an incorrect inference in the fourth paragraph under the title 'PHILCO CHARGES RCA WITH ESPIONAGE IN NEW YORK SUIT.' You state: 'While the "independent" manufacturers have taken pot-shots at RCA for some time with Samuel E. Darby, Jr., patent attorney, as their spokesman, the New York suit for an injunction was the first serious move made against RCA.'

"It is true that a number of radio manufacturers who are licensees of RCA have a mutual problem that is being discussed with RCA through Samuel E. Darby, Jr., and it is true that certain angles of the control exercised over this and other industries by RCA are a source of continual embarrassment to licensed radio manufacturers and probably many others alike. But it is not correct to assume that the attempt of the Philco Radio & Television Corporation to protect itself from practices of a competitor as charged by it has any relation to attempts of the Philadelphia Storage Battery Company and others to protect themselves from other encroachments."

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RCA CHARGED WITH USING STRIKEBREAKERS

Charges that strikebreakers with criminal records were taken from New York to Camden in the recent R.C.A. strike to interfere by violence with peaceful picketing in violation of the recently enacted Byrnes law were submitted August 10th to Federal Judge William Clark and United States Attorney John J. Quinn, at Newark, in letters from the Essex Trades Council asking for an investigation.

The letters charged that the men were transported by Sherwood's Detective Bureau, 1457 Broadway, New York City, and the Manning Industrial Service, 31 Clinton Street, Newark. It asked the Federal authorities to subpoena various officials and records and several reported strikebreakers.

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RADIO EDUCATION PROGRESSES IN SWITZERLAND

School broadcasting is making headway in Switzerland, according to a correspondent of World-Radio, organ of the British Broadcasting Corp.

The first experiment in school broadcasting was made on October 28, 1930, by the Radio-Berne company, and last year's school broadcasts transmitted from the Swiss studios, were listened to by about 70,500 scholars, distributed over 3,241 classes in 1,047 schools.

The organization of the transmissions to schools is, briefly, as follows:

The general direction of the service is in the hands of a "central commission", consisting of a President, Vice-President, and four members, on which the various regions of Switzerland are represented. In addition to this central body "regional commissions" have been created, corresponding to the three linguistic regions of the country (German, French, and Italian). These regional commissions comprise the delegates of the local commissions which have been found necessary in the case of German-speaking Switzerland and French-speaking Switzerland, together with representatives of the Departments of public instruction of the different Cantons composing the region. The presence of representatives of the official educational authorities is valuable inasmuch as it secures co-operation between the school institutions and the general organization of school broadcasting. The latter is in this way rapidly informed of the reaction of the children and also of the teachers.

The regional commission examines the draft programs submitted to it by the local commissions, revises them and, after they have been broadcast, discusses the criticisms which may be made of them, and takes any steps which it considers proper. The local commissions have important functions: they choose the subjects, authors, and lectures; they carefully examine the manuscripts and revise where necessary.

The school broadcasts are of a purely supplementary character. They are a source of new knowledge and a stimulus to intellectual effort outside the ordinary resources of the schools. Far from supplanting the teacher, this method of instruction requires his presence, and he continues to be the master of instruction properly so called. It is accordingly his duty to select the broadcasts which are best suited to the age, capacity, and development of his pupils.

For the purpose of facilitating the work of the master, a special "bulletin" called "Le Radio a l'ecole" (Radio in School), is published quarterly in French Switzerland. It contains particulars of the talks; numerous illustrations intended

8/11/36

to be shown to the children before, during, or after the talk; a brief indication - for the teacher's guidance - of the manner in which the subject will be treated; and, in certain cases, supplemental information, particularly of a bibliographical nature.

Experience has shown that the results obtained from these broadcasts do not depend only on the value of the talks themselves, but also on the preparation of the pupils who listen to them. For this purpose the teacher makes use of the material placed at his disposal by the bulletin, and supplies the pupils with the maps, pictures, films, and notes which they require in order to follow the broadcast with profit.

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EXAMINERS RECOMMEND STATIONS FOR TEXAS, NEW YORK

The Federal Communications Commission this week was advised by its Examiners to grant applications for construction permits to erect broadcasting stations in Corpus Christie, Texas, and Watertown, N. Y.

The Texas application was filed by the Gulf Coast Broadcasting Company and sought the 1330 kc. channel with 250 watts nighttime and 250 watts daytime, unlimited hours.

Black River Valley Broadcasts, Inc., is the applicant for the Watertown station on 1420 kc. with 100 watts nighttime and 250 watts daytime, unlimited hours.

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2400 CALIFORNIA STREET

WASHINGTON, D. C.

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INDEX TO ISSUE OF AUGUST 14, 1936

Cairo Radio Parley Committee Makes Final Report.....	2
Eclipse Throws New Light On Radio Wave Reflector.....	4
Philco Stages Television Test At Philadelphia Home.....	5
Radio Workshop Has Commencement Via Radio.....	6
Radio Advertising Up 12% For Half Year.....	7
Suit To Test Unlicensed Use Of Theatre By Radio.....	8
More Power For Three Illinois Stations Urged.....	8
Television To Be Early 1937 Reality Says RCA Institute.....	9
Gas Meter Picks Up "Ham" Broadcast.....	9
WGN To Give Grid Program Minus Sponsor.....	10
N. Y. Tugboats Get Two-Way Radio Phones.....	10
Inventor Shows Machine To Cable Different Colors.....	10
NBC Shows "Cost Per Listener" Has Dropped Since 1927.....	11
Industry Notes.....	11
Construction Begun On New Antenna For WJZ.....	12
Angola Offers Prospective Radio Plant.....	12

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CAIRO RADIO PARLEY COMMITTEE MAKES FINAL REPORT

Broadening of the broadcast band for the North American region to include 1500 to 1600 kc. and more rigid requirements governing the technical quality of emissions by radio stations are recommended in the final draft of the proposals of the United States for the Cairo radio conference.

The proposals, made public this week by the Federal Communications Commission, suggest only minor changes in the world radio setup, but the major issue has not yet been decided, viz., the allocation of ultra-high frequencies above 30,000 kc.

The latter recommendation will not be drafted until proposals are received from other countries that will be a party to the Cairo conference as the United States is acting as the clearing house on this highly important question.

FCC engineers meanwhile are analyzing the volumes of testimony given by American broadcasters at the June hearing on ultra-high frequencies so that these ideas may be considered before allocations are recommended.

The United States proposals, which must be translated into French for distribution to all interested countries, will first be studied at a preliminary international radio conference at Bucharest in May, 1937.

Final decisions on world radio problems, however, will not be made until the general Cairo conference in February, 1938, which will cover telegraph and telephone communication matters as well as radio.

The final report of the United States editing committee represents months of intensive study by governmental and commercial technicians. As explained by Gerald C. Gross, of the FCC International Section, however, the Committee found on the whole that the Madrid conference of 1932 had done a good job and that it had few major proposals to make.

While agreeing to ask for a broadening of the broadcast band from 1500 to 1600 kc., three channels of which would be assigned to government services, the Committee rejected requests of the organized broadcasters and amateurs for additional channels.

James W. Baldwin, Managing Director of the National Association of Broadcasters, made a futile fight for inclusion in the proposals the channels 520, 530, 540 and 180 to 210 kc., inclusive.

The American Radio Relay League, an organization of amateurs, likewise was unsuccessful in a move to broaden bands for "ham" operators from 3500-4000 kc. to 3500-4500 kc. and from 7000-7300 kc. to 7000-7500 kc.

Dr. C. B. Jolliffe, former Chief Engineer of the FCC and now with the Radio Corporation of America, asserted that there are 127 active radio communication stations in the band from 4300 to 4500 kc. and 45 between 7300 and 7500 kc. K. B. Warner, of the Radio Relay League, insisted that many of these stations are merely "paper registrations" and aren't operating.

Recognizing the progress that has been made during the last four years in the technical phases of broadcasting, the Committee proposes more rigid international control of stations to compel their adherence to assigned frequencies.

"The waves emitted by a station must be kept on the authorized frequency as exactly as the state of the art permits", the proposals state, "and their radiation must be kept free as practically possible from all emissions not essential to the type of communication carried on."

Suggesting international cooperation and frequent checks of transmissions by national administrations as a means of minimizing interference, the Committee explains:

"The primary thought is that all the administrations concerned have periodically brought before them the facts as to the technical performance of emissions actually taking place in the radio medium (frequency stability, band widths, harmonics, etc.) the attaining of higher technical standards in practice will be facilitated and, in turn, interference minimized, and the number of channels made effectively available increased."

Because of the progress made in television and facsimile broadcasting since 1932 the Committee proposes new definitions of these services as follows:

"Facsimile transmission: the electrical transmission and reproduction of fixed images."

"Television transmission: The electrical transmission and reproduction of transient visual images."

To clarify the meaning of amateur service and to remove it from the grouping under "fixed service" the Committee proposes this new definition:

"Amateur service: A service of experimentation, self-training, and inter-communication, carried on by amateur stations."

The definition of broadcasting is likewise changed "to provide a definition more generally applicable to various forms of broadcasting." It reads:

"A service carried on by a station, the emissions of which are primarily intended to be received by the general public, regardless of the type of emission authorized."

With a view to further promoting the safety of life at sea, the Committee proposes that any radio station installed on board a ship be able to transmit and receive on at least two waves in the authorized band between 365 and 485 kc. as well as the S O S distress wave of 500 kc.

The Committee further recommends that the 500 kc. wave be used solely for distress calls and that more constant watches be required for S O S signals.

Finally, to facilitate the taking of bearings by radio direction finders in order to determine the position of a ship in distress, the Committee proposes that:

"A ship equipped with radiotelegraph, after having sent this distress message, shall transmit the alarm signal followed by the ship's call letter for a period long enough so that the ship and land stations equipped with radio direction finders may determine its position."

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ECLIPSE THROWS NEW LIGHT ON RADIO WAVE REFLECTOR

New data was obtained from observations of the recent total exlipse of the sun on the ionosphere, or electrified layer above the earth that reflect short radio waves, according to an announcement this week from Harvard University.

The movements of this ionized ceiling often disrupt short-wave radio transmission by allowing the waves to shoot up into space instead of reflecting them back to earth as normally.

Dr. Donald Menzel, of the Harvard Observatory, Director of the Harvard-Massachusetts Institute of Technology solar exclipse expedition to Siberia last Spring, reported the finding to the Harvard Summer School.

Dr. Menzel said the expedition's records indicated that the chief agent causing the electrification of this layer travels with the speed of light, and it probably is to be identified as extremely intense radiation in the far ultra-violet of the solar spectrum.

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8/14/36

PHILCO STAGES TELEVISION TEST AT PHILADELPHIA HOME

A television test, broadcast over a distance of seven miles with both indoor and outdoor scenes, was conducted in a home in suburban Philadelphia August 11th by engineers of the Philco Radio and Television Corporation. About 80 guests were present.

The demonstration was significant not only because of the clarity of the images shown but because it follows several private exhibitions in New York City by the Radio Corporation of America, outstanding Philco rival.

A description of the Philco demonstration as reported by a special correspondent of the New York Times follows, in part:

"Boxers exchanged blows in a roof-top ring in Philadelphia, soloists showed how they looked and acted when they sang before a studio 'camera' the same distance away, and the 'other end' of a telephone conversation between the home and the studio was both 'seen', and heard. Both ends of the conversation were heard by the audience.

"The images shown closely approached black and white tones and appeared clear and without evident distortion. William H. Grimditch, the company's chief engineer, said, however, that picture quality equal to that of home movies was the goal, and that greater perfection would be sought before an attempt would be made to enter the commercial television field. He predicted that commercial television would 'not come this year nor next.'

"The fifty-five minute experimental program given for the audience in Mr. Grimditch's home had company employees for some of the chief actors. After Miss Josephine Godfrey and Miss Betty McNelis had been observed and heard in several solos, Boake Carter, radio commentator, spoke from the studio and then picked up a telephone and called the Grimditch home.

"Following this there were broadcast a movie film and a round of boxing between two welterweights in a makeshift ring on the roof of the company's plant. Then the actions of a quartet, also appearing outdoors, were synchronized with some close harmony in 'Sleep, Kentucky Babe.'

"The audience also read the headlines on the sports page of a newspaper as the page was broadcast from the laboratory seven miles away.

"Later, at the laboratory itself, the audience saw a broadcast carried on concentric cable and noticed little difference between the wired and the radioed broadcasts.

