

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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No. 977

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November 3, 1936

PRATT EXPLAINS ORIGIN OF VANDENBERG DISK BROADCAST

Predicting that the use of records in political campaigns and public addresses will become an accepted practice, Ben K. Pratt, of the G.O.P. Press Division, Chicago, explained the origin and procedure of the sensational Vandenberg broadcast in a letter to the Heinl News Service.

Mr. Pratt, a former Examiner with the old Federal Radio Commission, was generally credited with developing the innovation in the political use of radio.

Fred Gennett, of the Starr Company, Richmond, Ind., who specializes in the manufacture of electrical transcriptions, apparently was the key man in the stunt as he possessed the records of addresses by President Roosevelt back in 1932. He tried to interest the G.O.P. headquarters in the records as early as last May, Mr. Pratt said, but nothing came of it at the time.

Later, after Hill Blackett had become Director of Public Relations in Charge of Radio for the Republican National Committee, the idea was adopted and Mr. Pratt was put in charge and directed to find some recordings of Roosevelt speeches.

It was first planned to have Bill Hard, the G.O.P. commentator, engaged in imaginary debate with the President. The suggestion was made that Governor Landon himself do it. Both plans fell through, however.

Henry A. Rahmel, radio engineer and instructor on leave from the Massachusetts Institute of Technology, was given the job of examining all available Roosevelt records and picking out the ones suitable for broadcasting. Copies were made of the transcriptions then so that unusable portions of the speeches could be deleted.

"In addition we had to go over the speeches for politically vulnerable excerpts", Mr. Pratt said. "This necessitated a great amount of work, particularly on the part of Rahmel.

"In the meantime, I had taken his marked copies of the speeches that we had records for and had sent a file of them to our Research Division, so that proper answers could be prepared.

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"Blackett, after casting about for someone to take the place of 'answerer', finally got in touch with Senator Arthur H. Vandenberg of Michigan, who immediately accepted the assignment.

"Working with the Research Division, we picked out a number of excerpts from the acceptance speech of '32 and the inaugural address of '33. These were transferred to a separate record, leaving spaces between the excerpts so that Vandenberg could answer. Rahmel and I then went to Grand Rapids, Michigan, taking these excerpts together with the answers prepared by the Research Division of the Republican National Committee, and conferred for two days with Senator Vandenberg. Naturally there was considerable revision and re-editing. Finally after several conferences it was decided just which excerpts were to be used, this decision coming in the main from Vandenberg.

"We then returned to Chicago, leaving copies of the speeches with the marked excerpts with Vandenberg. In a day or so he had written the complete script himself, including both the excerpts and his answers to them.

"Rahmel in the meantime had been busy re-recording these excerpts on two records. They had to be rushed to New York for pressing and then air-expressed back to Chicago. This was the week prior to the Saturday of the broadcast.

"Senator Vandenberg arrived in Chicago Saturday morning. Senator Vandenberg, Mr. Blackett, Mr. Rahmel and myself then went on Saturday to the Tropical Room of the Medinah Athletic Club here in Chicago, from which place the program was to be broadcast. We spent most of the day rehearsing until finally we had everything letter perfect.. However, we never were able to get a dress rehearsal because by the time we were ready for the dress rehearsal the invited guests had started to assemble, including newspaper people. We did not want any inkling of what was going to happen to get out.

"I had had complete copies of the script mimeographed, but nothing was released to the papers until after the broadcast had started.

"The broadcast went on at 8:30 P.M., E.S.T. Prior to that engineers from the Chicago Tribune and the Columbia Broadcasting System had come in to set up their apparatus. In some way H. Leslie Atlass, Vice-President and Western Manager of Columbia, found out about the situation. This was about fifteen or twenty minutes before the broadcast was to go on. He came over and got in touch with Mr. Blackett, and his decision was that transcriptions could not be used. However, there was a conference and he rushed back to his office across the street in the Wrigley Building, where there was much telephoning.

"Finally at about 8:30 I stepped to the microphone in the capacity of master of ceremonies, and made my preliminary announcement, introducing Senator Vandenberg. For the first three or four minutes we were not on the air over Columbia. They were listening, however, in the control rooms. A decision was made by someone to go ahead with the broadcast. In the meantime it was being carried in full over WGN, the Chicago Tribune station. We, however, went ahead as though nothing were happening.

"The novelty of the thing came as a complete surprise to practically everyone in the room, which included high officials of the Republican Party and others prominent in business and newspaper life. I had asked them not to applaud during the broadcast because of lack of time, but the expressions on their faces when they heard the voice of Roosevelt come from the loudspeaker were amusing. We had the loudspeaker on a little raised platform immediately back of the microphone where Vandenberg and I stood. It was draped and insofar as the audience was concerned looked merely like a stand. After the first excerpt using Roosevelt's voice we pulled the drapes aside and all could see it was a loudspeaker.

"The broadcast continued to its end, and then the newspaper men crowded around the Columbia announcer and engineers to find out what had happened, it being noised about that we had been cut off the air.

"We had taken the precaution to have the full program recorded over the WGN wire. We immediately sent Rahmel to New York with this recording; masters were made, and from the master recording pressings were made, which we sent out all over the country.

"The hardest part of the whole job was the part taken by Rahmel because of the technical difficulties he encountered in transferring records that were four years old.

"The statements have been made that we deliberately attempted to malign the voice of Roosevelt by not making it as clear as necessary. The fact of the matter is that we did everything we could to clear up the Roosevelt voice. It was to our advantage to have his voice as clear and understandable as possible, so there could be no mistaking. It would have been silly for us to have jumbled his words in any way because we wanted everyone to recognize who it was who was speaking.

"The Roosevelt speech recordings were picked up originally by Mr. Gennett; that is, the ones we used. Others we got in many other places, including New York. However, as you may recall, in those days there was only spasmodic recording of political speeches, and we could not get all of them.

"I believe the use of records will become an accepted part of the political campaigns of the future. I believe that this established a new step in political battling, and I think it is one of the most fair ways in which a man can be quoted. As you and I both know, I may quote a man perfectly and by inflection, even though I use his exact words, destroy the meaning of what he says. With recordings there can be no mistake in his meaning because you hear him say what he said in just the way he did say it, with all inflection, etc. I do believe it will make public speakers a little bit more careful about making promises that may fall back on him them years later.

"Some objection was made to the effect that we only took the excerpts we wanted to from his speeches. Has not this been the practice of public speakers ever since political campaigning began?

"There was absolutely no violation of the ethics of political campaigning in this program. As a matter of fact, it was far more fair to Mr. Roosevelt to use his exact words and his inflections than to merely quote from his speeches, which we have a right to do and which has been done many times. Mr. Roosevelt himself has done the same thing in quoting other speakers, so I can hardly see how he or a fair minded person could possibly object.

"I do believe that recordings of the speeches and statements of presidents, cabinet officers and other highly placed executives will ultimately become the historical record of the country and will be of untold value to future generations. For example, wouldn't it be a wonderful thing if today we had a recording of Lincoln's Gettysburg Address or the Washington Farewell Address?"

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CANADA TO RESUME MESSAGES TO FAR NORTH

On Saturday, November 7 at 11 P.M., EST, the Canadian Broadcasting Corporation will put into operation for the fourth consecutive season the "Northern Messenger" service to the far north. The renewal of this service will make possible once again the broadcasting of personal messages from friends and relatives of hundreds of persons in the northern and Arctic regions who are otherwise out of touch with civilization during the Winter months.

"Those desiring to have messages transmitted are invited to address letters to any Corporation station or to the Corporation headquarters at Ottawa", the Canadian Corporation stated. "All messages written in either French or English, with the exception of code messages, will be transmitted as far as possible during the first program period following their receipt."

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U. S. PROPOSES FREQUENCY TOLERANCES TO C.C.I.R.

The United States Committee preparing for the fourth meeting of the C.C.I.R. at Bucharest this week submitted to the State Department its proposed scale of frequency tolerances for all classes of radio transmission. The opinion will be transmitted to the International Telecommunication Union at Berne, Switzerland.

The U. S. proposal was based on the premise that "technical progress in the maintenance of frequencies is such that all stations can be held within suitable tolerances as to frequency, thus avoiding the undesirable interference caused by the wide frequency variations if transmitters required to conform only to instability specifications."