"The field tests were conducted on a wave length of about six meters. The experimental screen used in the demonstration lay flat in the top of a phonograph cabinet and the audience actually saw images reflected on a mirror in the raised top of the cabinet.

"The images measured about 7 by 8 inches. In their field tests since December the Philco engineers have experimented with images made up of 345 interlaced lines, about the same number used in other television systems. Mr. Grimditch said, however, that this period of experimentation had indicated the laboratory had reached the nearest thing to perfection possible with this number of lines and the engineers planned to start immediately changing their equipment so as to produce an image of between 440 and 450 lines. This should result in images of greater sharpness, he declared.

"Neither Mr. Grimditch nor Larry E. Gubb, President of Philco, would estimate the cost of television receivers when they became available to the public, although a memorandum handed to the guests said some estimates had put it at \$500.

"A great deal of work must be done in transmitter and receiver development", the statement said, "and a great deal of money must be spent to assure transmitting facilities and programs for the prospective television audience. There are many other problems as well."

"Mr. Gubb commented: 'We don't believe that television is right around the corner, but we do believe it will result in a tremendous industry when it does arrive. We do not believe in doing anything premature.'"

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RADIO WORKSHOP HAS COMMENCEMENT VIA RADIO

Forecasting a day when the commencement speaker may speak to university graduates from a point hundreds or thousands of miles away, the Radio Workshop of New York University on August 13th held its first commencement exercises over the CBS network.

Dr. John W. Studebaker, U. S. Commissioner of Education, addressed the students from Washington. He said, in part:

"As members of the New York University Workshop, you have had the opportunity to train yourself in radio in association with the educational radio project of the Office of Education. You have had an opportunity to witness, analyze and take part in the five educational programs which this project is presenting every week.

"This educational radio project was established by the President to discover new ways of using radio in the service of education. If it has discovered new successful airways of learning and a growing mail response from every State indicates that it has, then I hope you will be able to carry back some of these needed ideas for use in your own community where you will be in charge of radio programs for school systems, colleges and universities."

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RADIO ADVERTISING UP 12% FOR HALF YEAR

Broadcast advertising during the first half of the current year showed an increase of 12.7% over the corresponding period of 1935, according to the National Association of Broadcasters. Gross time sales of the medium amounted to \$50,802,179 during the six-month period.

Advertising trends during the period were principally a continuation of those in evidence recently throughout the medium. Regional network and national non-network volume continued to show the greatest rate of growth. Radio broadcasting as a whole continued to hold its own with other major media as to percentage of increase over corresponding periods of previous years.

Local station non-network advertising volume again showed the greatest relative increase, while non-network business in the South and mid-West increased to a greater extent than that in other portions of the country.

A new trend of interest has been the marked growth of transcription volume in both the national and local fields. National transcription business showed an increase of 52.3% over the corresponding six months of 1935, while local volume increased by 41.8%. Live talent volume continued strong in both the national and local fields, while announcement business again declined.

Several trends of importance have developed as to radio advertising sponsorship. There has been a marked gain in automotive advertising throughout the entire medium. National and regional network beverage advertising increased to a considerable degree. National network and local drug advertising fell off markedly, while national non-network and regional network drug volume increased. Regional network and national non-network food advertising rose to an important degree. There were heavy declines in some of the minor national network classifications.

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8/14/36

SUIT TO TEST UNLICENSED USE OF THEATRE BY RADIO

Whether a theatrical license is required for a theatre where broadcasts are given which are attended by large invited audiences is to be decided in a suit filed in the Supreme Court in New York by the Dry Dock Savings Institution as owner of the New Amsterdam Theatre, New York City.

The suit was brought against Police Commissioner Valentine and License Commissioner Paul Moss to restrain them from interfering with broadcasts on the New Amsterdam roof, which has been leased to the Columbia Broadcasting System for thirteen Tuesday night broadcasts beginning September 1, and to the Mutual Broadcasting Company for fifty-two Sunday night broadcasts beginning August 9th.

License Commissioner Moss notified the bank that unless it obtained a theatrical license for the New Amsterdam before August 6, he "would cause the police to forcibly eject the persons attending the broadcasts."

The complaint alleges that the bank has been advised by its counsel that a theatrical license was not required and that the "threatened entrance on the premises by the police will constitute a trespass and nuisance."

The bank points out that at these broadcasts no fee is charged, gratuities to attendants are not permitted and the audience is invited.

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MORE POWER FOR THREE ILLINOIS STATIONS URGED

An increase in power from 100 watts to 250 watts day-time for three broadcasting stations on the outskirts of Chicago was recommended to the Federal Communications Commission this week. The stations are WHFC, WKBI, and WEHS.

Other Examiner's reports recommended denial of applications by J. T. Bilden and N. G. Barnard, of Walker, Minn., and the Hunt Broadcasting Association, of Greenville, Texas, for construction permit to erect new stations.

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8/14/36

TELEVISION TO BE EARLY 1937 REALITY SAYS RCA INSTITUTE

Television in the home is so close to becoming an eventuality that 36 moving picture operators are taking a special six months' course at the R.C.A. Institute, Inc., according to a press dispatch from New York, to prepare themselves for commercial television.

Home television sets, it was said at the Institute, will be put on the market shortly after Xmas for less than \$200 each. The 36 operators are members of Moving Picture Operators Local 306. Each pays \$150 tuition.

"We want to train our members so as to be on the ground floor when television arrives", Joseph Bassoon, President of Local 306, who conceived the class, said.

At a recent meeting of the Board of Directors of RCA Institute, a Board of Technical Advisors for the school was appointed, consisting of R. R. Beal, RCA's Research Supervisor; Harold Beverage, Chief Research Engineer for RCAC; L. M. Clement, Vice-President in charge of research and engineering at Camden; Dr. A. N. Goldsmith, RCA consulting engineer; O. B. Hanson, Chief Engineer of NBC; Dr. C. B. Jolliffe, Engineer-in-charge, RCA Frequency Bureau; and A. F. Van Dyck, Engineer-in-Charge of RCA's License Laboratory.

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GAS METER PICKS UP "HAM" BROADCAST

Mysterious voices heard in the basement of the home of Mr. and Mrs. Charles K. Munn, of 1928 Axton Avenue at Union Township, N. J., have been traced to a gas meter which picks up radio programs and makes them audible through vibration, a rare phenomenon, although not unusual, according to the New York Times.

Mr. Munn, a steel salesman whose only interest in radio is good reception, learned through a radio expert that the voices heard on the first floor of his two story residence were transmitter from an amateur radio station about 200 feet from the Munn home. It was found that one of the units of the gas meter apparently intercepts the radio waves and by vibration acts as a speaker. The amateur station operates on a frequency of 1,943 kilocycles at 160 meters.

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WGN TO GIVE GRID PROGRAM MINUS SPONSOR

Following the policy adopted by the station last year, WGN, The Chicago Tribune radio station, will again broadcast all collegiate football games during the 1936 season without a commercial sponsor. Each Saturday afternoon during the regular playing season Quin Ryan will broadcast one of the outstanding games of the Middle Western schedule.

Many of the WGN games will be carried by the stations of the Mutual Broadcasting System and the two service games between the Notre Dame and Army teams and Notre Dame and Navy teams will be fed to WGN through the facilities of the Mutual network. Other football games played in the East and broadcast through the Mutual network probably will be carried by WGN, this scheduled to be announced later.

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N. Y. TUGBOATS GET TWO-WAY RADIO PHONES

Two-way radio telephone service for craft in New York Harbor and nearby waters will become available commercially next Thursday morning, the New York Telephone Company announced this week. This new service follows tests the company has been making on seven boats in the harbor.

The cost of a call will be \$3 for three minutes. Calls, it was said, could be made through any telephone. Long distance operators transfer the call to the marine operator for connection with all vessels equipped with the new radio telephone. The vessel called must be designated by name. The service will make possible quick communication in case of accidents and other emergencies in the harbor. It will make it possible for tugboat captains to communicate with their offices ashore without having to tie up to a pier or obtain the information through a system of signaling.

An improved method of calling the boats by a selective signaling apparatus is being used by the telephone company.

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INVENTOR SHOWS MACHINE TO CABLE DIFFERENT COLORS

A report from Paris last week indicates that Howard Ketcham, American inventor, demonstrated a machine for cabling color variations in the office of the Commercial Cable company there. The demonstration was made in sending colors of Paris dressmaking collections to New York.

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8/14/36

NBC SHOWS "COST PER LISTENER" HAS DROPPED SINCE 1927

Citing the constantly growing radio audience, the National Broadcasting Company in charts just distributed seeks to show that the cost of radio advertising over its networks has decreased 56 per cent per listener since 1927.

"From 1927 to 1936 the number of radio families served by the nationwide NBC Red network increased from 4,297,000 to 22,400,000 or from 71.6% to 97.9% of all radio families in the United States", NBC said.

"During the same period the number of radio families served by the nationwide NBC Blue network increased from 4,174,000 to 21,500,000, or from 69.6% to 94% of U. S. radio families."

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INDUSTRY NOTES

Chicago Macaroni Company, trading as A. Morici & G. Matalone Company, Chicago, has been ordered by the Federal Trade Commission to cease and desist from the use of unfair methods of competition in the sale of a product designated "Italy Brand Table Oil." The respondent advertises by radio.

E. R. Riddle, who has been in charge of the activities of R.C.A. Communications, Inc., in the Philippines, has returned to New York to take up duty with the Engineering Department, 66 Broad Street.

Alleging unfair competition in connection with the sale of a hair treatment designated "Pro-Ker", the Federal Trade Commission has issued a complaint against Pro-Ker Laboratories, Inc., 10 East 49th St., New York City, a radio advertiser.

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8/14/36

CONSTRUCTION BEGIN ON NEW ANTENNA FOR WJZ

Construction was begun this week on a new 640-foot vertical radiator antenna for NBC Station WJZ, at Bound Brook, New Jersey, designed to make the key outlet of the NBC's Blue Network one of the world's most modern radio stations. The new antenna will be completed in time for operation on NBC's Tenth Anniversary, November 15th.

One of the most interesting features of the new antenna is the lighting system, worked out by engineers of the National Broadcasting Company, the Department of Commerce, and technicians of the air transport companies in the metropolitan area. On top of the tower will be located an aviation beacon with duplicate filament bulbs of such intensity that, under favorable conditions, the light beam will be visible beyond Philadelphia. The huge light will flash 40 times to the minute, and will be supplemented by stationary lights on the three sides of the slender triangular tower. When the new antenna is completed it will represent all the latest advances in radio broadcasting, according to Raymond Guy, NBC Radio Facilities Engineer.

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ANGOLA OFFERS PROSPECTIVE RADIO MARKET

Although there is now only one amateur broadcasting station in Angola, the outlook in the Angola radio market may be considered as fairly good, according to Andrew W. Cruse, Chief, Electrical Division, U. S. Bureau of Foreign and Domestic Commerce.

"Plans are being made for the establishment of a radio network embracing the entire Portuguese empire", he said, "and the materialization of these plans together with the establishment of good broadcasting stations in Angola should result in a great increase in the use of radio receiving sets in the Colony. The gradual extension of electric current throughout the colony should also stimulate radio sales. On the other hand, the use of the radio is not apt, in the near future, to extend much beyond the relatively small foreign colony of about sixty thousand persons, nearly 97 percent of whom are Continental Portuguese."

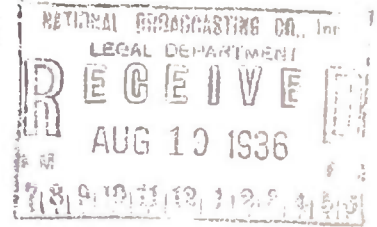
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INDEX TO ISSUE OF AUGUST 18, 1936

RC Recounts History, Future of Television.....	2
FCC Approves Hearst Purchases at Special Meeting.....	3
Press Radio Bureau Editor Calls Radio Insecure.....	4
S ale of WOV for \$300,000 Awaits FCC Approval.....	4
Radio B oosts "Extra" On Murder Break.....	5
Chinese Schools To Get 5,000 Radio Sets.....	6
Five More Stations Quit NAB Over Copyright Row.....	6
German Television Station On High Mountain.....	7
Radio May Replace Phone In National Forest.....	8
G. O. P. Uses "Chain" Plan To Get Listeners.....	8
Hearst Seeks New Washington Station On 1240 KC.....	9
WCBD Move To Chicago Favored By Examiners.....	9
New Educational Programs Released By U. S.....	9
Radio Set Popular With Foreign Legion.....	10
FCC Explains Dual Use of Antenna.....	11
Pacific Isles Soon To Have Radio Stations.....	11
1926-35 Radio Tube Exports By U. S. Are Tabulated.....	11
India To Make Transmitter Specifications.....	12
Phonograph Sales Boosted By Radio.....	12
CBS July Sales Up 42% In Seventh Record Month.....	12

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RCA RECOUNTS HISTORY, FUTURE OF TELEVISION

Although television is not yet ready for public service in this country, the Radio Corporation of America has just published a comprehensive resume of recent technical developments in the art and a forecast of its future.

The book, covering 452 pages, consists of addresses and papers previously delivered on television by RCA officials and engineers, but altogether it gives a broad view of the newest form of communication that has the whole industry talking and wondering.

Opening with past addresses by David Sarnoff, President of the RCA, the volume presents a broad view of the possible effects of television on radio, advertising, and the listener. It then launches into a series of papers on technical aspects of the art.

The purpose of the collection of papers, published by RCA Institutes Technical Press, New York, is explained in the following foreword:

"When the Radio Corporation of America began to speed the development of television more than fifteen years ago, its engineers immediately recognized that the future of the new art lay entirely in the field of electronics.

"At that time, however, there was as yet no starting point from which progress in an electronics method could be begun. The engineers were faced with the problem of moving forward from the then existing rotating scanning-disk system to a new method lying in a totally different division of science.

"How this was done, beginning with the inventions of Dr. V. K. Zworykin for transmission and reception and proceeding by evolutionary steps until mechanical means had been entirely replaced by electron rays, is now part of the history of television. For several years, the new system has been the subject of intensive and continuous research work, carried on at the expense of many million dollars, and today it has reached a high stage of development in the laboratory. What its efficiency will be under actual service conditions is now being determined by extensive field tests through which the many problems to be solved before commercial television is a reality will be answered. Whatever further modifications may be necessary, one thing is certain; by carrying on the development of television in the field of electronics, the art has been released from the limitation of things mechanical and has been placed on a sound, fundamental base for further progress.

8/18/36

It is the forward looking policy of RCA to continue this development in a spirit of cooperation with the radio industry; to achieve standards of television, not as a replacement of the present system of broadcasting but to carry the art another step forward in usefulness by adding sight to already existing facilities. Other manufacturers already have received licenses to use the results of RCA's extensive research work and its inventions in television receivers and in the tubes used in such receivers, in order that the fullest possible use and freedom may be given to the expression of the art in public service."

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FCC APPROVES HEARST PURCHASES AT SPECIAL MEETING

Reversing its previous decision to hold a public hearing, the Federal Communications Commission at a special meeting the latter part of last week approved the transfer of the two remaining stations of the Southwest Broadcasting System to Hearst Radio, Inc. No explanation was given for the abrupt action.

The sales approved were those of KOMA, Oklahoma City, for some \$ 75,000 and WACO, Waco, Texas, for \$50,000. Last spring the FCC had passed upon the sale of KTSA, San Antonio, and KNOW, Austin, Texas, to Hearst for \$180,000 and \$50,000 respectively, also without a hearing. The commission action brings the Hearst-owned radio stations to ten.

The Commission at the same time approved the sale of the fifth Southwest System station, KTAT, Fort Worth, to Raymond Buck, Fort Worth attorney.

The two new stations which Hearst acquires are CBS outlets. KOMA operates on 1480 kc., a high-power regional channel, with 5,000 watts. WACO is assigned to the local channel of 1420 kc., with 100 watts. No announcement has been made by Hearst Radio Inc. regarding personnel, but it is assumed that these stations also will be under the regional direction of Elliott Roosevelt, son of the President and Vice-President of Hearst Radio, Inc.

The ten stations now owned by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles, and the Southwest stations---KTSA, KNOW, KOMA, WACO.

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8/18/36

PRESS RADIO BUREAU EDITOR CALLS RADIO INSECURE

Speaking on the Public Service Forum over Station WOV, New York, recently, James W. Barrett, editor of the Press Radio Bureau lauded the services of both the press and the radio but asserted that the latter's existence depends upon the will of Congress.

"In America," he said, "both press and radio have taken on the character of public servants, though conducted for private profit. Each is eager to bring you the latest news and the smartest and most intelligent comment on the news; each brings you the opinions of prominent men and women on the important questions and problems of the day; each is eager to cooperate with the medical profession, the churches, the welfare agencies, with state and city and federal authorities and all the other great servants of society. We all saw recently how effectively press and radio cooperated in the national drive for safety on the streets and highways.

"But there are important points of difference between these two great agencies. The press in America rests on a solid foundation of liberty, whereas radio exists by the will of the Congress and could be abolished by act of Congress. We are all familiar with the announcement that opens each radio day and closes each radio night. 'This is station so and so of the such and such company, broadcasting on a frequency of so many kilocycles by Authority of the Federal Communications Commission.'

"No such announcement appears at the masthead of your daily newspaper. But there was such a time when it did. That was back in the early days of American journalism, in the Colonial period. The newspapers, mostly weeklies, came out with the heading, 'Published by authority.' And in his history of American Journalism, Professor James Melvin Lee wrote: 'Nothing did more to hinder the development of American journalism than the requirement, "published by authority."'

" And he adds, 'Freedom of the Press came only after a hard-fought struggle.' "

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SALE OF WOV FOR \$300,000 AWAITS FCC APPROVAL

Only the approval of the Federal Communications Commission stands in the way of the transfer of WOV, New York, from John Iraci to Arde Bulova, watch manufacturer. The deal, under negotiation for several weeks, was consummated last week with a price of \$300,000.

8/18/36

The transfer upsets plans whereby the Paulist Fathers, owners of WLWL, would have bought and scrapped WOV, and then leased or sold WLWL, which would have acquired full time on 11 kc., to CBS. Mr. Bulova may now acquire WLWL on somewhat the same terms.

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RADIO BOOSTS "EXTRA" ON MURDER BREAK

One of the few instances of complete cooperation between a newspaper owned station and the newspaper in producing an extra marked the break in the story, August 9, of the confession of Martin Moore, 22-year-old Negro hall boy of the Battery Park Hotel at Asheville, North Carolina, for the murder of Miss Helen Clevenger, New York University co-ed, July 16, according to Editor and Publisher.

The newspaper owned station in Asheville periodically broadcast bulletins with the announcement that an extra would be published, resulting in the sale of 25,000 copies despite the fact that a competitor had preciously put out two extras.

The expected break was kept so quiet that all but Asheville newspapermen were caught unawares.

Radio station W WNC, operating in conjunction with the "Asheville Citizen-Times" its owner, broadcast a bulletin and the announcement that the newspaper would publish an extra as soon as all details were complete. The same bulletin was announced several times between broadcasts while newspapermen worked on the complete story.

The Times' extra did not get into the streets until two hours after the first bulletin which was made on the sheriff's announcement at 1:30 P. M.

When the extra did hit the streets at 3:30, the radio announcements had brought hundreds of people to the doors of the newspaper office for the edition. According to the Times, more than 25,000 copies were sold, which is believed to be a record for cities of Asheville's size.

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American exports of radio during the fiscal year ending June 30 totalled \$26,176,153, an increase of 3.76 percent over the fiscal year of 1935, according to RMA compilations of official reports of the United States Bureau of Foreign and Domestic Commerce.

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8/18/36

CHINESE SCHOOLS TO GET 5,000 RADIO SETS

Utilization of the radio and motion picture as a means of education forms the principal feature of a comprehensive program worked out by the Chinese Ministry of Education for the promotion of popular education, according to the United States Commercial Attache at Shanghai.

All provinces and municipalities, according to the project, will be instructed to install a total of 5,000 radio receivers within the year to receive educational broadcasts. Installation subsidies will be granted by the Ministry of those provinces and municipalities which are in need of funds. Radio operators will be trained and sent to the provinces and municipalities to take care of the radio apparatuses.

Meanwhile, different broadcasting stations will be instructed to sponsor educational programs on the air. Radio broadcasts will be arranged by the Ministry and will be published in book form afterwards.

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FIVE MORE STATIONS QUIT NAB OVER COPYRIGHT ROW

Following the lead of Isaac D. Levy, of WCAU, Philadelphia, who left the ranks of organized broadcasters in a huff in July, five more broadcasting stations have quit the National Association of Broadcasters, it was learned this week.

They are WNAC, Boston, WEAN, Providence, and WICC, Bridgeport, three of the four stations owned by John Shepard 3d, Yankee Network president; WSYR, Syracuse, headed by Harry S. Wilder, and WGST, Atlanta, principally owned by Sam Pickard, CBS vice president.

Mrs. Shepard asserted that he had withdrawn three of his four stations because he was not in sympathy with the NAB Copyright Bureau project. With one station--WAAB, Boston--remaining in the trade association, he declared he still is a member of the NAB. He said that he was in no way fostering any anti-NAB movement.

8/18/36

A similar view was taken by Mr. Wilder, in submitting the resignation of WSYR. He said he could not go along with NAB policies and particularly disliked the "network baiting". He said also that he had no intention of joining any second association as that proposed by Mr. Levy.

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GERMAN TELEVISION STATION ON HIGH MOUNTAIN

The Reichspost has decided to transform the television broadcasting station on the Brocken (the highest mountain in the Harz, Prussian Province of Saxony) from an experimental station into a regular station, according to the American Consulate at Leipzig. The television broadcasting experiments, which were made on the Brocken during the past year, are said to have now been satisfactorily concluded. The erection of the broadcasting station, according to the report, is to be begun within the next few days. The inauguration is expected to take place next year.

The report further states that a second television broadcasting station will be erected on the Feldberg in the Taunus, Province of Hesse-Nassau, where the necessary experiments have likewise been completed.

According to the report, these two broadcasting stations will be the starting-points of a decisive development with regard to television in Germany. It is said that they will be followed by other television broadcasting stations until even the smallest place in Germany will be connected with the television service.

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Introduction of an ordinance in the Milwaukee city council to prohibit automobile radio was followed promptly by opposition from RMA and Milwaukee jobbers and dealers and further consideration of the proposed ordinance has been postponed at least until October. If revived or reintroduced the ordinance will be vigorously opposed by RMA, the automotive and also the radio trade, broadcasters', motorists' organizations and others.

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8/18/36

RADIO MAY REPLACE PHONE IN NATIONAL FOREST

Radio may soon replace telephone communication in the Monongahela National Forest of West Virginia. Providing experiments now under way prove successful, radio sending and receiving sets will be installed in lookout towers, ranger stations, and the supervisor's office in Elkins, making communication in case of fire more rapid and efficient.

According to M. R. Squibb, forest service radio specialist in charge of the experiments, the sets are compact enough to be carried directly to the fire line by the fighters. In this way the man on the fire can keep in communication with the central office and the forest guard on the lookout, relaying existing conditions and calls for help, without the necessity of stringing miles of emergency lines.

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G. O. P. USES "CHAIN" PLAN TO GET LISTENERS

Seeking to increase the number of listeners to Republican broadcasts, the radio division of the Republican National Committee has applied the chain-letter system over a nationwide hook-up.

The announcer for William Hard, the committee's commentator, asked his listeners to become "radio captains" or "guiding spirits" in a Republican telephone chain. This is how it works:

Whenever an important Republican program is scheduled, these radio captains will telephone five friends who in turn will call five of their friends, thereby spreading word that Mr. Hard's "news for voters" or some other important Republican utterance is to go out on the airwaves.

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8/18/36

HEARST SEEKS NEW WASHINGTON STATION ON 1240 KC.

Blocked in an attempt to force the heirs of M. A. Leese to sell WMAL, Hearst Radio, Inc., this week filed an application for a new broadcasting station in Washington, D. C. for operation on 1240 kc., 1 kw. power, unlimited time, using a directional antenna.

Both the Washington Post and the Washington Daily News are also seeking radio outlets in the National Capitol.

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WCBD MOVE TO CHICAGO FAVORED BY EXAMINERS

The Federal Communications Commission this week was advised by Examiner George H. Hill to permit the transfer of WCBD, Waukegan, Illinois, from Wilbur Glenn Voliva, Ernest E. Harwood, and M. J. Mintern to Gene Dyer, E. M. Ringwald, L. E. Moulds, and W. F. Moss and to permit the station to designate its Chicago studio its main studio, thus in effect making it a Chicago outlet.

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NEW EDUCATIONAL PROGRAMS RELEASED BY U. S.