The Committee's proposal is that all stations be required to be operated within the following tolerances, the first listing to be applicable only until January 1, 1940:

	Tolerances for transmitters in- stalled before <u>Jan. 1, 1934</u>	Tolerances for new transmitters installed after <u>Jan. 1, 1934</u>
A. From 10 to 550 kc		
(a) Fixed stations	0.1%	0.1%
(b) Land stations	0.1%	0.1%
(c) Mobile stations using specified frequencies	0.5%	0.5%
(d) Mobile stations using damped waves or simple oscillator transmitters	1.0%	0.5%
(e) Broadcasting stations	0.05 kc	0.05 kc
B. From 550 to 1500 kc.		
(a) Broadcasting stations	0.05 kc.	0.05 kc
C. From 1500 to 6000 kc		
(a) Fixed stations	0.03%	0.01%
(b) Land stations	0.04%	0.02%
(c) Mobile stations using frequencies not normally used for ship radio- telegraph transmissions	0.05%	0.02%
(d) Mobile stations using any wave within the band	0.1%	0.1%
D. From 6000 to 30,000 kc.		
(a) Fixed stations	0.02%	0.01%
(b) Land stations	0.04%	0.02%

D. From 6000 to 30,000 kc. (Continued)

(c) Mobile stations using frequencies not normally used for ship radiotelegraph transmissions	0.05%	0.02%
(d) Mobile stations using any wave within the band	0.1%	0.1%
(e) Broadcasting stations	0.01%	0.01%

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BROADCASTERS REAP ABOUT \$2,000,000 FROM CAMPAIGN

Although final figures on expenditures of all political parties for time on the air during the presidential campaign may not be available until party reports are filed in Congress, indications on the eve of the election were that the total may reach nearly \$2,000,000.

Although the major parties were slow to start their active campaigns this year, the fever point it has attained during the last few weeks has brought dollars rolling into the pockets of broadcasters throughout the country.

Preliminary estimates are that the Republican National Committee has spent \$800,000 for radio time, while the Democratic National Committee has used \$500,000. These figures do not take into account the money spent for regional hook-ups and local time by State and Municipal Committees and candidates.

"Including the time buying by minor parties", says Broadcasting, trade organ, "it is conservatively estimated that not less than \$2,000,000 will have been spent with the networks and stations during the 1936 political campaign.

"CBS and MBS have declined to divulge political revenues until the campaign is over, but NBC reported that up to October 17 the Republicans had spent \$275,000 on its two networks, and had \$90,000 more worth of time booked for the rest of the campaign. Democrats, NBC reported, up to the same date had spent \$165,000 on its networks, the Communists \$20,000. On NBC-owned and managed stations political revenues up to Oct. 17 amounted to \$75,000 from all parties. The Democrats had \$65,000 more worth of time booked, the Communists \$15,000, the Socialists \$7,000 and the Union Party \$9,000."

"The Communist radio campaign has been one of the surprises of the political picture", comments Newsdom, publishers' newspaper. "Financed by small contributions, and with Earl Browder, presidential nominee, as the main speaker, the party

has staged eight national broadcasts of fifteen minutes each, at a cost of \$32,000, according to the Communist headquarters.

"But \$33,000 more has been spent for local broadcasts in many sections of the country, a technique found valuable by other minor parties, notably the Socialists.

"In New York State, for example, the Communist party has given six fifteen-minute programs over state networks, three New York City broadcasts and thirty short programs over local stations, at a total cost of only \$5,500, an unusually small cost for such coverage in a most densely populated area.

"The Socialist party has spent \$15,000 for four national broadcasts upon major issues, and from \$15,000 to \$20,000 on some forty local programs."

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LOW POWER STATIONS DO SMALL SHARE OF RADIO BUSINESS

New data on the broadcasting power issue before the Federal Communications Commission came this week from the U. S. Census Bureau as it announced complete figures on the exhaustive economic survey of American radio stations.

Filling in figures that were released last August, the Census Bureau observed that the 238 stations operating with a minimum power of 100 watts or less in 1935 did only 11.4 per cent of the year's \$86,492,653 business although they constituted 42.8 per cent of all commercial broadcasting outlets.

"There were 37 stations in the 200 and 250 watt group (only two operated with 200 watts power)", the report states. "The number in this group represented 6.6% of the total and did 2.7% of all station business. In the next group, for the most part 500 watters, were 94 stations, or 16.9%, of the total number and they did 13.5% of the total business. Thus the stations operating with a minimum power of less than 1,000 watts represented two-thirds (66.3) of all stations, but did only slightly more than one-fourth (27.6%) of the total business."

"It is interesting to note that as power increases the relative importance of local advertising decreases. Stations with power of less than 1,000 watts accounted for only 27.6% of total station time sales, but for 42.1% of time sales to local advertisers. Stations with 50,000 watts or more accounted for only 16.1% of the local business although they did 32.4% of all business.

"More than one-half (55.5%) of all radio stations did less than \$50,000 of business each in 1935. These stations accounted for only 11.8% of all 1935 stations business. Thirty

of these stations, however, operated less than 12 months in 1935. Considering only those stations that operated during the entire year, 53% received less than \$50,000 annual revenue.

"Stations with low revenue received most of their business from local advertisers. Those in the less than \$50,000 group accounted for 20.3% of all local advertising revenue. Of the total business of these stations, 85.1% was from local advertisers.

"Stations with low revenue were, in general, stations with low power. Thus, of the 309 stations with less than \$50,000 revenue, 208 operated with 100 watts, 72 with 101 to 999 watts, 25 with 1,000 to 4,999 watts, and four with 5,000 watts or more. Only 25 of these stations were affiliated with a network.

"Revenue per station increased with the size of the community, the 111 stations (19.7% of total) located in the 17 cities of 400,000 population and over doing 51.9% of all station business, the Bureau found. More than a fourth (27.6%) of all commercial stations were located in communities of less than 25,000 but they received just 5.6% of the total station revenue. Two-thirds of these locals operated with 100 watts or less and only 13.6% had power of 1,000 watts or more.

"It should be noted that the lower power stations obtain the bulk of their revenue from local advertisers regardless of the size of the community in which they operate", said the Bureau. "The relatively higher amount of local advertising of stations under 5,000 watts power operating in cities with a population of 400,000 or over is probably due to the fact that most of such stations were not affiliated with a network."

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NATIONAL LUTHERAN RADIO WEEK CALLED SUCCESSFUL

Observation of National Lutheran Radio Week October 25-31 was carried out with Lutheran broadcasts in every locality where a radio station was available, the Directors of KFUD, St. Louis, the Lutheran station, report.

The Rev. Herman H. Hohenstein, Director of Station KFUD, made the following statement in connection with National Lutheran Radio Week:

"The Lutheran Church regards radio as an effective means of carrying out the Lord's commission. 'Preach the Gospel to every creature.' Through KFUD, the Lutheran Hour, and the many independent Lutheran broadcasts throughout the North American Continent, millions of souls, during National Lutheran Radio Week, heard messages on the doctrine of the Bible and of the Reformation, namely 'that a man is justified by faith, without the deeds of the law.'"

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ZENITH OFFERS GUARANTEE TO ITS DISTRIBUTORS

Offering what is said to be the first guarantee of its kind, the Zenith Radio Corporation has sent guarantees, accompanied by explanatory letters, that Zenith will not change its present line of radio sets or add new ones before the end of the current radio season in April, 1937.

"Without such a guarantee no radio inventory is a safe investment for the dealer", the letter states. "You should impress your dealers with the thought that cabinet changes in the middle of the season are not made for his benefit, but for the benefit of the manufacturer whose models did not move as he expected.

"Any dealer who is foolhardy enough to purchase any stock of any manufacturer without such a guarantee from now on until April is likely to find himself loaded with old models that do not move. If you can get your dealers to demand the same kind of guarantee in writing from other manufacturers and distributors that you are willing to give now that you have our assurance, you may be able to save them many dollars and you will acquire for yourself and Zenith the larger degree and the greater confidence which our policy of protecting the dealer merits. Such a guarantee will not only protect the dealer's stock but also his time payments, as the public will not want to continue time payments on radios purchased in November that are obsolete in January."

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SARNOFF AND MARCONI IN ARMISTICE DAY BROADCAST

Two airplanes, flying high over New York, will be the focal points of a special four-way short-wave broadcast between the United States and Europe on Armistice Day. Messages of peace and international goodwill will be exchanged by outstanding American and European radio leaders.

David Sarnoff, President of the Radio Corporation of America; Senator Guglielmo Marconi; Robert Jardillier, French Minister of Communications, and Maurice Rambert, President of the International Broadcasting Union, will take part in the broadcast.

The program will be heard from 2:15 to 2:45 P.M., EST, over the NBC-Red Network, and will be sent to Europe by short-wave.

The broadcast will occur during a flight to Buffalo, Niagara Falls and Washington, D. C., arranged for a large delegation of European radio executives, who will be in this country for a study of American broadcasting methods and facilities.

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A. T. & T. FILES BRIEF ATTACKING FCC ORDER

Briefs were filed with the United States Supreme Court last week by the American Telephone and Telegraph Company and associated companies and by the General Telephone Company group in suits to enjoin the enforcement of an order of the Federal Communications Commission prescribing a uniform system of accounts for telephone companies.

A reply brief by the Commission is expected this week. Oral argument, with each side allotted one hour and a half, are scheduled for Nov. 13.