The crusade to improve radio broadcasting through the presentation of educational programs of quality has advanced another step under the direction of the Educational Radio Project of the United States Department of the Interior.

The latest series will be known as "Interviews With the Past" and is being prepared in finished script form for the use of local stations rather than for network presentation. Joint announcement of the series' completion comes from United States Commissioner of Education J. W. Studebaker and James W. Baldwin, managing director of the National Association of Broadcasters.

"Interviews With the Past" are imaginary interviews by a group of reporters for a school paper--the subjects being Benjamin Franklin, William Shakespeare, Queen Elizabeth, Napoleon

8/18/36

Bonaparte, Catherine of Russia and George Washington. Passages placed in the mouths of these historical figures are taken faithfully from exact language recorded in history.

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RADIO SET POPULAR WITH FOREIGN LEGION

Among the 48,000 receiving sets which have just been registered throughout Algeria one is well worth mention, according to World Radio, British Broadcasting Corporation organ. This is the property of the soldiers of the Foreign Legion. It has been installed at Bel-Abbes, the cradle of the legion, where all the newly-enlisted soldiers make acquaintance for the first time with the famous regiment, and to which, after watching over the front of the French overseas Empire, they come back to rest.

This set deserves the name of "speaker-singer of all the European countries." It soon proved the best comrade to these men--to the young, as well as to the grey-headed ones--come from all parts of Europe, and serving France, more often than not under a false name.

A theatre, a band of musicians--famous even beyond Algeria--a large library equipped with books and magazines written in many tongues, and a large, comfortable leisure room were the chief attractions offered to them by their new family-in-uniform prior to the newest asset, the receiving set.

In the evening, grouped around the small magical box, a soldier will switch on, and a distant voice--the voice of the never-forgotten native land--is heard; a voice from London...from Madrid. .from Berlin...from Rome...a relay from a near-Eastern village... Perhaps there is no voice, however strange, that cannot wake an echo in some bosom in that room, and cause some hard-faced soldier to pause in a game of cards, or close the book he is reading, the better to listen to a song which perhaps he heard or sang yonder in his village. Such is this queer link with many Homelands--perhaps the only contact many of them will ever know again.

The concert lasts till, outside, the bugle sounds the curfew.

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8/18/36

FCC EXPLAINS DUAL USE OF ANTENNA

Because of requests from various broadcast licensees for authority to use a common radiating system for two or more radio stations, the Broadcast Division of the FCC has made the following ruling in this regard:

"Two or more broadcast stations owned by the same licensee may be permitted to use a common antenna, but different licensees will not be authorized to use the same antenna simultaneously since both licensees under such conditions of operation cannot have complete control of all the apparatus which directly controls the external effects of the station."

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PACIFIC ISLANDS TO HAVE RADIO STATIONS

Radio stations on Baker, Howland and Jarvis Islands, 1,000 miles south of Honolulu, will be sending reports to the outside world within three months, it was reported this week when the Coast Guard cutter Itasca docked at Honolulu with a group of eight boy colonists.

W. T. Miller of the United States Department of Commerce and R. B. Black of the Department of the Interior, who made the cruises said dwellings being erected on the three mid-Pacific specks of land were virtually completed. When the Itasca sails out again in October or November, radio equipment will be taken along. Aerological stations on Jarvis and Howland Islands are now gathering upper-air data, which will be tabulated and which will be the chief subject matter transmitted when radio operation is begun.

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1926-35 RADIO TUBE EXPORTS BY U.S. ARE TABULATED

United States exports of radio receiving tubes from 1926 to 1935, inclusive, are tabulated by countries and years in tables just released by the electrical division of the Bureau of Foreign and Domestic Commerce. Copies may be obtained at 25 cents from the Commerce Department.

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8/18/36

INDIA TO MAKE TRANSMITTER SPECIFICATIONS

Unofficial information indicates that the Department of Posts and Telegraphs of the Government of India is shortly to issue type specifications for various sizes of radio broadcasting transmitters for future purchase in India, according to the United States Trade Commission at Calcutta.

Firms all over the world will be requested to make bids in exact accordance with these specifications and the Posts and Telegraphs Department will decide in conjunction with the Indian Stores Department which bids are the better for various individual sizes and it is then probable that purchases will be made for future requirements from the firms so selected.

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PHONOGRAPH SALES BOOSTED BY RADIO

A 150% gain in sales of phonograph records since 1933 is credited mainly to radio by executives of the music merchandising business, according to announcement by NBC. The boom in record sales as a result of broadcasting comes on the heels of a report by the National Piano Manufacturing Association that radio was largely responsible for a 300% increase in piano sales during the past year.

NBC points out that radio has not only educated listeners to appreciate music but has created in them a desire to participate to the extent of selecting their own programs and artists.

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CBS JULY SALES UP 42% IN SEVENTH RECORD MONTH

Time sales on the CBS network for July, 1936, totalled \$ 1,292,775, an increase of 42% over billings for July, 1935, marking the seventh consecutive month that CBS revenue has increased the gap between this and last year's figures. Cumulative total for the first seven months of 1936 is \$12,478,550, an increase of 23.1% over the same period in 1935.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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INDEX TO ISSUE OF AUGUST 21, 1936

Don't Give Radio Public What It Wants - Educators.....	2
Gadget Invented To Choke Off Crooners Et Al.....	4
Television Reported Flop At Olympics.....	5
Political Radio Drive Likened To Merchandising.....	5
CBS Leases Manhattan Theatre In N. Y. City.....	6
Farnsworth Impresses FCC With Television Request.....	7
RCA Institutes Not Giving Course in Television.....	8
Elder Michaux Devotes Radio Wealth To Race Memorial.....	9
Bar Group To Consider Curb On Court Broadcasts.....	10
India To Construct Chain Of Radio Stations.....	11
U. S. Provides Equipment For Panama Station.....	12
Industry Notes.....	12

No. 955

9
S. J. W.

DON'T GIVE RADIO PUBLIC WHAT IT WANTS - EDUCATORS

Broadcasters were advised this week by the National Committee on Education by Radio not to give the radio public what it wants in the way of entertainment. The inference was that the radio listener hasn't grown up--intellectually--yet.

The Committee proposes that the audience be trained from the elementary schools up through high school so that the next generation will have better taste.

"The vast majority of American listeners are still largely uncritical," the Committee states in its current bulletin. They respond readily to cheap appeals and their program preferences are not of a high order. Radio programs have been directed too frequently at this general level with utter disregard of the significant minorities who do appreciate better things but who fail to register their point of view in fan mail. These more discriminating listeners, by virtue of this very quality, are less likely to respond to contests or to appeals for letters. Their more numerous fellow countrymen, on the other hand, register their approval of programs by both volume of sales and mail response. A growth in discrimination on the part of these average listeners is needed if radio programs are to be continuously improved. Such a growth will come partly through the stimulation of the broadcasters, but most of it will be in response to a concerted effort to develop a critical public.

"Experience in the parallel field of motion pictures indicates that discrimination can be developed among both adults and boys and girls. When schools and adult organizations together tackle this problem, such a development will not be long in making itself felt. The decided improvement in the quality of motion pictures which has taken place in the last two years has been in no small measure a direct effect of the countrywide effort to develop discrimination in this field. A similar result may be expected with regard to radio.

"Radio listening plays such an important part in the lives of modern boys and girls as to demand treatment in the school curriculum. Certainly one important objective of education is that of acquainting pupils with the influences affecting them, and helping them to develop technics for controlling such influences. If for no other reason than this, radio, with its slice of over two hours daily from the waking time of boys and girls, needs

8/21/36

examination and interpretation. It refuses to be ignored. Educators may deny school time to this new instrument, but the radio will do its educational job--good or bad--to boys and girls outside of school hours. It is only sensible that the school make a place for the development of discriminating listening so that boys and girls may learn to distinguish the good and the bad, to separate the wheat from the chaff.

"To discriminate is, according to Webster's, 'to separate by discerning differences'. One important goal in such work, then, will be the development of skill in separating good programs from bad, honest representations of life from dishonest, factual presentations from propaganda, good artistry from sham. This implies the examination and study of many programs representing a wide range of type and quality.

"To gather in usable form for teachers materials needed in teaching radio program discrimination, the bureau of educational research at the Ohio State University is now developing a book for students which will combine narrative and expository material. This book, prepared under the direction of a committee representing the Ohio State University, the Ohio State Department of Education, the Ohio Radio Education Association, and the Payne Fund, will bring to each pupil interesting data on both the production and consumption side of radio communication. It is being developed in experimental form, and will be tried out and revised several times before being published. Experience indicates that, ordinarily, the most rapid strides are made in introducing new content into the high school curriculum when books and pamphlets for pupils are readily available.

"A united effort to promote the study of radio programs on the part of such organizations as the National Congress of Parents and Teachers, the YMCA, the YWCA, the International Council of Religious Education, and Catholic and Jewish organizations, will reach a large share of the adult public. Here, too, materials are needed.

"The next five years will see marked progress in introducing radio program discrimination into the schools, and, through adult organizations, into the public consciousness. That this will have ultimately an important effect upon the kind of programs offered to the listening audience cannot be doubted."

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The total number of broadcast receiving licenses in force in New Zealand at December 31st last was 185,008, representing an increase of more than 35,000 during the year.

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8/21/36

GADGET INVENTED TO CHOKe OFF CROONERS ET AL

A Washington amateur inventor claims to have developed a gadget that will enable bored listeners to shut off crooners, political speakers, and other unwelcome radio performers merely by pushing one of five buttons on a receiver.

As described by an enthusiastic purchaser at \$7.50, the device patented by Floyd G. Caskey, works somewhat as follows:

"This new deluxe model is about the size of a cigaret box. Its shiny top is decorated with five pearl buttons. Push button No. 1 and the radio remains peaceful for one minute. No. 2 shuts off long-winded announcers for three minutes.

"No. 3 silences givers-of-advice to the lovelorn for five minutes. No. 4 puts a quietus on political orators for fifteen minutes, while No. 5 keeps a crooner outside for a full half hour.

"Caskey contemplated adding a sixth button, but abandoned the plan after considerable thought, on the theory that if five buttons weren't enough, only an ax could achieve results.

"With this apparatus you can sit comfortably and turn off the radio before a crooner can start. It maintains a golden silence during his performance and then you can switch the set on again after he has finished."

Three years ago Caskey was sitting in his parlor listening to an orchestra program when all of a sudden somebody started to tell him he'd better eat wootsie-tootsies or all his hair would fall out, according to his partner, George R. Morrise.

"The longer the loudspeaker lectured about the dangers of dandruff, the madder Caskey got", Morrisey explained. "He didn't have dandruff. Only dander. He said something ought to be done. He did it.

"His first radio turner-offer was a little box on the arm of his chair. It had one button on the outside and an electric clock within. As soon as an aerial salesman started to sell Caskey anything he didn't want, he'd push the button and his radio would remain silent for one minute.

"This model was fine as far as it went, but he soon realized it didn't go far enough. It would interrupt a crooner for a minute, all right, but when the minute was up, all Caskey could do was put his fingers in his ears.

8/21/36

"What his invention needed was flexibility. He went down into the cellar, out of Mrs. Caskey's way, and there he perfected his invention, slowly, lovingly."

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TELEVISION REPORTED FLOP AT OLYMPICS

Television was a flop in connection with the Olympic games in Berlin, according to a German correspondent.

"German post office department undertook to televise all the important athletic contests from stadium and swimming pool," the Berlin dispatch said. "Pictures and accompanying sound were broadcast on two ultra-shortwaves. Definition of 180 lines, 25 frames per second, was very unclear and unsatisfactory. Two intermediate mobile television vans and three electric eyes were used.

"Attendance at first day's demonstration was very meager as government withheld announcement from press and public until the last minute. Those who did come to the Post Museum television station saw pictures on a large screen with shadowy outlines and partly unrecognizable.

"Television under practical, rather than controlled laboratory conditions, produced results below what arranged tests have achieved heretofore.

"This disappointing transmission is deemed to have hampered progress of television here. General feeling is that commercially practical television is still several years off. Public interest in the novelty was extremely tepid.

"Some eighteen new public television receiving rooms were added for the Olympic games. About a dozen already in existence were scattered through Berlin. Large screen cathode ray-type projection equipment was used."

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POLITICAL RADIO DRIVE LIKENED TO MERCHANDISING

"Radio influence in the political campaign goes much deeper than the new entertainment technique in actual programs," says Variety. The rest of the tricks developed by commercial broadcasting are also being employed. Candidates are sold in packages like candy. Special selling copy for foreign language groups,

8/21/36

testimonials from celebrities, appeals to various income groups and the whole rigamarole of radio advertising agencies are being twisted to fit the campaign.

"Men trained in network and advertising agency jobs are prominent this year in the campaign propaganda factories. Such personnel, in fact, tends to rank with the newspapermen who have traditionally been prominent as behind-the-scenes manipulators.

"Political parties are being reduced to merchandise which can be exchanged for votes in accordance with a well-conceived marketing plan taking stock of income levels, race, local problems, exactly as does a commercial sponsor. This differs no whit from the tactics employed by Lifebuoy, Chase & Sanborn, or any other of a thousand consumer commodities.

"Radio is held chiefly responsible for getting both political parties off the old oratorical wind and free cigars standard. Prez F. D. R.'s aptitude with a mike set a competitive standard that others had to follow. Furthermore, since radio audiences are used to better and better grades of ether bait, the politicians now find themselves in the show biz if they want to make any impression on listeners. Once in the radio show biz they necessarily have to adopt all the marketing frippery invented by advertisers and agencies to make the job complete."

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CBS LEASES MANHATTAN THEATRE IN N. Y. C.

Leasing and conversion of the Manhattan Theatre, 1697 Broadway, New York, as a radio playhouse, with a seating capacity of 1,300, was announced this week by the Columbia Broadcasting System.

Columbia officials said that the move was being made to meet the demand for larger studio facilities, especially to accommodate the amateur-hour broadcast headed by Major Bowes, which will be shifted from the WEAJ network to WABO in September.

The Little Theatre, 244 West Forty-fourth Street, which had been used as a radio playhouse studio of 475 seats, since February, 1935, will be vacated by the Columbia System on October 1, when the lease expires.

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8/21/36

FARNSWORTH IMPRESSES FCC WITH TELEVISION REQUEST

Philo T. Farnsworth, who several years ago achieved the name of "the boy wonder in television", presented such convincing evidence that he knew what he was talking about at a FCC examiner's hearing on Thursday, August 20, that indications are that he will be given an experimental visual broadcasting permit to erect a station near Philadelphia.

On behalf of the Farnsworth Television Company of Pennsylvania, Mr. Farnsworth applied for a single construction permit for experimental, visual and synchronized sound track of frequencies 60,000 to 80,000 kilocycles and 42,000 to 56,000 kilocycles with 1 kilowatt power. His work, he said, had now progressed to a point beyond which it cannot be carried much further without the privileges conferred by the desired permit.

The system developed by Mr. Farnsworth in the course of researches and experimental work extending over a period of eight years and involving the expenditure of from \$700,000 to \$800,000 is an all electric system of high definition having none of the flying disks or other mechanical devices used in earlier experiments with television.

According to James P. Buchanan, FCC engineer who was the last witness at today's hearing, Mr. Farnsworth's researches "promise substantial contributions to the art of television."

On the basis of observation of two demonstrations conducted by Mr. Farnsworth, one a year and a half ago, and the other last Tuesday, Mr. Buchanan told Rosel Hyde, FCC examiner, before whom the hearing was held, that the results of both were good with "considerable improvement" between the demonstrations.

"The clearness and detail of his pictures in outdoor scenes was really remarkable," Mr. Buchanan said. "The absence of flicker" in Mr. Farnsworth's television picture was another point emphasized by Mr. Buchanan. This likewise was stressed by Donald K. Lippincott of San Francisco, consulting engineer and patent lawyer, who appeared as attorney for the Farnsworth Company. Testifying as an expert familiar with the results achieved at home and abroad, Mr. Lippincott said that Mr. Farnsworth "has progressed much further in production of detail and elimination of flicker than others in this country and than either the Baird Television in England or the Ferenseh Company of Germany.

8/21/36

In reply to questions designed to establish the financial responsibility of his company Mr. Farnsworth testified that it was wholly owned by a California corporation and financed by its stockholders to whatever extent was required in addition to its earned income. He said he was not authorized to disclose the names of those who had or would put up most of the money for the research and experimental work of his company, but named as three of the stockholders J. B. McCargar, George Everson and Seymour Turner, son of Frank T. Turner, all of San Francisco.

Mr. Farnsworth's testimony in support of his application was developed in answer to questions asked first by his own counsel, Henry Temin of Philadelphia, and afterward by Tyler Berry, counsel for the commission, with occasional direct queries by Mr. Hyde. He was followed on the stand by Mr. Lippincott, and by Mr. Buchanan.

The evidence presented will be examined by Mr. Hyde and reported to the commission for action within four to six weeks.

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RCA INSTITUTES NOT GIVING COURSE IN TELEVISION

RCA is not giving courses in television nor does it contemplate putting television receivers on the market early in 1937, Horton Heath, of the RCA department of information, writes to deny a story reprinted by the Neiml News Letter last week.

The letter follows in full:

"In your August 14th Communications Letter there appears a news item entitled, 'Television To Be Early 1937 Reality Says RCA Institute'. This article, which seems to be based upon a story which ran in the New York World Telegram of August 10, contains a number of inaccuracies which we feel it would be to your interest and that of your subscribers to correct.

"RCA Institutes is not now conducting, and has never conducted, any course in television. The course referred to is a special sound course for members of the Moving Picture Operators Local 306. No instruction in television is given in the course.

"There is no foundation whatever for the statement that RCA television receiving sets will be put on the market

8/21/36

'shortly after Christmas', or at any other specified time; or that whenever in the future such receiving sets may be manufactured they will be put on the market for 'less than \$200' or any other specified amount.

"The prospect of the commercial introduction of television is in the same status today that it was last June during hearings before the Federal Communications Commission, at which time the indefinite nature of the prospect was clearly stated and explained by David Sarnoff and others.

"Whatever statement may have been made to some newspaper reporter which formed the basis for the report quoted in your August 14th letter was wholly unauthorized, and was not made by any member of the RCA organization."

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ELDER MICHAUX DEVOTES RADIO WEALTH TO RACE MEMORIAL

Elder Lightfoot Solomon Michaux, one-time fish peddler and now Washington's famous evangelist of the air, this week was singing his famed "Happy Am I" anthem with unusual gusto. For his dream had come true.

Also pleased was Harry Butcher, vice president of the Columbia Broadcasting System, who discovered and developed the colored evangelist into one of the most popular non-commercial radio features of WJSV. For several years he also was on CBS.

Some time ago Elder Michaux began digging into history to locate that section which might be called the cradle of Negro slavery in the United States. He decided it was Jamestown, Virginia.

This week he announced he had acquired 1,100 acres of land within sight of historic Jamestown Island, and that thereon would be established "The National Memorial to the Progress of the Colored Race in America."

The dynamic pastor of the Radio Church of God, whose sermons and lively hymns have been heard by millions over the air, outlined ambitious plans for his memorial on the James River.

He said it would become a "Mecca" for thousands who annually will journey there for sports on water and land; for

8/21/36

educational facilities; for "song fests to equal those held annually in Germany and in Switzerland;" for conferences and conventions. Radio apparatus will be installed, Elder Michaux said, to broadcast the musical, educational and spiritual programs.

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BAR GROUP TO CONSIDER CURB ON COURT BROADCASTS

The American Bar Association will consider proposed curbs on newspaper and radio "hippodroming" of American criminal justice when it meets in annual convention at Boston the week of August 24.

A report criticizing the actions of the press and the radio at sensational court trials was released this week by the association's committee on criminal procedure and will be presented at the Boston meeting. The major part of the critical report was aimed at newspapers.

Stressing publicity given the trial of Bruno Hauptmann for the kidnapping of the infant son of Colonel and Mrs. Charles A. Lindbergh, the report proposes enactment of legislation that would strengthen existing contempt of court statutes.

"The most serious criticism of American criminal procedure today," the report said, "is that the judges of the courts permit newspapers to usurp the court's own duties and functions.

"Newspaper interference with criminal justice always appears most flagrantly in celebrated criminal cases. Those judicial proceedings, therefore, in which American criminal justice most needs to be a calm investigation of the truth are, on the contrary, most violently 'hippodromed' and 'panicked' by the press."

Citing proposals advanced in the past for "correcting the present system," the report suggested that a new statute might be enacted to give the courts more broad powers of punishing for contempt as a weapon for controlling publicity in criminal trials.

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8/21/36

INDIA TO CONSTRUCT CHAIN OF RADIO STATIONS

Immediate construction of a radio chain of nine new transmitting stations, located in various parts of India, was recommended in a recent report to the government made by H. L. Kirke, director of the British Broadcasting Company's research department.

Construction of an elaborate radio system is in keeping with Viceroy Lord Linlithgow's announced policy to make the fullest possible use of radio. This medium will be used extensively in India's new campaign of rural reconstruction.

Kirke has just completed an intensive study of broadcasting problems in this country. He recommended that the first consideration must be distribution.

To carry out this program he reported medium wave re-transmitting stations should be established in various parts of India. These stations should cater in language and program material for the province in which they are located.

Kirke's report indicated India offers a large field to the manufacturer who can produce cheap, simple receiving sets. At present Japanese sets are about the only ones on the market. British firms have, according to the report, scarcely touched this field.

At present virtually all broadcasts are made from Delhi, Calcutta and Bombay. Empire shortwave programs are rebroadcast for English listeners.

Considerable research work is to be undertaken immediately to enable maximum benefit from large sums of money the government plans to spend on radio broadcasting.

Indian universities and three scientific institutes already have started work on various radio and broadcasting problems

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The Swedish Postmaster-General has placed a contract for the erection of a 100-kw. regional broadcasting station at Horby (Scanla) with the Telefunken Company. Preparatory work is already in progress. The new transmitter will be of a similar design to those at Berlin, Hamburg, Breslau, and Langenbert (Cologne).

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8/21/36

U. S. PROVIDES EQUIPMENT FOR PANAMA STATION

Equipment from the United States has arrived on the Isthmus of Panama for a radio broadcasting station which will be established in the city David, Province of Chiriqui. The station has been licensed by the Panama Government to operate with 200 watts on a wave length of 11.740 kc., and has been assigned the call letters HPSL. The station will be known as ASIUL AIRAM, which is the phrase MARIA LUISA in reverse.

Leo Marchowsky is the manager of the company which is known as Compania Chiricana de Radiodifusion y Television, S. A. It was organized as a stock company in Chiriqui and is said to be principally supported by subscriptions amongst the residents of that region.

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INDUSTRY NOTES

The Philadelphia Orchestra will begin early in November a series of weekly broadcasts over the nationwide CBS network, under the sponsorship of a group of financial institutions, including the Chase National Bank of New York, the First National Bank of Chicago, the Pennsylvania Company of Philadelphia, and the Marine Midland group.

The Mutual Broadcasting System, through the facilities of the British Broadcasting Corporation, will present many of the outstanding transatlantic programs this fall. Arrangements are also being made by the BBC with the Canadian Radio Commission to facilitate the relaying of programs picked up by Canadian short wave stations to the Mutual network. These arrangements were negotiated with the BBC by John Steele, Mutual Broadcasting System's London and European representative.

False claims for the therapeutic value of "Nuga-Tone" are alleged in a complaint issued by the Federal Trade Commission against National Laboratory, 767 Milwaukee Avenue, Chicago, a radio advertiser, which sells that product as a treatment for diseases of the stomach, intestinal and other organs.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

INDEX TO ISSUE OF AUGUST 25, 1936

FCC Says KNX Should Earn 16% Despite High Prices.....	2
Nets Consider F. D. R. Drought Tour Non-Political.....	4
Zehith Sets Record For First Quarter.....	5
Radio Static Law To Be Tested In New York.....	5 ✓
Hard Says He's Not Paid By G. O. P. For Broadcasts.....	6
Butcher Finds Radio Has Reputation For Fairness.....	7
French Town Crier May Resort To Aid of Radio.....	7
Walker Denies Any Change Planned In Phone Inquiry.....	8
FCC Issues Revision Of Rules On Ultra-High Waves.....	9
Power Industry Seeks 16 Radio Waves.....	11 ✓
Columnist Pokes Fun At G. O. P. "Chain Letter Idea".....	11

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FCC SAYS KNX SHOULD EARN 16% DESPITE HIGH PRICES

Striking testimony as to the earning power of a first-class radio broadcasting station was given this week by the Federal Communications Commission in a statement explaining the grounds for its decision approving the sale of KNX, Los Angeles, to the Columbia Broadcasting System. The FCC order became effective August 18.