John Dickinson, First Assistant Attorney General, will argue for the Department of Justice and the FCC. John E. Benton, General Solicitor for the National Association of Railroad and Utility Commissioners, will present the arguments of that group. William D. Mitchell, former Attorney General, and Charles M. Bracelen, General Counsel of the A. T. & T. Company, will represent the Bell System, and Alden Klots will appear for the General Telephone group.

A ruling by the Supreme Court is anticipated by both sides before the postponed date of Jan. 1, 1937, for effective operation of the new accounting system.

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NBC SIGNS WSM AGAIN, TO BOOST NETWORK RATES

The National Broadcasting Company late last week renewed its contract with WSM, Nashville, and thereby defeated an apparent move on the part of the Columbia Broadcasting System to take over the station as it had three other NBC outlets in recent weeks.

At the same time it was disclosed that NBC is planning to boost its network rates on both the Red and Blue hook-ups probably January 1st.

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Judge Sykes, one of the Federal Communications Commissioners is scheduled to speak from Washington tonight over the NBC-Blue Network on the subject "Sixteen Years of Broadcasting." Judge Sykes' address will have special significance for the broadcasting industry since it marks the anniversary of the beginning of broadcasting on a regular schedule. On Election Eve, 16 years ago, KDKA, which claims to be the country's pioneer radio station, broadcast bulletins on the presidential election that put Warren G. Harding in the White House.

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 :::: INDUSTRY NOTES ::::
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William C. Perry, Musical Director for the NBC studios in New York and former director of many Broadway shows, died at the Banning Sanitarium, Banning, Calif., after an illness of several months. His age was 40.

CBS has distributed a handsome brochure concerning the return of the Chevrolet program with Rubinoff and other artists to a 92-station hook-up on October 18. The brochure also calls attention to the commercial success of Chevrolet, which led the low-price auto field this year.

NBC will be host to 1600 distinguished guests during a special Tenth Anniversary banquet in the Grand Ballroom of the Hotel Waldorf-Astoria in New York on Monday evening, November 9th.

Station KFYZ, Meyer Broadcasting Co., Bismarck, N. D., has applied to the Federal Communications Commission for a modification of license to change power from 1 kilowatt nighttime, to 5 kilowatts daytime day and night. It now operates on 5 kilowatts daytime.

Under the title "Great and Growing Greater", NBC has issued a "blue book" describing the expansion of the NBC-Blue network. E. P. H. James, Advertising and Sales Promotion Manager, stated that in the first nine months of 1936 advertisers had spent well over \$8,000,000 in NBC-Blue network time.

Expenditures for the first nine months of 1936 show that the drug industry still retains its 1935 title of the greatest user of NBC network facilities with an expenditure of \$7,741,753. The next ranking user is, again, the food industry, with an expenditure of \$6,841,437.

The most important gain was recorded by the automotive industry, which so far this year has expended \$1,940,603 with NBC, as compared with \$1,127,528 for the same period in '35.

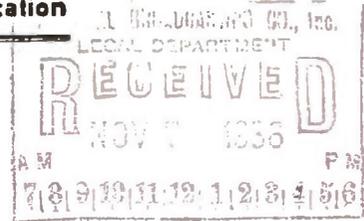
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ELECTION CAMPAIGN BOOSTS PRESTIGE OF BROADCASTING SYSTEM

The American Plan of broadcasting is believed by Washington political observers to have been strengthened greatly by the outcome of the presidential election.

Because of the anti-New Deal attitude of the majority of newspapers, and of the necessary neutral policy of radio stations, these observers think that the prestige of the radio as an impartial conveyor of political addresses and news has risen to the greatest peak in its brief history.

Harry C. Butcher, Vice-President of the Columbia Broadcasting System, noted this trend several weeks before the election while on a cross-country tour. Everywhere, he said, people told him that they were relying on broadcasting stations, rather than newspapers, for their information relative to the campaign.

Radio's role in the campaign grew in importance as the election day neared. Political addresses filled the air, and on the night of November 3rd, practically the entire broadcasting system was used to convey election results as rapidly as they could be accumulated.

President Roosevelt, himself, has several times spoken approvingly of the American Plan of broadcasting, and it is believed that he would block any move toward government operation even though it should be proposed in Congress.

Of equally vital concern to broadcasters, however, is the threat that the President will revive the National Recovery Administration and they consequently will be forced to adopt higher wage scales and shorter hours.

The radio industry is in a better position to adopt a new NRA code than it was in 1932, though, because of the marked upswing in business within the past year.

Even the "Vandenberg incident" dwindles to insignificance under the avalanche of the New Deal victory, and it is now believed that any protest against the CBS or the Federal Communications Commission over the action of the network in cutting the Michigan Senator off the air will be pigeon-holed by Democratic Committees in Congress.

The prestige of radio is expected to continue to grow under President Roosevelt's administration. Broadcasters freely admit that the frequent use of the ether lanes by the Chief Executive to deliver periodic messages to the Nation, as in the "Fireside Chats", has been the most effective advertising that the industry could hope for.

Any loss that networks and stations have suffered from cancelling commercial programs to permit the President to speak, it is said, has been more than offset by the goodwill engendered for the broadcasting system.

Networks and advertising representatives are reported to be preparing charts and brochures to show business men the tremendous influence of radio in molding public opinion as shown by the presidential campaign and election.

The growing value of radio as a medium of transmitting news is evidenced by the somewhat belated scramble of publishers for radio facilities.

All over the country newspapers are buying or trying to buy stations within their territory. Both the Hearst and Scripps-Howard chains are establishing the groundwork for networks of their own. All of the Washington, D. C. papers, except the Evening Star, are seeking radio facilities, and the latter is using WMAL consistently and is understood to have an option on it.

The broadcasting of periodic news reports is expected to become more widespread and to expand in its content. The former hostility of the publishers and press associations to the practice is dwindling as the newspapers themselves get a greater hand in radio transmission.

In fact, the American Plan of broadcasting is believed by most observers to be just beginning its Golden Era, threatened only by the danger of suicide from over-commercialization.

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NAA TIME SIGNALS AREN'T FAR OFF

Listeners who set their watches by the time signals broadcast from Station NAA, just outside Washington, are reasonably safe. The Bureau of Standards, after some investigation, reports:

"Corrected values of the NAA time signals which were observed daily, had in terms of a 24-hour interval an average deviation for the year of 0.49 part in 10 million, and an average of monthly maxima of 1.7 parts in 10 million. Constancy based on the time signals is thus markedly inferior to constancy based on the oscillators."

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TELEVISION TO BE EMPLOYED IN NEW INDIAN BROADCASTING STATION

A high-powered radio broadcasting station equipped for television will soon be installed near Hyderabad, India, a report to the Commerce Department from its Calcutta office shows. The new station which is being installed by the Marconi Company is expected to begin broadcasting in December.

Another station for broadcasting sound programs throughout the State of Hyderabad is scheduled to be installed at Aurangabad, it was stated.

As in all the broadcasting plans made in India, it is pointed out, rural broadcasting will have an important place in this project. It is planned to equip mobile receiving and transmitting stations in motor vehicles which will tour the districts receiving programs and also transmitting important events to Hyderabad City, the report states.

It is reported in Calcutta that the Marconi Company has received a contract for the erection of five radio stations in Afghanistan, the principal station to be located at Kabul, according to the Commerce Department.

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LISTENER TAKES ISSUE WITH ASCAP HEAD

The following letter, signed only with the initials "L.E.", appeared in a recent issue of World-Radio, BBC journal, under a London date-line:

"Sir, - I recently read somewhere that the President of the American Society of Authors, Composers, and Publishers had taken a very sombre view of the future of any music written today. 'In the old days, prior to broadcasting', he said, 'it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks.'

"This statement - which, so far as the last sentence is concerned, is surely a gross exaggeration - gives much food for thought. Is it, or is it not, true that any song, no matter what its merits, which has the misfortune to be born in these days of broadcasting has but a short time to live? Granted that a huge percentage of the ditties, which by some mischance achieve a sudden and widespread vogue, quickly return to the void whence they sprang; but, without the aid of broadcasting, they would never have been heard of?

"Some there are which, belonging entirely to the era of broadcasting, are likely to be old favorites a century hence. What about songs by Vaughan Williams, John Ireland, Eric Costes, Ravel, to name only a few? And what of those songs, dear to all, the inclusion of which in broadcast programs makes them if possible still more treasured?"

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NBC ANNOUNCES NEW NETWORK RATE SCHEDULE

Indicating both prosperous trend of the country and the expansion of its network facilities, the National Broadcasting Company this week announced a new network rate schedule with higher charges to become effective December 15.

Roy C. Witmer, Vice-President in Charge of Sales, explained the increased rates thus:

"Radio ownership has increased steadily since our current rates were established in 1934, and numerous NBC stations have greatly widened their coverage in the past two years. Our adjustment with stations results in an overall increase for complete national service of approximately 10 percent. Discount brackets are unchanged.