Although CBS startled the industry several months ago by buying KNX for \$1,250,000--the largest sum ever paid for a single station--the FCC in commenting on the deal said:

"On the basis of the present and probable future earnings of KNX, the consideration to be paid by Columbia for all of the outstanding stock of Western Broadcast Company would earn a return on the investment of approximately 16 or 17 percent. While the actual value of the property and equipment of Station KNX is considerably less than \$1,250,000, it appears that consideration should be given to the earning power of such an investment as well as to the fact that a very large listening public in the western area will receive the Columbia service, where it has not heretofore been available."

The FCC also placed itself squarely on the record in favor of competition in the broadcasting field.

"It also appears to be sound policy to permit Columbia to better its facilities in the Los Angeles area", the report states. "It has been the experience of the Commission that where strong competition exists, the public receives a good broadcasting service. This is necessarily true because a station must depend upon its listening audience and its ability to maintain the same in order to obtain the support of advertisers, and the only way which the Commission knows for a station to keep and maintain an audience is through furnishing a good program service. This, in brief, we believe will be accomplished through approval of the application under consideration.

"It is common knowledge that the largest competitor of Columbia is the National Broadcasting Company, which latter company maintains a large organization on the West Coast and either operates or is affiliated with a number of the larger

8/25/36

and more important stations in that area, including KFI, Los Angeles, 50 kilowatts, unlimited time (the only other 50 kilowatt station in Los Angeles), KGO, San Francisco, 7½ kilowatts, unlimited time, and KPO, San Francisco, 50 kilowatts, unlimited time. The last two named stations are licensed to the National Broadcasting Company, while the first named carries National Broadcasting Company programs under contract. It appears, therefore, that the approval of the proposed transfer of control will not only permit of a Columbia originating station at a point where many programs of a national character are originated, but will strengthen competitively the status of the Columbia system on the West Coast."

Commenting further on the KNX deal, the FCC stated:

"The balance sheet of the Western Broadcast Company as of January 31, 1936, shows assets in the amount of \$380,870.14 and liabilities in the same amount. It was shown that the original cost of the transmitting equipment, including the antenna system, amounted to \$177,982.15, while the present depreciated value is \$63,763.30. The Commission's Engineering Department estimated that the replacement value of the entire technical plant, including the studio equipment, would be \$217,237.85.

"A statement of income and expenses of the Western Broadcast Company for the two years and one month ending January 31, 1936 shows net profits of \$35,393.63 in the calendar year 1934, \$107,933.70 in the calendar year 1935, and \$6,361.66 for the month of January, 1936, said sums representing net profits before payment of Federal income tax. Considering the present station rates, as well as the steady increase of business that has occurred during the past two years and likewise considering the profit for the month of January, 1936, it is reasonable to assume that the net profit from the station's operation for the calendar year 1936 will be in the neighborhood of \$200,000."

The FCC commends CBS for its commercial policies and plans for expansion on the Pacific Coast.

"It appears that Columbia has adopted certain specific policies as to commercial programs which are worthy of mention," the report states. "Advertising on commercial features is limited to 10 percent of the time at night and 15 percent during the daytime, with an additional forty-second period on fifteen-minute programs for routine identification. Advertising of products having laxative properties, depilatories, and deodorants is barred, as well as any discussion of internal bodily functions or other matters not in general and ordinary good taste. Care is exercised

8/25/36

in the broadcasting of features harmful to children and continual experiments are conducted to develop programs of benefit as well as of an entertainment value to child listeners. All commercial continuity is carefully prepared and examined and advice of the various federal and state authorities is followed in the advertising of all products.

"It is shown that the plans of the Columbia system contemplate additional representation on the West Coast and that said system is now in the process of building its own organization in that area. Rapid development in transportation, together with the motion picture production activities in Los Angeles, have combined to make the West Coast an important section for program originations, as well as for commercial sales activities."

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NETS CONSIDER F.D.R. DROUGHT TOUR NON-POLITICAL

The radio networks have decided to accept the word of President Roosevelt in good faith with regard to his tour of the drought-stricken middle west and will "cover" its high spots without charge to the Democratic National Committee.

To insure fair play, however, they will give Governor Landon as much opportunity as the President for speaking over the air on the drought problem. Both presidential candidates will probably be heard when they meet at Des Moines for a conference with other governors.

So far only one address by President Roosevelt has been scheduled for the drought tour and that will be in connection with a bridge dedication at Hannibal, Missouri. It will be broadcast locally only.

The President has not yet been charged for time on the air, although the campaign formally opened following the Democratic National Convention in mid-June. The Republican National Committee has paid for one Landon address, that given August 22 at Middlesex, Pennsylvania.

Because the networks carried a non-political address by Mr. Roosevelt from Chautauque, New York, they will not charge the G.O.P. for Governor Landon's address there this week with the understanding that it also will not deal with pure politics.

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8/25/36

ZENITH SETS RECORD FOR FIRST QUARTER

Zenith Radio Corporation reports an operating profit for the first quarter ended July 31 of its current fiscal year amounting to \$706,940 after depreciation, excise taxes, royalties and liberal reserves but before Federal income and profits taxes or possible assessment against undistributed profits, as per the company's books, according to Hugh Robertson, VicePresident and Treasurer.

This is the largest profit which Zenith has ever earned in any quarter of its history despite the fact that the first quarter is usually the most difficult in which to make any profit.

"Shipments so far this month and orders on hand indicate a much greater volume for August than was originally anticipated. Orders already on hand for September shipment exceed the scheduled production for the month. Production for October will be scheduled early in September based on any orders we may be unable to fill during September and our Distributors' orders for October shipment."

While the volume of business done during the quarter was unusually large, Zenith continued to maintain its usual liquid condition and closed the quarter with no bank loans or bonded indebtedness. All current obligations were discounted.

Plans are progressing for moving into the company's new quarters immediately after the close of the current season, Mr. Robertson said.

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RADIO STATIC LAW TO BE TESTED IN NEW YORK

An ordinance designed to test the authority of municipalities in controlling radio interference was presented to the Village Board at East Rockaway by Mayor Alanson Abrams as the first step in a country-wide program to improve radio reception.

Preparation of the ordinance resulted from tests made in various parts of the village. These indicated that escaping electrical power caused a large part of the static interfering with reception. The tests were arranged by Frank L. Carter, who recently organized the National Committee for the Control of Radio interference. ■

8/25/36

The proposed ordinance was drafted by Paul M. Segal and Paul D. P. Spearman, Washington radio attorneys. It makes it unlawful for "any person, firm, association or corporation to knowingly or wantonly operate or cause to be operated any mechanical device, apparatus or instrument of any kind within the corporate limits between the hours of-- and 12 midnight, the operation of which shall cause reasonably preventable electrical interference with radio reception within said corporate limits."

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HARD SAYS HE'S NOT PAID BY G.O.P. FOR BROADCASTS

William Hard, noted Washington correspondent, last week disclosed that he is not being paid by the Republican National Committee for his political interviews and comments over an NBC network. The G.O.P., he said in a letter to Editor & Publisher, merely pays the expenses. His letter follows:

"In the magazine called Microphone I have read a reprint of an editorial of yours on the paying of radio commentators by the Republican National Committee. Without entering into the argument of your editorial, I should like to say that the Republican party is not paying me any salary or fee whatsoever. It is paying me my out-of-pocket traveling expenses but nothing else. I write articles in magazines for my livelihood. In the August issue of the Redbook I had an article in which I expressed my views as to the New Deal. In a forthcoming issue of the Redbook there will be another article of mine in the same tenor. I have done my best to give my magazine readers for some time past an outright expression of my conviction that the New Deal should be defeated. I now express that same conviction on the air. This, I think, I have the right to do. I cannot see how in any way it impinges upon the freedom and independence of the broadcasting companies. The air contains a great plenty of arguments on the other side.

"I may add that I do not at the present moment know of any radio commentators that are being paid by the Republican party.

"I may further add that I join you in condemning any practice whereby a commentator who is thought to be unsponsored be paid surreptitiously by that party to insert party propaganða into his broadcasts. A secret subsidy to commentators would be morally wrong and, in my judgment, should also be legally wrong."

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8/25/36

BUTCHER FINDS RADIO HAS REPUTATION FOR FAIRNESS

Broadcasting stations and networks are gaining the reputation for fairness in the current Presidential campaign, Harry C. Butcher, Vice President of the Columbia Broadcasting System, found on a trans-continental tour.

Returning to Washington this week after a five weeks trip to the West Coast, Mr. Butcher said:

"I talked with everybody along the way--from barbers to capitalists--and the opinion was unanimous that radio is giving both sides of the political campaign.

"The consensus was that the press is generally opposed to Roosevelt and, even though its news reports may be fair, editorial policies have led the public to believe that most newspapers are biased.

"Because radio gives equal opportunity to all parties and candidates, and because it expresses no editorial judgments, the average man relies on it rather than the press for the facts."

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FRENCH TOWN CRIER MAY RESORT TO AID OF RADIO

The historic town crier appears to have disappeared entirely from England, and in France he threatens to resort to the radio to broadcast his messages, according to a Paris correspondent of the London Observer.

Describing the French crier, the correspondent writes:

"The instrument with which he attracts attention is not a bell, but a drum. In a village, the duties are performed by the garde-champetre, who combines the offices of village policeman, bill-sticker, and, frequently, bell-ringer for Sunday church and daily angelus, with that of general executant of the orders of the maire.

"When on duty he wears a shabby cap of semi-military design, and a leather baldric with a brass plate on it as his sole uniform over the clothes in which he tills his little plot of land. If the place is rather larger than a village, the 'tambour' may be a separate official. In either case he can be hired by private persons to make commercial announcements, or

to proclaim lost property.

"Well, this picturesque figure is in danger of disappearing. His voice, and no doubt his drum also, would still be heard, and he would continue, you may be sure, to draw the modest fees for using both; but he would no longer be seen--that is if the authorities accede to the request which his professional association has just made on his behalf.

"For he would drum and speak into a microphone at the mairie, and loud-speakers would make his voice heard at each of the cross-roads where he has hitherto repeated his message."

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WALKER DENIES ANY CHANGE PLANNED IN PHONE INQUIRY

Paul A. Walker, chairman of the Telephone Division of the FCC, late last week issued a statement denying published reports that a shake-up was contemplated in the FCC staff conducting the American Telephone and Telegraph Company inquiry, now in recess. In a formal statement he said:

"The telephone investigation is going forward with full speed, with a splendidly qualified and highly capable staff of assistants. It is a tribute to regulation that so able a group of men could be assembled in so short a time for this most important utility investigation now before the country.

"Stories purporting to cast reflection on the work, the character of the evidence produced, or the personnel, are nothing more than insidious propaganda, tended to discredit the investigation and dishearten the personnel.

"Statements as to the purported supplanting as counsel of Samuel Becker, a brilliant lawyer of high integrity, and the forced resignation of John H. Bickley, Chief Accountant, and recognized as one of the very ablest accountants engaged in utility regulation, are wholly unauthorized and without any official sanction whatever.

"Much good has already been accomplished for the public by the investigation, and by the valuable and high class evidence produced. The investigation will continue to go forward without let-up, and its results will merit the commendation of telephone users and of all those sincerely interested in the protection of the public through utility regulation."

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8/25/36

FCC ISSUES REVISION OF RULES ON ULTRA-HIGH WAVES

The Federal Communications Commission this week issued its revised rules pertaining to relay, international, television, facsimile, high frequency and experimental broadcast stations and announced they will become effective September 15.

Originally adopted by the FCC on May 21, the regulations were made the subject of a hearing, were scheduled to become effective July 1, and were later postponed. Several significant changes have been made as the result of protests or requests from the services concerned.

The regulations mark the first official recognition of impending new services in the broadcast field and follow a reallocation of channels in the ultra-high frequencies. They are made necessary by rapid developments in the field of television, facsimile, short-wave and international broadcasting, and apex broadcasting.

The more important changes made in the rules since the draft of May 21 was issued are as follows:

The tolerance for relay broadcast stations having a power output of 10 watts or less was reduced to 1% on 31,100 to 4; .400 kc. and above with the tolerance for stations with power of more than 10 watts 5%. For relay stations on 1622-2830 kc. the tolerance permissible is 4%.

Two new groups of frequencies are provided for relay (or pick-up) broadcasting in the ultra-high frequency band. They are 38,900, 39,100, 39,300, 39,500, 39,700, 39,900, 40,800 and 41,400 kc.