"Listeners cost less. The new NBC rates represent a lower overall cost per reachable radio family than any previous network rate in NBC history. As of January 1, 1936, there were 33,869,000 radio families in the United States, according to the estimate of the Joint Committee on Radio Research, representing advertisers, agencies and broadcasters. This is an increase of 4,920,838 radio families, or 27 percent, over the 17,948,162 in 1934, on which the current NBC network rates were computed. The comparison is between a 10 percent rate increase and a 27 percent radio family increase.

"Network advertisers who have contracts with us as of December 15, 1936, may continue on the present rate basis for any period or periods up to and including December 14, 1937, provided that they continue existing series of broadcasts without interruption, using the facilities under contract at the time the rate adjustment becomes effective. Additions to such facilities may be made on the old rate basis, but the adjusted rates are applicable to all new broadcast series contracted for on and after December 15, 1937."

The rate card shows a charge of \$8,000 an hour for the basic Red Network with stations in 21 large cities. For the basic Blue network with the same number of stations the rate is \$7,200. Rates vary for supplementary groups from a few hundred dollars to \$1,320 for the Southwestern Group.

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GERMANY EXERCISES CENSORSHIP OVER RADIO

Strict censorship is applied to radio programs in Germany, the U. S. Department of Commerce reports. Broadcasting is under government control.

"The idea is that radio is to nurture the culture of the people, and to be able to do this the programs must remain in Germany non-Jewish and distinct Nazi in tone", the Department states. "Jazz music of foreign origin, for example, has long ago been banned. The radio is supposed to be politically free, but nobody is allowed to expound any theories that are not Nazi and that have not been approved by the Nazis. The radio is occupied many hours of the day with Nazi propoganda speakers. A great deal of this is 'canned' and talks by Hitler have been recorded and played over the radio weeks after the speech was delivered. Nevertheless, the programs generally broadcasted are well worth while as far as they go. The principal fault found with them is that they are too serious and too exclusive of everything that is not Nazi. Broadcasting is carried on in Germany from 12 to 15 hours a day.

"The international short-wave station operates with directional antenna and during hours that correspond to 'listening periods' in the countries to which the programs are sent.

"Advertising is no longer permitted on the radio in Germany. It was never allowed on anything but a small scale.

"All receiving sets are licensed at the rate of 2 reichsmarks (one mark equals about 40 cents) per month per apparatus. This fee is paid to the Ministry of Posts but the money collected is used exclusively for broadcasting. Radios may be temporarily removed from tax rolls and special provisions are made to allow radio receivers to be operated free by unemployed. Once a license is cancelled, however, the set must be put out of condition and all aerials and ground wires must be removed. Aerials must be built so that a distance of at least 1 meter is maintained from public telegraph, telephone and other wireless installation. Other regulations provided for ample safety from lightning and short circuits. Licenses are granted to all Germans over 16 and to all foreigners except, according to an old law which has not, as far as can be learned, been repealed, to Russians, Poles, and Slavs."

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EXECUTIVES STILL BEST PAID REGULAR RADIO EMPLOYEES

Despite the lucrative seasonal contracts obtained by star performers on the radio, the executives still lead the field in regular annual salaries from broadcasting stations, the U. S. Census Bureau states in its recent census of the industry.

Among the 13,139 persons employed by the 557 stations reporting for an average week in 1935 executives averaged \$96 a week, while station talent artists got only \$41.

At that the artists did better than the announcers who averaged only \$29 a week, according to the Census Bureau. In both instances the pay varied, however, among geographical regions with New England giving artists \$59 for the peak and the East North Central States paying announcers \$31 for the top.

Artists accounted for 31.7 percent of the total number of employees and 26.6 percent of the total weekly pay-roll. This was greater, both in number and pay-roll, than any other single group. Of the 4,169 artists, more than one-half (52 percent) were employed on a part-time basis. They accounted for 76 percent of all part-time employees and 78 percent of the total weekly part-time payroll. Thus, artists represented the major element in the part-time employment of broadcast stations.

"The average weekly wage of artists was surpassed only by executives and supervisors", the Census Bureau said. "Full-time artists received an average wage of \$41 per week and part-time artists \$15 per week. It must be remembered that artists employed directly by advertisers or by radio networks are not included. These data apply to station personnel only. If artists employed by networks were included the average wage would be still higher.

"Station technicians accounted for the second largest group of employees both in number and weekly pay-roll. Technicians on a full-time basis received more total pay than any other group of full-time employees although the average wage of \$35 per week exceeds only the weekly average for office employees and announcers. More than 96 percent of all technicians were on a full-time basis.

"Executives received the highest average weekly wage and supervisors were second. In total weekly income, however, these two groups were at the bottom of the list. It should be remembered, that if the ill individual proprietors and partners were included the relationships would be slightly changed.

"Office and clerical employees were third both in number and total weekly pay. However, their average weekly wage was less than that of any other group."

EXAMINER RECOMMENDS TELEVISION GRANT TO FARNSWORTH

Philo T. Farnsworth, who some years ago was dubbed the "boy wonder of television", cleared the first hurdle in his move to establish a television station in Philadelphia when Examiner R. H. Hyde recommended this week that his application be granted.

Under the name of the Farnsworth Television Corporation he had applied to the Federal Communications Commission for a permit to erect an experimental station for operation on 1,000 watts and 42,000-56,000 and 60,000-86,000 kc.

Examiner Hyde said that he had found that the applicant "has a program of research and experimentation affording reasonable promise of substantial contributions to the development of the visual broadcast art", and "that the program of research and experimentation is to be conducted by qualified engineers."

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

One of Mr. Farnsworth's witnesses at a recent hearing told the FCC Examiner that the former "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."

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SWISS MARKET POOR FOR FOREIGN MANUFACTURERS

The situation for American radios on the Swiss market at present is decidedly unfavorable, according to the U. S. Bureau of Foreign and Domestic Commerce. American products are faced with the formidable competition of domestic and certain foreign makes. As a result of the protection afforded by import restrictions, the domestic radio industry has passed beyond the stage of infancy and is now able to manufacture on a commercially profitable basis. The general tendency in this country to give preference to domestic products is becoming an increasingly serious impediment. In addition, the Philips concern, which dominates the Swiss market, is constantly resorting to means which make it more difficult for dealers to sell American radios.

A serious obstacle to the sale of American radios in Switzerland is a recent regulation issued by the Federal Price Control Bureau fixing minimum prices for various types of receiving sets. The methods of determining and fixing retail prices is, in effect, discriminatory against American manufacturers. As a result of this unfavorable development, indications point to a further decline in imports of American radios, despite the concessions granted to the United States in the Trade Agreement with Switzerland. Unless something unforeseen should happen in the second half of this year, importers will not be able to utilize fully the higher contingents allotted to them under the Trade Agreement.

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AIR COMMERCE DEMONSTRATES RADIO TYPEWRITERS

Radio transmission of teletypewriter communications was demonstrated by the Bureau of Air Commerce recently at its experimental radio station, Silver Hill, Md., for about 50 members of the Radio Technical Committee for Aeronautics who attended a meeting of the committee in Washington.

The members of the committee saw messages being transmitted from the Silver Hill station to a similar station 40 miles away near Baltimore, and also saw messages coming in from Baltimore over the system for radio and teletypewriter communication which has been developed by the Bureau.

In transmitting a message by radio teletypewriter, the operator types his dispatch on a regular teletypewriter machine such as is used for land wire teletypewriter circuits. As he strikes a letter the teletypewriter machine completes a series of electrical contacts keyed to represent the letter. There are 5 contacts possible, and the letter may be represented by any 1 of the 5, or by any combination of 2 or more.

If the combination is 1, 3 and 5, say, the machine transmits 3 electrical impulses with spaces between indicating the omission of 2 and 4. These electrical impulses are directed into the radio transmitter and go onto the air as code dots and spaces.

In the radio receiver at the other end of the circuit the dots and spaces are converted back to electrical impulses and directed in a teletypewriter machine which prints the message.

The Bureau System of radio teletypewriter transmission provides not only for sending and receiving between stations, but also for relaying of messages to additional stations. The relay is accomplished by radio. A receiving station not only prints out the message on the teletypewriter, but also retransmits the special code. Thus, there may be a series of stations along the

airway. The first station would send, and the second would receive the message by teletypewriter, also re-transmitting the radio code to the third station. The third station in turn would receive and relay to the fourth, and so on. As radio signals travel with the speed of light, the individual letter typed onto the sheet at the beginning station would be relayed down the line to all of the other stations in the circuit almost instantaneously.

In the experimental circuit between Silver Hill and Baltimore, Silver Hill transmits to Baltimore, which receives the message and relays it back to a receiver at the Silver Hill station, or the messages may originate at the Baltimore station.

When the members of the Radio Committee entered the building at the Silver Hill station, the teletypewriter printer was tapping out a message from Rex Martin, Assistant Director of Air Commerce in charge of Air Navigation, and Chairman of the Committee. The message follows:

"Greetings to the members of the Radio Technical Committee for Aeronautics via the Bureau of Air Commerce radio teletypewriter circuit which has now operated successfully between Baltimore and Washington over a period of more than a year.

"This is an achievement in the art of radio and a distinct advance in the field of communications. Its realization has required vision and hard work upon the part of Government radio engineers to whom the task was assigned some 2 years ago.

"The use which can be made of this new and more economical means of communication is dependent upon comparable vision on the part of administrators.

"There are three roads to follow; One leads to development and use by private industry, the other by Government. The third path is the center road upon which Government and industry can travel together to the advantage of both."

Operation of the system was explained to the radio men by W. E. Jackson, Chief of the Radio Development Section, and J. C. Hromada, Bureau radio engineer in charge of this project.

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Television in France is in its infancy, according to the U. S. Bureau of Foreign and Domestic Commerce. At present there are only five manufacturers selling television sets and, according to them buying is restricted, owing to the fact that the sets are rather expensive, none of them selling under 4,000 francs. There is only one broadcasting station in France which at best cannot transmit more than 60 kilometers, thus limiting the prospective market to Paris and its immediate environment. The public, however, is keenly interested as can be noted from the exhibitions given throughout Paris.

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RCA REPORTS BIG GAIN FOR LAST QUARTER

David Sarnoff, President of the Radio Corporation of America, released for publication yesterday (November 5) the statement of income and surplus of the Radio Corporation of America and its service companies for the third quarter of 1936 and the first nine months of the year.

The statement shows a net income of \$1,083,604, for the third quarter, ending September 30, representing an increase of \$571,617 over the corresponding quarter of last year. The net income of \$2,847,384 for the first nine months of 1936 is an increase of \$46,261 over the corresponding period of 1935.

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TESTIMONIAL DINNER TO BE GIVEN DON FLAMM

Radio executives, leaders in politics, and stage, screen and radio stars will speak over Station WMCA Saturday evening, November 14, as guests at the testimonial dinner tendered Donald Flamm, President of WMCA. The dinner, which is being given him by the Board of the Infants Home of Brooklyn, will be held at the Hotel Plaza, New York, and broadcasting will start at 10 P.M.

Among the notables who will be heard are: Anning S. Prall, Chairman of the Federal Communications Commission; James J. Walker, former Mayor of New York; David Sarnoff, President of RCA; Alfred McCosker, President of WOR; Ferdinand Pecora, Judge of New York Supreme Court, and Max Steuer, prominent lawyer. Others on the speakers' dais will be Rudy Vallee, Grover Whalen, Gabriel Heatter, Gene Buck and Eddie Dowling.

Several additions to station staff in the past ten days have marked the progress of Mr. Flamm's development of the news coverage work of Station WMCA, feeding the Inter-City network. Hal Janis, sports editor of the station has undertaken the supervision of a new daily news program titled "WMCA High School Reporter", covering news of activities of high school students in Greater New York.

Working under Mr. Janis in this new department will be Emanuel Demby, former high school student, and a corps of 48 correspondents, located in the 48 high schools of Greater New York.

James Jemail, inquiring photographer for the New York Daily News started a new commercial for Barney's Clothes, being heard on WMCA nightly in inquiring reporter broadcasts.

Further bolstering up the staff to give WMCA wider coverage, Mr. Flamm has also announced the employment of Spencer Hare to handle production on special remote broadcasts late at night. In addition to the special news features, WMCA continues to use International News and Universal Service for its four-a-day news strips. Editors on the staff compile the broadcasts, working under the direction of Larry Nixon, head of the WMCA Press Dept.

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SCIENTISTS USE S. W. SETS FOR COMMUNICATION

By picking up a special telephone on their desks, scientists at the California Institute of Technology, Pasadena, Calif., and the Astrophysical Observatory, home of the 200-inch telescope on Mount Palomar, about 100 miles away, can establish instant radio communication, according to Science Service.

Eventually the ultr-shortwave experimental radio stations at Palomar and Pasadena will be so developed in technique that astronomers at the 200-inch telescope eyepiece can converse with observers at the Mount Wilson Observatory 100-inch, at present the world's largest telescope, about new phenomena in distant space.

At present the stations W6XKX at Pasadena and W6XKY at Palomar, are being used to study the behavior of short waves and for communicating on problems concerning construction of the 200-inch telescope plant.

These stations operate on a seven-meter band, or below ten meters, the limit set for practical commercial use.

To test the effects of humidity and temperature upon these short waves, scientists are stationed on Mount Wilson with a "noise" machine which records the intensity of a constant wave broadcast between the stations from 8 A.M. to 5 P.M. only and daily.

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CHANGES IN AIR ENTERTAINMENT SHOWN IN NBC ANALYSIS

According to the latest NBC program analysis, the Talks Classification last month registered an increase of 72 per cent over September, 1935. Political orators were, of course, a factor in this high increase - although Federal officials made only two more mike appearances than in the same month of the previous election year.

A less transitory, hence more important, factor is the growing vogue for programs depending on listener participation - such as the Good Will Court, Uncle Jim's Question Bee, We, The People, Sidewalk Interviews, and others, NBC explains.

Sponsored program hours rose 15 percent during the month, with increases also shown in Current News Topics, Drama, Comedy-Drama, Special Sports Events, News and Novelty groups. The average daily production on NBC networks during September exceeded 53 hours.

International broadcasting continues to climb. Last month it hit a new high, with 42 programs originating at NBC being rebroadcast in foreign countries.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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November 10, 1936.

PRESS PLEASED WITH "INSIDE" VIEW OF TELEVISION

Newspapermen from scattered cities got their first complete view of the television developments of the Radio Corporation of America last Friday, November 6, and most of them found the experiments good and somewhat beyond their expectations.

During a 40-minute demonstration pictures were broadcast from the RCA transmitter on top of the Empire State Building, New York City, and were received on the 62nd floor of the RCA Building.

More than 200 guests watched the performance in a "theatre" room on the sixty-second floor of the skyscraper in Rockefeller Center. They saw the show as reproduced by fifteen of the latest television receivers lined up in a darkened room, the walls of which were draped in black.

The demonstration possessed four features not included in previous demonstrations of television. It was the first made by RCA and the National Broadcasting Company for the press under practical working conditions, although previous demonstrations of laboratory television have been given. It represented the first showing of a complete program built for entertainment value as well as a demonstration of transmission. It also included the first showing of a new 12-inch receiving tube, which reproduces a picture on a 7½ by 10-inch screen. This is the largest screen yet employed which is capable of commercial adaptation.

A fourth feature of the demonstration was a television tour behind the scenes. By means of an especially prepared moving picture film, the guests were conducted through the NBC television studios in the RCA Building and the transmitter station at the top of the Empire State Building.

The television curtain went up at 2:30 o'clock. Two little girls stepped into view and pulled aside the studio curtains as the signal for Betty Goodwin, the announcer, to begin the show.

Maj. Lenox R. Lohr, President of the National Broadcasting Company, was introduced for a brief address of welcome to the guests.

"At last, television is out of the laboratory and into the field, undergoing tests which will assure that it does not reach the public until it is capable of satisfactory service", he said.

"The role of the National Broadcasting Company in television will be operating transmitters, programming, and, when it becomes available for commercial use, securing sponsors. In order that we may be prepared to do our part, our engineers are daily putting apparatus on the air under practical service conditions. Our Program Department is learning an entire new technique in continuity writing, make-up, staging, and a multitude of other details which this new art will demand. It is experimenting with commercial programs to determine the effectiveness of television to sell goods."

David Sarnoff, President of the Radio Corporation of America, walked into view through space and reported on the results of the experimental field tests which began in June from the Empire State Building's copper alloy aerial.

"The tests have been very instructive in that we have learned a great deal more about the behavior of ultra-short waves and how to handle them", he said. "We know more about interferences, most of which are man made and susceptible of elimination. We have surmounted the difficulties of making apparatus function outside of the laboratory. We have confirmed the soundness, of the technical fundamentals of our system, and the experience gained through these tests enables us to chart the needs of a practical television service.

"We shall now proceed to expand our field test in a number of ways. First, we shall increase the number of observation points in the service area. Next we will raise the standards of transmission from 343 to 441 line definition.

"One of the major problems in television is that of network syndication. Our present facilities for distribution of sound broadcasting cover the vast area of the United States and serve its 128,000,000 people. Similar coverage for television programs, in the present state of the television art, would require a multiplicity of transmitters and network interconnection by wire or radio facilities still to be developed.