A more liberal interpretation of the rule governing rebroadcasts of commercial programs by experimental stations is provided by a rewording of Rule 1072 (a). It reads:

"A licensee of an experimental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a regular broadcast station or network including commercial programs, if the call letter designation when identifying the experimental broadcast station is given on its assigned frequency only and the statement is made over the experimental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the experimental work. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies."

8/25/36

The rules governing visual broadcast services have been divided into two distinct groups, one for television broadcast stations and the other for facsimile broadcast stations. One low-frequency band (2,000-2,100 kc.) has been retained for television stations desiring to carry on research work in the secondary or rural service area of such stations.

The latter is a concession to the Purdue University and the National Television Corporation, of New York, which protested the FCC move to transfer all television stations into the ultra-high frequencies. Television assignment by the FCC henceforth will be made by bands rather than specific frequencies for the aural and visual channels. Three frequencies were made available for facsimile stations in the 2,000-2,100 kc. band provided no interference is caused to television stations operating in that band. They are 2012, 2016, and 2096 kc.

Previously the FCC had ordered all 11 television stations operating in the low frequencies to vacate them and to seek assignments in the ultra-high frequencies. The abandoned visual broadcasting channels are to be allocated for inter-city police services.

The rebroadcast rules (Rule 177) which aroused a protest of "censorship" from Oswald F. Schuette, then Director of the Short Wave Institute, is not included in the revised regulations, but Andrew W. Ring, FCC broadcast engineer, explained that it has not been abandoned.

The rule, which among other things prohibits any United States station from rebroadcasting a foreign program without written authority from the commission, has been revised, he said, but not yet approved by the FCC in its final form. It will be issued in time, however, to become effective September 15.

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"Literary Digest this year for the first time is selling the broadcast sponsorship rights to its Presidential poll", comments Editor and Publisher. "How will newspapers like to publish Digest figures that have been broadcast the night before for advertising purposes?"

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8/25/36

POWER INDUSTRY SEEKS 16 RADIO WAVES

The electric power and light industry has filed with the Federal Communications Commission an application for the allocation of sixteen radio frequencies and two additional "special-emergency" allocations and the retention of two allocations at present available on the "special-emergency" basis, the Edison Electric Institute reports in its August bulletin.

Hebert W. Eales, chairman of a special institute delegation in charge of the application, cites the disastrous floods last Spring as emphasizing the industry's need for unrestricted use of radio for power-system operation and trouble dispatching, to the same extent as is required for police service, in the interest of the convenience and safety of the public.

There would be no direct financial revenue to the electric light and power industry through the use of the radio as contemplated, Mr. Eales points out. The service is wanted to supplement and not to replace other forms of communication in order to meet better the ever-increasing demands placed upon electric service by the public.

The individual companies interested in making use of radio service as outlined in the brief are urged by the institute to proceed to make the necessary studies of their requirements with a view to making applications promptly to the FCC for licenses to construct and operate the necessary stations, such applications to be confined to the band of frequencies sought by the institute.

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COLUMNIST POKES FUN AT G.O.P. "CHAIN LETTER" IDEA

The suggestion of William Hard, G.O.P. commentator on the air, that the Republicans inaugurate a policy similar to the chain letter system of informing listeners when a prominent party spokesman is to speak over the radio, has drawn the following fun-poking burlesque from H.I. Phillips, New York Sun humorist:

"The chain-letter system has been introduced into political broadcasting by the Republican National Committee. Whenever an important Republican program is scheduled, radio captains all over the country will phone five men asking them to phone five others, and so on."--News item.

Captain--Hello!.....Hello!...Is this Pobbs?... There's an important Republican radio program on the air tonight.

8/25/36

Pobbs--Thanks for the warning. I'll do as much for you some time.

Captain--You don't understand...There is to be a most important speech of vital importance to the country... of paramount educational value to every voter...

Pobbs--Oh, one of those kind!

Captain--Lissen, you're one of five.

Pobbs--What do you mean "one of five?" Is this a secret order or something? Who's this talking, anyhow?

Captain--I'm a chain captain.

Pobbs--What's a chain captain? This is getting more intricate by the minute.

Captain--It's like this...I call up five voters and notify them whenever an important political speech is about to be broadcast.

* * * *

Pobbs--So they won't tune in by mistake. I get it. It's mighty nice of you.

Captain--No'. So they WILL tune in and NOT by mistake.

Pobbs--You don't mean to tell me you think any man is going to listen to a political speech after being given ample advance notice.

Captain--Exactly. The five men I notify, notify five others; those five others notify five more, and so on.

Pobbs--What makes you think so?

* * * *

Captain--It's like the old chain spirit. Nobody likes to break a chain.

Pobbs--Why not?

Captain--It's a bad omen. To break a chain brings bad luck to a voter.

Pobbs--Anyway you look at your idea it should bring bad luck to the candidate. Who's idea was it, anyhow?

Captain--Willie Hard's.

Pobbs--I thought it might be Izzie Soft's.

(They hang up)

Mrs. Pobbs--Who was that, Ignatius?

Mr. Pobbs--Some fellow with a grand idea for electing Roosevelt!

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AUG 31 1936

INDEX TO ISSUE OF AUGUST 28, 1936

Alphabet Verbal Bullets, Says Dunlap's New Radio Book.....	2
BBC Notes Trends In Broadcasting In United States.....	5
Broadcast Business Forecast at \$100,000,000.....	7
Strict Regulation of Radio Urged By Payne.....	8
Soviet Stations Follow Arctic Flight.....	9
Name Of Elliott Roosevelt Injected Into Campaign.....	10
New Zealand To Permit Government-Controlled Radio Ads.....	10
Solar Activity Disrupts Radio Waves.....	11
FTC Won't Enforce Patman Law On Radio Stations.....	12
RCA Granted Permit To Modify N. Y. Harbor Station.....	12

No. 957

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ALPHABET VERBAL BULLETS, SAYS DUNLAP'S NEW RADIO BOOK

Chairmen Farley and Hamilton would do a great service to listeners in the forthcoming campaign, and at the same time vastly improve the public favor of their candidates, by placing in the hands of every political speaker a new book "Talking On the Radio" by Orrin E. Dunlap, Jr., Radio Editor of the New York Times. (Greenberg-Publisher, 67 West 44th Street, New York. \$2.00)

Copy No. 1 of Mr. Dunlap's timely book, which gives the practical "do's and don'ts" for radio speakers, should go to Representative Bert Snell, of New York, who by his long-winded introduction all but killed off Landon's acceptance speech radio audience. Copy No. 2 could well go to Senator Alben Barkley, of Kentucky, whose old-fashioned spread-eagle keynote speech was unquestionably awarded the leather-medal by radio listeners to the Philadelphia Democratic Convention.

As a rule handbooks are as dry as dust, but Mr. Dunlap's book, because of his long experience with radio, having virtually grown up with the new science, because of his opportunities of observation as one of the outstanding radio editors of the United States, and because of his ability to present a thing in a popular way and in words of one syllable, is the liveliest kind of reading. It is richly interlarded with anecdotes and microphone experiences of great orators, and such chapters as the one devoted to the expose of tricks of public speakers should prove of as much interest to listeners, desiring to get behind the scenes of broadcasting, as to those seeking microphone pointers. In the introduction the author notes the fact that there are only twenty-six letters in the English alphabet but adds significantly "they are the bullets of verbal broadcasting."

All radio speakers will gain by study of Franklin D. Roosevelt's technique, Mr. Dunlap observes, the simple formula of which is, "Be natural, be yourself."

"No 'high-falutin' words are in President Roosevelt's vocabulary of the air", the writer continues. "There is not much chance of Americans failing to catch the meaning of such expressions as, 'We cannot ballyhoo ourselves back to prosperity'; 'the kind of prosperity that will lead us into another tailspin'; 'I have no expectation of making a hit every time I come to bat'."

8/28/36

"Mr. Roosevelt recognizes the all-important fact that a chat-type of radio speech to be effective must be groomed especially for an unseen audience. When talking directly to the people, he does not make the error of attempting to address both visible and invisible. He once revealed this sagacity when he canceled the broadcast of a speech before the Chamber of Commerce. He was mindful that he could not devote proper attention to the microphone and at the same time speak informally to a gathering of industrialists and bankers. Neither does he make the mistake of going to the microphone too often."

Mr. Roosevelt is an ace in the broadcasting art; and so is King Edward VIII as was his father King George, both human, sincere, friendly and effective on the air, the writer says, adding:

"And among the most effective broadcasters in the American radio forum have been: Charles Evans Hughes, Owen D. Young, Senator William E. Borah, Ogden L. Mills, Senator Pat Harrison, Senator Carter Glass, former Senator David A. Reed and Senator Robert Wagner.

"Helen Hayes, actress, and Anne Morrow Lindbergh have ideal radio voices, very natural and effective on the air. Walter Huston is an ace among the actors at the microphone."

Any doubt that Al Smith's days were over as a most effective "actor" at the microphone must have been dispelled in the minds of those who tuned-in his "bludgeon attack on the New Deal" at the Liberty League dinner last winter, the author notes.

He tells that when President Hoover, at Des Moines, overlapped Ed Wynn's comic time, the studio of WEAJ received 800 telephone protests, while the 60-station network had a total of 6,000 calls. Richmond reported 500 complaints, Worcester 200 and Rochester, 250. There are, however, words of praise for the former President in a chapter "The 'New Hoover' Appears."

Mr. Dunlap submits that the "non-sectional" voice of Governor Alf M. Landon of Kansas, is more like that of Hoover with the ends of the sentences dropping off to a lower pitch.

"It was noted that the 'clear thinking' Landon used 'simple, homely words' and on the air he sounded sincere, 'a man of sound judgment and moderate opinions,' as he appealed for economy, common sense and better housekeeping in government. William Franklin Knox, selected as the Vice Presidential nominee on the Republican ticket, is called 'a splendid, vigorous speaker.' His voice

8/28/36

falls more into the ministerial class. He 'preaches' more as a business man, while Landon 'the Kansas Coolidge,' talks in a more 'neighborly' spirit."

Regarding broadcasting revenue from politics, Mr. Dunlap says:

"Radio gleaned at least \$1,000,000 from the 1932 campaign. The total political billing by the Columbia Broadcasting System was \$368,175, of which \$194,624 was Republican, \$ 167,171 Democratic, and Socialists, \$6,380.

"It was estimated, in the case of the National Broadcasting Company, operating two major networks, that the political expenditure ran up to \$1,000,000 and possibly higher."

Among Mr. Dunlap's 50 practical "do's and don't's" are the following kernels:

"Make every word count; a 75-station salvo costs thousands of dollars. Use simple words.

"Write the speech. Write as you speak not as you write. On the radio a miss is not as good as a mile; you cannot gloss over a mistake after it is microphoned any more than you can recall yesterday in order to alter it in accord with your second thoughts. Those who can extemporize successfully in the silence of the studio with no audience to 'lean on' are few and far between.

"Throw brickbats at your own risk, if at all; they are dangerous weapons, and like a 'whispering campaign' are likely to react against the thrower.

"'Big' names mean more in the campaign if they have not been on the air frequently; the curiosity value among the audience is diminished if the speaker's voice is well known. That is why Henry Ford, Charlie Chaplin and Elihu Root were stellar attractions in 1932.

"There is no rule against memorizing, but the broadcast may become sing-song or artificial; and there is always the chances of error slipping off the tongue. A printed copy of the talk is proof of what was spoken.

"These suggestions lead up to television", Mr. Dunlap concludes. "Campaigning by sound-sight will call for more strategy. Television will be another fascinating chapter in the art and science of political broadcasting. Then the old-time spellbinders.

may sweep satanic-like upon the stage again to haunt the electorate.

"Students will see the radio teachers; congregations the preachers; consumers the salesmen in the act of demonstrating their wares; club folks their lecturers, and vast audiences their entertainers. The ethereal mask will be ripped off the speaker's face and again he will be himself, not merely a disembodied voice striving with sound alone against such a mysterious thing as 'microphone technique' to get his personality across with a story. But seeing by radio will have its limitations too."

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BBC NOTES TRENDS IN BROADCASTING IN UNITED STATES

Under the heading, "Half-Yearly Review of Broadcasting in the U.S.A.", World-Radio, official BBC organ, notes the public interest in television and a definite trend toward "light" programs on American stations and networks.