"Our program is three fold; first we must develop suitable commercial equipment for television and reception; second, we must develop a program service suitable for network syndication; third, we must also develop a sound economic base to support a television service.

"From the standpoint of research, laboratory development, and technical demonstration, television progress in the United States continues to give us an unquestioned position of leadership in the development of the art. In whatever form such progress may be evident in other countries, we lead in the research which is daily extending the radio horizon, and in technical developments that have made possible a transmitting and receiving system that meets the highest standards thus far obtainable in field demonstration."

From Mr. Sarnoff, the show switched to a newsreel captioned "Four More Years." President Roosevelt was the main protagonist; he was seen voting at Hyde Park, greeting his neighbors from the front porch of his home and reading election congratulations. Mr. Roosevelt's face, as the "smiling winner" registered clearly.

Other films were then projected on the air, covering a variety of subjects.

Hildegarde, a radio singer, then revealed the television possibilities for those invisible artists who today sing through the microphone.

The outstanding question put to the engineers was, "When will television be ready for the home?" They declined to make a prediction, but stressed the present high costs. Standard equipment will be necessary before low-cost, foolproof instruments will be ready for home use, they said.

It was pointed out that one large tube in the transmitter costs as much as two low-priced motor cars, and several such tubes are used.

Several important problems must be solved, Mr. Sarnoff explained, before home television is practical. First, transmitter stations must be developed and standardized to perform with lock-and-key precision through receivers at a price which the public can afford. Second, program technique must be studied and developed to justify public service. Third, some economic base must be found to finance the television entertainment.

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PRESS-RADIO BUREAU PASSES BIG TEST

The Press-Radio Bureau had its baptism of fire on the night of November 3rd, according to Editor & Publisher, and came through unscathed. It was its first handling of returns from a presidential election.

"The Press-Radio Bureau of the Publishers' National Radio Committee supplied the returns to both networks of the National Broadcasting Company, the Columbia Broadcasting System, and to several individual radio stations being a key factor in the all-important radio coverage which this year reached new levels of abundance", Editor & Publisher recalled.

"United Press, International News Service, Universal Service and Trans-Radio Press Service results also were on the air constantly.

"It was a supreme test for the Bureau under James W. Barrett, editor-in-chief, and judging by reports from radio executives and listeners, the Bureau succeeded.

"Mr. Barrett prepared for election weeks in advance. He organized a special staff of experienced newspaper and radio editors and writers, and also took a special suite of rooms adjoining the regular offices of the Press-Radio Bureau. A special equipment of work tables, teletype machines, telephones, charts and bulletin boards was also installed.

"In addition to its regular service from the AP, UP, INS and Universal the Bureau had made special arrangements with the AP under which the Bureau had its own special squad working at the AP offices in a space adjoining the AP Election Service.

"The Press Radio men selected from the great volume of AP copy the most important EOS bulletins giving returns from the various states as quickly as possible after poll closing. These men had a specially prepared chart showing the time of poll closings in terms of New York time, marked so as to indicate the states whose votes would probably determine the election.

"Under this system the latest and most important copy was routed ahead of the bulletins from other states which were already in the bag for Roosevelt. The copy from AP was carried on two special teletype machines.

"G. Robert Carley, regular day editor, Dick Chaplin, and Francis J. Tietsort, had charge under Mr. Barrett.

"Bureau election copy began to go out at four o'clock, but at six o'clock the system was in full operation and continued on until 2 a.m. After that the Bureau assembled a complete five minute summary of the national results which was broadcast by NBC and CBS shortly after 7 o'clock Wednesday morning."

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MOSCOW REPORTS TELEVISION EXPERIMENTS

Since October 1st, regular television receptions are being carried out in Baku organized by the Azerbaijan Radio Committee, according to Radio Centre, Moscow. The receptions of television are taking place in a radio-studio which is receiving the television broadcasts of the Moscow radio-stations.

The programs of broadcasts include - plastic dances, scenes from operas, rendered by well known artists, readings by writers and poets and a photo-chronical.

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1600 PAY TRIBUTE TO NBC AT ANNIVERSARY DINNER

More than 1600 persons, many of them prominent in this country or abroad, paid tribute to the National Broadcasting Company for its ten years of radio progress at the network's tenth anniversary dinner at the Hotel Waldorf-Astoria, New York, Monday evening.

Prominent government officials, business leaders, and newspaper men, together with radio executives of foreign nations, were present at the dinner.

President Roosevelt sent a message of congratulations and Anning S. Prall, Chairman of the Federal Communications Commission, spoke (See stories elsewhere in this release).

David Sarnoff, President of the Radio Corporation of America, toastmaster, predicted that within ten years the millions who now listen in their homes will be able to see as well as to hear by radio.

Dr. Henry Sloane Coffin, head of Union Theological Seminary, recalled that ten years ago certain principles were laid down to govern religious broadcasts and that to date these principles had proved wise.

"Radio has fostered not merely tolerance, which is a negative quality; it has fostered mutual understanding and mutual appreciation", he continued. "It has built up the spiritual solidarity of the land."

M. H. Aylesworth, former President of NBC, who now heads the Board of RKO, praised the Federal Communications Commission because it had "wisely refrained from interference with the freedom of the air in the programs and policies laid down by the broadcasters and their advisers."

Dr. Karl T. Compton, President of the Massachusetts Institute of Technology, traced the history of radio from the technical standpoint, and then evaluated broadcasting in the social and educational life of the nation.

"As an impartial agency", he declared, "radio has just demonstrated its tremendous power for good in educating the masses of the people regarding the political issues of the day. Whether we like their decision or not, I think we must admit that the people knew what it was all about and knew what they wanted as probably never before."

Maurice Rambert, President of the International Broadcasting Union, who is credited with having built the first amateur radio receiver on the continent, told of his work in forming the union and the progress that has been made in international cooperation between the radio organizations of all lands.

"The guests of honor included Postmaster General James A. Farley, Secretary of Agriculture Henry A. Wallace; Robert Jardillier, French Minister of Communications; former Vice-President Dawes; C. D. Howe, Minister of Transportation for Canada; Mr. Rambert, who also is President of the Swiss Broadcasting Company; Owen D. Young, Chairman of the Board of the General Electric Company; A. W. Robertson, Chairman of the Board, of Westinghouse; Paul D. Cravath, Chairman of the Board of the Metropolitan Opera; Walter Damrosch, and Dr. Coffin.

Also Colby M. Chester, Chairman of the Board, General Foods Corporation; Dr. Compton, General James B. Allison, U.S.A.; William Green, President of the American Federation of Labor; Gerard Swope, President of General Electric, and Felix M. Warburg, financier.

Other guests were twenty-five radio executives of thirteen foreign nations who are visiting this country as guests of the NBC. The countries represented are England, France, Canada, Italy, Germany, Austria, Czechoslovakia, Denmark, Holland, Poland, Sweden, Switzerland and Yugoslavia.

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~~PRALL CREDITS RADIO WITH BIG ROLE IN ELECTIONS~~

Anning S. Prall, Chairman of the Federal Communications Commission, credited by intimation the American Plan of Broadcasting for the outcome of the presidential elections during an address at the NBC anniversary dinner in New York City Monday night.

At the same time he pointed out that President Roosevelt and other administration candidates were not given any advantage over rival Republican or even Communist office-seekers so far as the radio was concerned.

"For sometime past, forces have been working for government ownership of all broadcasting in the United States", he said. "They have pointed to Europe's government-owned systems in support of their arguments, but lately these proponents of a state-owned broadcasting appear to have become less articulate. Perhaps they have been comparing the free American radio with the methods used in other nations. As an illustration we can take our experience in the recent national elections campaign. A President and a majority of the Congress were elected. That campaign was waged largely by radio. Many think it was won and lost by the oratory over the air, but did President Roosevelt and other administration candidates for public office have the exclusive use of that ether? No indeed they did not. Every American citizen knows that Landon and Knox and Thomas and Lemke and Browder had the right to equal time and got it consistent with

their demands and on the same basis. It has been a splendid test of the American system. That is freedom of expression. That is true democracy. That is America!

"At this time I cannot overlook the fact that during the last four years - four years under President Roosevelt - radio broadcasting has made greater strides in public service, in good will, and in financial stability than during any other period in its brief but meteoric history. Not only this and other industries but American humanity has emerged from the chasm of the blackest economic depression we have ever known.

"Who among you would have believed ten years ago that as much could have transpired in broadcasting in that brief span - perhaps only those broad-visioned men who founded the National Broadcasting Company, but I am even skeptical of that.

"Certainly it is a tribute to those men who had the courage and the foresight to undertake the creation of the World's first network in those Autumn days of 1926 when radio still was regarded as a mere novelty - a passing fancy that seemed destined to go the way of the hoop skirt and the bustle - the brown derby and the miniature golf course.

"Those men who conceived the idea of an NBC - Mr. Owen D. Young, David Sarnoff, Gen. James G. Harbord, A. W. Robertson, the late H. P. Davis and M. H. Aylesworth - deserve the plaudits of the nation for that contribution alone. It was six years after broadcasting really got its start that the plan for a hook-up of stations by wire crystalized.

"I am told that the man who decided upon this project had a two-fold mission in mind - they saw in it a means of mass communication, of entertainment. By putting attractive programs on the air they felt they could arouse the public interest to the point where receiving sets would be sold. These men were manufacturers primarily. It was a merchandising plan basically. Did they see in radio then a potentially great medium for the molding of public opinion, the education and entertainment of the people, even in the remotest corners of the land? Did they recognize it as a virile, bright advertising medium which ultimately would pay its own way?

"These men in typically American fashion made the best of their opportunities. Through proper guidance during its adolescence, broadcasting became the composite newspaper, magazine, concert hall, schoolhouse, church and public forum. True, in the process it developed some of the ailments that are usual with the growing child, but the medical treatment was there, and I like to believe the crisis is passed.

"But more than that, under our form of government radio has become the purveyor of public good, of enlightenment and of culture. American radio, we believe, is the finest in the world because it has been permitted to develop unfettered by too many restraints of government. Whatever may be said to the contrary, there is complete freedom of speech over the American ether - only laws and rules of common sense, common decency and libel are the limiting factors. And these should be observed in the spirit as well as in the strict letter."

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FCC REBUKED BY COURT FOR WIRE SEIZURES

Although the U. S. Court of Appeals in Washington this week upheld the Supreme Court of the District of Columbia in denying an injunction against the Black Senate Lobby Investigating Committee to William Randolph Hearst, it rebuked the Federal Communications Commission for what it termed the illegal act of copying thousands of telegrams and turning them over to the Committee.

Senator Minton (D.), of Indiana, a member of the Committee defended action of the Communications Commission, which he said "was making an investigation of its own at the time and turned the telegrams over to the Committee merely as a convenience to telegraph companies which otherwise would have been forced to duplicate their work on thousands of telegrams."

Mr. Hearst's appeal was filed after the Federal District Court had dismissed his original petition for an injunction against the Committee on grounds of lack of jurisdiction.

At the same time the District Court withheld an injunction against the Communications Commission on its promise to discontinue giving the Senate Committee, which is headed by Senator Black (D.), of Alabama, telegrams it had obtained for another purpose.

But for the assurance by the Commission that it would cease seizure of telegrams, the District Supreme Court properly could have enjoined the Commission, the Appellate Court said.

"We think", it added, "that a dragnet seizure of private telegraph messages as is alleged in the bill, whether made by persons professing to act under control of authority from the Government or by persons acting as individuals, is a trespass which a court of equity has power to enjoin."

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ROOSEVELT RENEWS APPROVAL OF AMERICAN BROADCAST PLAN

President Roosevelt this week reiterated his approval of the American Plan of Broadcasting in a letter addressed to Anning S. Prall, Chairman of the Federal Communications Commission, and read at the NBC anniversary dinner in New York.

After expressing regret at his inability to attend the dinner and stating that NBC "has achieved a decade of useful service which merits hearty congratulations", the President added:

"Although radio has made a general contribution to the cultural life of our people, it is the maintenance of the open forum for friendly and open debate and discussion that gives the American system of broadcasting preeminence. Radio broadcasting is an essential service to the American home in the molding of public opinion. It must be maintained for the American people, free of bias, or prejudice, or sinister control. Every controversial question was argued and responsible representatives of political parties or groups were permitted an opportunity to present views over the radio in the recent general elections. This is as it should be.

"The National Broadcasting Company has made a contribution to the radio art during the past ten years and I am sure that its officials will accept as a challenge their responsibility for the future."

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NBC CLAIMS TO BE WORLD'S LARGEST AD MEDIUM

The National Broadcasting Company with gross time sales reported as \$23,800,143 in the first nine months of 1936, announced last week that "In ten years the National Broadcasting Company has become the world's largest national advertising medium." This was amplified by the statement that "Today NBC tops every single national advertising medium by a comfortable margin, in terms of dollars and cents revenue received from advertisers."

For the full year 1935, time sales of NBC were reported as \$31,148,930. This and the figure given above, however, do not allow for contract discounts.

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RCA ATTACKS RULING OF LABOR BOARD

"The action of the National Labor Relations Board in certifying the United Electrical Radio Workers of America as the exclusive bargaining agency for all the workers in our Camden plants", said E. T. Cunningham, President of RCA Manufacturing Company, Inc., "is a contradiction of the law which created the Board. That law provides: 'Representatives designated or selected for the purpose of collective bargaining by the majority of the employees in a plant or unit appropriate for such purposes, shall be the exclusive representatives of all the employees in such unit for the purposes of collective bargaining.'

"Since the settlement of the strike by mutual agreement between the United Electrical Radio Workers of America and the Company, labor relations at our Camden plants have been peaceful, and collective bargaining is in effect with the several unions there including the UERWA union", he added.

"This decision of the Board would establish minority rule because in the election held under the auspices of the Board, out of a total of 9,752 employees declared by the Board to be eligible, only 3,016 - less than one-third - voted for exclusive representation by UERWA. The decision would make this minority union the sole bargaining agency for all and thereby destroy the bargaining rights now enjoyed by other unions in our plants. It is also contrary to the written agreement made by UERWA and the Company.

"The decision will not promote the expressed desires of the National Labor Relations Board, 'to encourage peaceful labor relations', for its interpretation of the law establishes minority instead of majority rule. To accept such a minority group as the exclusive bargaining agency would be unfair discrimination against two-thirds of our employees who have refused to support that group."

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Savings in interstate long-distance telephone rates on the Pacific Coast aggregating \$290,000 per annum, will result from the filing by the Pacific Telephone and Telegraph Company with the Federal Communications Commission of a new long-distance schedule which brings that company's rates into line with those prevailing on the American Telephone and Telegraph Company's lines in the eastern states. The new tariff was filed on October 29, 1936, to go into effect on December 1, 1936, and is the result of a request made recently by the Federal Communications Commission, suggesting that uniformity in interstate telephone rates would be desirable at this time.

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POLITICAL EXPENDITURES TOTAL \$51,906 ON WOR

Political expenditures for the past presidential campaign on WOR, Newark, totaled \$51,906.49, according to Alfred J. McCosker, President of the station. This total, as compared with the figure of 1932 on WOR - \$34,000 - shows an increase of \$17,906.49, or 52.6 percent.

The total time for the 1936 campaign sold for political broadcasts on WOR was 45 $\frac{1}{4}$ hours. Of this, pro-Roosevelt speakers engaged 21 $\frac{1}{4}$ hours, pro-Landon orators 16 $\frac{3}{4}$ hours and others 7 $\frac{1}{2}$ hours. The latter group included the Union Party, the Crusaders and Father Charles E. Coughlin.

Pro-Roosevelt time on WOR cost \$24,155, pro-Landon time \$18,442.49, and the miscellaneous time \$9,309, totalling the \$51,906.49 gross figure.

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WOWO AND WGL TO JOIN NBC'S NETWORKS

The addition of two new stations, WOWO and WGL, both at Fort Wayne, Ind., to the networks of the National Broadcasting Company, was announced last week at NBC headquarters in Radio City, New York. WOWO will join the basic Blue Network on May 1, 1937. The joining of WGL as an optional member of either the Red or Blue Network has been tentatively set for this week.

Station WOWO is owned and operated by Westinghouse Radio Stations, Inc. It operates on a clear channel frequency of 1160 kilocycles with a power of 10,000 watts. New offices and studios, occupying approximately 17,000 sq. ft. of floor space, are being built to house WOWO in the Westinghouse Building at Fort Wayne.

Station WGL, owned by the Westinghouse Electric & Manufacturing Co. will share office and studio space with WOWO. A new transmitter and a new vertical antenna are being installed for WGL, which has a frequency of 1370 kilocycles with a power of 100 watts.

The addition of the two stations will bring the total in the National Broadcasting Company networks to 103.

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BREAKDOWN IN LANGUAGE BARRIER SEEN BY IBU SECRETARY

International broadcasting has already started breaking down the barriers of languages as a preliminary step to world amity, Arthur R. Burrows, Secretary-General of the International Broadcasting Union, declared while visiting Washington this week.

Speaking to a group of distinguished newspaper men and radio industry personalities as guest of the Overseas Writers Club at the National Press Club, Mr. Burrows forecast the day when international understanding will displace national ignorance by means of radio.

The International Broadcasting Union, which has among its members all of the principal broadcasting organizations of the world, is working toward this end, he said, by sponsoring periodic international exchanges of programs characteristic of the nation which broadcasts them.

It now is promoting a plan in which every principal country will broadcast a talk by one of its leading citizens every month, the talk to be picked up by other national broadcasting organizations for rebroadcasting to their native listeners. Translations will be made, wherever necessary, at the receiving point.