After citing the secretive RCA experiments in television and the statement of Anning S. Prall, chairman of the Federal Communications Commission, that "Television is just around the corner, but we are a long way from that corner", the periodical adds:

"But as the possibilities unfold, the first half of 1936 passes and no form of practical television has come around the corner.' As yet the public has not even seen a glimpse of what can be done. Facsimile services have been used in communicating with ships at sea, but the men in whose hands the destiny of television rests are reticent about development.

"What has been the tendency in public demands in the way of programmes during the last six months? At the beginning of the year the prediction was made that amateur programmes would lose their appeal. This has decidedly not been the case. Major Bowes, chief exemplar of his ilk, was paid about 700 pounds for each broadcast at the beginning of the year. Now he has doubled that figure. And a radio man's pay in the United States is a pretty fair measure of the popularity of his programme. When the Major's new contracts are made in September, if he gets what he wants, he will receive 3,000 pounds for each performance.

"The public has shown a definite trend toward 'light' programmes. Comedians now have their day, for Americans demand more and more laughs over 'the radio'. Ed Wynn is back 'on the air'; Burns and Allen, the Easy Aces, and Eddy Cantor are other

8/28/36

headliners in this group. In order to supply jokes to programme-planners, one organization at least has grown up, staffed by research workers who dig out funny stories, jokes, and patter from old books in libraries, bookstalls, and curio shops.

"Opera, of course, will always be popular. Edward Johnson, General Manager of the Metropolitan Opera Association, recently received a check for \$15 from a listener in California, who wrote: 'My wife and I so enjoyed the Gotterdammerung performance that we feel we are only doing the right thing in sending you the amount we would have paid for seats if we had attended in person.'

"Broadcasts of news events, mystery 'thrillers' and strictly educational programmes got their share of the billion hours a week that wireless manufacturers declare the United States spent during the first half of the year listening to broadcasting.

"With the cost of programmes mounting, advertisers who sponsor them have sought new ways to get the public to listen. Within the last six months daily newspapers and magazines have been used more and more as a medium to bring broadcasting programmes to the attention of readers. Advertisements in these publications are strikingly like those for motion pictures. Photographs of the principal performers and synopses of the programmes are given. Major Bowes's sponsor, for example, sells coffee. In household magazines of late have appeared large illustrated advertisements. Smiling amateurs greet you from the pages--amateurs who have been started toward success by 'your purchases of our coffee.'

"A few months ago, listeners had to scan the programme list in the daily papers to see what was 'on the air'. Now they look at the illustrated advertisements. Most people have formulated their own listening routine. They dial to a favourite programme, day after day or week after week, and know just when it is on. It is to win more of these regular listeners that newspaper advertising has arisen.

"During the first half of 1936 broadcasts from foreign lands were mainly of special events. The interest of United States listeners in regular programmes from abroad is so great, however, that manufacturers are marketing 'all wave' sets in greater numbers than ever before."

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8/28/36

BROADCAST BUSINESS FORECAST AT \$100,000,000

Radio is virtually certain to hit a \$100,000,000 gross this year, thereby topping 1935 by something like \$13,000,000, according to Variety. Over half of this gain--or \$7,000,000--will go into the pockets of the major networks.

"Most spectacular showing of this spectacular year will be turned in by CBS, which, according to its own prophecies, will seal the books at \$22,034,000", the amusement trade again predicts. "Last year the web grossed \$17,600,000.

"NBC's combined hookups are likewise due for a gain, though NBC is reticent on estimates of annual volume. Right now, after seven months, the combined links are still trailing 1935 by \$135,000. But the margin of loss is diminishing with July income reports, and fall bookings should provide the steam to keep the chain in the record-breaking class. Unofficial guesses assign NBC a year's total of \$32,000,000. Last year was worth \$31,150,000.

"Mutual, which so far has just rounded out \$1,000,000, ought to close shop with \$2,000,000 on January 1.

"In toto, current crystal gazing gives the four webs a year's gross of \$56,000,000 as against 1935's \$49,500,000.

"On the basis of experience during the first six months 54% of radio's \$1,00,000,000 revenue will be for national network advertising, 46% for national non-network, 21% for local, and the remainder for regionals.

"Survey of the take for the first six months gives this sector of 1936 a gross of \$50,802,179, of which \$28,181,976 was national network, \$11,527,860 national non-network, \$10,447,870 local, and \$644,473 regional. While the last half of the year normally is less productive than the fore part, the seasonal upturn which usually comes in September and October occurred this year in July and August, leading to expectations that the last half of the year will be a virtual doubleton of the first half."

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An increase in power from 500 watts to 1 kw. at night and 1 kw. to 5 kw., local sunset, was recommended for KRNT, Des Moines, this week by Examiner George H. Hill in a report to the Federal Communications Commission.

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8/28/36

STRICT REGULATION OF RADIO URGED BY PAYNE

Commissioner George Henry Payne of the Federal Communications Commission, in an address before the Bay Shore (L. I.) Rotary Club August 24, said great developments in radio and television required government regulations to prevent the industry from establishing a private monopoly like that existing in the telephone communication. Mr. Payne, a resident of Islip, was the guest of Paul Bailey, newspaper publisher.

Mr. Payne appealed for a keener public interest in the developments that are taking place.

"Inventions of this kind will affect the mental life and education, and possibly the material interest of every person in the country," he said. "Behind this development, fraught with so much importance to our people, a fierce struggle is going on for the great resource of the air."

Declaring that private interests favor private monopoly and want as little governmental supervision as possible, he continued:

"Those who believe that we must not repeat the mistake of the past and allow wasteful exploitation of our resources are just as keenly aroused in behalf of the government taking a strong stand to protect the public interest."

Mr. Payne warned that unless the public was aroused its interests were likely to be neglected. In this way, he said private monopoly, without warrant of law, established itself and the public would realize too late that it was difficult to recover ground that had been lost.

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The Federal Communications Commission this week reversed its action of July 2 denying the application of the Central Broadcasting Company, Eau Claire, Wisconsin, for a permit to build and operate a station on 1050 kc., 250 watts daytime, and ordered the application granted, effective September 15.

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8/28/36

SOVIET STATIONS FOLLOW ARCTIC FLIGHT

Throughout the whole of the recent flight of the Ant-25 from Moscow to Nikolaevsk-on-Amur, covering a distance of 9374 kilometres (5208 miles) mostly over Arctic territory, constant contact with land was maintained by means of radio, Radio Centre, Moscow, reports. The plane was fitted with a radio station made by the Orjonikidze Factory for long and short waves. Part of the flight was over uncharted stretches of the Arctic and all radio stations in the vicinity were constantly on the alert and sending out special signals, to give the airmen their bearings.

"Two-way communication with a plane crossing the Arctic regions is nothing unusual," Inna Mann, Chief Editor of Radio Centre, writes, "but the handling of such a service during a non-stop flight, particularly under the difficult weather conditions encountered, called for especially thorough organization. Many radio operators remained on duty during two days without sleeping. The operator at Kamenev Island radio station, who was the radio operator on the Chelyuskin, stayed continuously on duty during the flight in order to supply correct meteorological information and keep in touch with the plane.

Stations receiving messages from the plane immediately re-transmitted them via Dickson Island to the Moscow Radio Centre with a delay of no more than three or four minutes.

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Amos 'n' Andy made their debut on a brand new radio station this week--WPDW, Metropolitan Police of Washington.

It occurred because Lieutenant James Kelly, police radio engineer, wanted to test a new direct connection to all precinct stations, the Fire Department and Commissioners' offices.

Patrolmen cruising in radio cars missed the program, however. The regular Amos 'n' Andy broadcast was picked up on a receiving set in the police dispatcher's room and rebroadcast over the "ground wires."

Policemen in precinct stations were no little surprised to hear the famous radio pair speaking in place of the usual staid police announcer.

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8/28/36

NAME OF ELLIOT ROOSEVELT INJECTED INTO CAMPAIGN

The name of Elliott Roosevelt, son of the President and Vice President of Hearst Radio, Inc., was injected into the presidential campaign this week during a debate over the air by Secretary of Interior Harold L. Ickes and William Hard, G. O. P. commentator.

Seeking to defend Governor Landon from Ickes' charge that he is dominated by William Randolph Hearst, Mr. Hard pointed out that Hearst had formerly supported Roosevelt and that even now the President's son was employed by Hearst and his contact man with the Federal Communications Commission.

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NEW ZEALAND TO PERMIT GOVERNMENT-CONTROLLED RADIO ADS

For the first time commercial advertising will be permitted on New Zealand broadcasting stations under provisions of a law which became effective July 1, according to a report to the Commerce Department.

The act, which abolished the New Zealand Broadcasting Board and substitutes a director of broadcasting appointed by a minister of broadcasting, who in turn is named by the Governor-General, sets up a new class of stations.

The new law permits the government to establish, own, and operate so-called "C" stations which will be allowed to broadcast advertising matter. Hitherto, commercial advertising of any kind has been prohibited over both government-owned and private stations. The nature of the advertising to be permitted is, however, still uncertain and is likely to be greatly restricted in scope in view of the Government's previous opposition to the practice on grounds of policy.

"So strong has been the general distrust of commercial advertising over the radio that the Government did not even consider entrusting the new liberty to the hands of private commercial stations, but has confined its exercise only to new stations which may be established and operated by the government itself", the U. S. Consular report stated.

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8/28/36

SOLAR ACTIVITY DISRUPTS RADIO WAVES

Radio experts and amateurs alike were baffled this week by a sound wave "calm" that practically silenced all short-wave stations along the Pacific Coast on the night of August 25.

Short-wave signals from all parts of the world, ordinarily picked up on the West Coast, gradually faded and went "blind" for nearly an hour.

Ships at sea as well as powerful land stations were affected by the "calm", said Lieutenant Commander E. R. Melling of the Naval Communications Office in San Francisco.

The "blanketing" was described by him as a "very unusual sort of fading, not the usual and expected 'Summer fading,'" After about an hour of muffled signals, or silence, reception returned to normal, he said.

"A similar blanketing," he said, "occurred a few months ago at the time of the sun eclipse watched in Russia."

Radio men in New York reported that the blotting out of signals on the Pacific Coast also was recorded in the East, but was only of ten to fifteen minute duration.

Twenty to thirty meter channels to Europe were rendered inoperative, but other wave lengths were clear of the disturbance, laid to solar activity.

It was explained that the longer waves in the short-wave bands are seldom effected by solar activity, except that their signals grow stronger. On the shorter waves in the same bands, however, the result is generally opposite; the signals fade or disappear over certain distances of transmission. The New York radio men said that Tuesday's disturbance was "expected." Observations carried on year by year enable the experimenters to predict such periods in advance.

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"Governor Landon's talk yesterday calls attention to the possibility that with proper radio facilities Chautauqua may again become one of the world's most famous lecture centers," comments the Washington (D. C.) Evening Star editorially.

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8/28/36

FTC WON'T ENFORCE PATMAN LAW ON RADIO STATIONS

The Federal Trade Commission in its annual report makes the following statement regarding the Robinson-Patman chain store law, it was disclosed this week:

"Authority to enforce compliance with the new Act, distinguished from criminal proceedings, is by virtue of Section 11 of the Clayton Act vested in the Commission in all cases in which the new Act is not applicable to common carriers subject to the Interstate Commerce Act, as amended, to common carriers engaged in wire or radio communications or radio transmission of energy or to banks, banking associations and trust companies.

"The Interstate Commerce Commission has authority to enforce compliance by common carriers subject to the Interstate Commerce Act as amended; the Federal Communications Commission has authority to enforce compliance in cases applicable to common carriers engaged in wire or radio communication or radio transmission of energy; while the Federal Reserve Board has authority to enforce compliance where the Act is applicable to banks, banking associations, and trust companies."

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RCA GRANTED PERMIT TO MODIFY N. Y. HARBOR STATION

The Telephone Division of the Federal Communications Commission this week granted an application of the Radiomarine Corporation of America for modification of an experimental license for W2XBG, New York, to test the feasibility of establishing one-way communication service for harbor craft.

The terms of the modification are as follows:

"Authority is granted to communicate on an experimental basis only under the exceptions of Rule 320 as a coastal harbor station in the coastal service in the New York harbor area on the frequencies 26,000 and 27,100 kc. for the purpose of determining the commercial feasibility of establishing a one-way communication service for harbor craft upon the express condition that this authority is granted upon a temporary basis only and may be cancelled without notice or hearing. Nothing contained herein shall be construed as a finding by the Commission that the operation of this station is or will be in the public interest beyond the express terms thereof; nor is this authorization to be construed as approval of the proposed tariff and rules filed with the application."

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