The four Scandinavian countries recently engaged in such an exchange, Mr. Burrows said, with the Kings of Sweden, Norway, and Denmark, and the Prime Minister of Finland making addresses over the combined radio facilities of the four nations.

The International Broadcasting Union has an aggregate radio audience of 250,000,000 listeners, Mr. Burrows said, and these are scattered among every important country.

Several nations already have started broadcasting lessons in foreign languages for the benefit of their home listeners, Mr. Burrows said. Australian stations are broadcasting lessons in Japanese and Swedish stations are offering courses in English.

On the other hand, other nations are broadcasting via short-wave, lessons in their own languages for the benefit of English-speaking listeners. Germany and Spain, before the rebellion, have broadcast these programs regularly.

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Mr. Burrows, an Englishman, was introduced by Maurice Rambert, President of the Union and of the Swiss Broadcasting System. He explained that his lack of familiarity with the English language prevented his talking at length.

Both speakers were among the foreign delegation of distinguished radio personages brought to the United States for the tenth anniversary celebration of the National Broadcasting System.

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CBS ASKS PERMISSION TO ABOLISH SUBSIDIARIES

The Columbia Broadcasting System this week took steps to avoid undue Federal taxes by applying to the Federal Communications Commission for the authority to abolish its subsidiaries and to transfer all of its wholly-owned station licenses to the parent company.

The move is expected to be approved as it is in line with the Administration's wish to abolish unnecessary holding companies.

Other networks or organizations of broadcasting stations under a single ownership are expected to follow CBS's example and to file similar petitions.

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RADIO LAWYERS PLAN BIG DINNER FOR NOVEMBER 18

The Federal Communications Commission Bar Association, comprising the leading attorneys on radio law, will hold a dinner November 18th in the National Press Club, Washington, D. C.

Clyde B. Aichison, a member of the Interstate Commerce Commission, will be the principal speaker. Guests of honor who have been invited are Justice Owen J. Roberts, of the United States Supreme Court, and members of the Federal Communications Commission.

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WASHINGTON SOCIETY, OFFICIALS GREET RADIO VISITORS

Washington society, including the Diplomatic Corps and officialdom turned out this week to welcome the delegation of distinguished radio personalities from abroad brought to the United States for the tenth anniversary celebration of NBC.

Beginning Wednesday evening the visitors were entertained almost constantly at dinners, receptions, luncheons or teas.

Anning S. Prall, Chairman of the Federal Communications Commission, was host at an elaborate dinner at the Shoreham Hotel Wednesday night. Speech-making was banned by the FCC Chairman, who explained that he felt sure the guests were weary of talking or hearing others talk.

On Thursday noon the Overseas Writers Club, composed of distinguished newspaper men or former newspaper men who have seen service abroad, entertained the visitors at a luncheon in the National Press Club. Oswald F. Schuette, now associated with the Radio Corporation of America, was toastmaster.

Mr. and Mrs. Louis Caldwell were hosts at the principal social functions. Wednesday evening Mrs. Caldwell entertained the wives of the visitors while their husbands were attending the Prall dinner.

On Thursday Mr. and Mrs. Caldwell were hosts at a large reception in their home. Persons prominent in Washington social and diplomatic circles were introduced to the European radio officials.

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STAR-TIMES PERMIT WITHHELD PENDING RULE BY COURT

The G.O.P.-protested grant of broadcasting facilities to the Star-Times Publishing Co., St. Louis, was recalled and suspended by the Federal Communications Commission this week pending the outcome of litigation now in the U. S. Court of Appeals.

Howls were raised by the Republican National Committee and Station WIL, St. Louis, when the grant was made late in September. The facilities are 1250 kc. with 1,000 watts full time.

Both WIL and the St. Louis Post-Dispatch, which operates KSD, filed appeals in the Court of Appeals. The G.O.P. Committee in a statement charged that the FCC had made "an outright gift of \$500,000 to the only newspaper in St. Louis which supports Roosevelt's reelection."

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"NEWS PIRACY" CASE INTERESTS BROADCASTERS

Broadcasters and publishers alike this week followed with interest arguments in the so-called "news piracy" case before the U. S. Supreme Court.

The case was the suit of the Associated Press to enjoin Station KVOs, of Bellingham, Wash., from broadcasting news from the Association's member newspapers before its distribution to their readers.

John W. Davis represented The Associated Press in the arguments before the court and William H. Pemberton, of Olympia, Wash., spoke for the radio station. The case was brought to the high court by KVOs appealing from the Ninth Circuit Court of Appeals, which reversed a district court and ordered a preliminary injunction.

Mr. Pemberton, opening the case, asserted that The Associated Press had suffered no damage, and that KVOs was not a competitor of the press association. If any one was damaged, he said, it was The Bellingham Herald, from which it developed the dispatches were taken and read over the air.

"This is the same Associated Press as in the International News Service case, is it not?" Justice Brandeis asked, alluding to the suit in which the Supreme Court determined that there was a property right in news. "They have the same property right in news as in that case, have they not?"

"Not quite", Mr. Pemberton answered. "You see, this news already has been published and we put it on the air five hours after publication in the case of the morning edition news, and three hours after publication of the afternoon edition news."

Justice Brandeis wished to know if persons had stopped taking the newspaper because of the broadcasts, but Mr. Pemberton said that, on the contrary, he thought the circulation of the paper had increased. News, Mr. Pemberton held, was common property when published.

Mr. Davis said that KVOs was charged with "unlawful piracy", of news from The Bellingham Herald, Seattle Post-Intelligencer and Seattle Times. This, he insisted, was unfair competition and improper use of another's property. Commercial value until distribution through the region of the newspapers affected was not lost, Mr. Davis said, comparing the present case with The Associated Press-International News Service suit.

"This case is absolutely governed by the International News Service case and all attempted distinctions must fail", Mr. Davis contended.

Both the radio station and newspapers rely upon advertising for revenue, he stated, adding that 183 "literal reproductions of articles" carried by The Associated Press had been sent out over the air by KVOS.

Answering Justice Brandeis, Mr. Davis said that the radio station did not give The Associated Press credit for this news.

"Pirating" news from newspapers in the way described, Mr. Davis argued, might in time place newspapers at the mercy of the radio stations.

"Do you object to broadcasting the language or the facts?" Justice Brandeis inquired.

"I object to piracy of our formulation of the facts", Mr. Davis replied, as he went on to say that damage was a question not alone of actuality but of potentiality, and that the news used by KVOS had monetary value to newspapers and had been collected at high cost.

The Circuit Court in its decree ordered a preliminary injunction to stop the broadcasting station "from appropriating and broadcasting any of the news gathered by the AP, for the period following its publication in complainants' newspapers, during which the broadcasting of the pirated news to KVOS's most remote auditor may damage the complainants' paper business of procuring or maintaining their subscriptions and advertising."

The Associated Press seeks a permanent injunction restraining the radio station from broadcasting the news until eighteen hours after publication. The court took the case under advisement.

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FCC DENIES PETITION OF KNOX BROADCASTING CO. AGAIN

The Federal Communications Commission this week quietly disposed again of the controverted Knox Broadcasting Company case which some months ago was involved in the so-called "Willard Hotel case".

It denied a petition asking the Commission to waive a rule governing the filing of a petition for reconsideration and to grant an application for a new broadcast station at Schenectady, N. Y., for operation on 1240 kc., 1 KW power, unlimited time.

The decision was on the last page of a long list of FCC rulings under the heading "Miscellaneous":

The same facilities had been sought by WBNF, Binghamton, N. Y. local, which had asked for a change in assignment. Both applications had been denied by the FCC following the sensational developments of early this year, in which was involved a Department of Justice investigation of an alleged conversation in the Willard Hotel, Washington, wherein claims were purportedly made of "passing money" to get radio facilities. The whole incident was later branded officially by the Department as based on irresponsible "drunken conversation".

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RADIO NETWORKS HELD DEPENDENT UPON TELEPHONE LINES

Radio network broadcasting is largely dependent upon telephone lines to carry its programs over the nation, rather than ether waves, according to Dr. James O. Perrine, of the American Telephone and Telegraph Company.

Dr. Perrine gave a graphic demonstration of the role played by the telephone company in network broadcasting at a recent luncheon of the Bond Club in Chicago. The address, as reported by Larry Wolters, Radio Editor of the Chicago Tribune, follows in part:

"Dr. Perrine first showed the great fidelity possible when no telephone circuits are used at all, then compared this with the 5,000 cycle circuits available for network broadcasting and the somewhat less faithful circuits regarded as satisfactory for ordinary telephone service.

"He also maintained that the telephone interests are ready to make available a still finer radio service to carry upward of 8,000 sound cycles when the American public is willing to spend the additional dollars needed to buy receivers capable of handling everything the telephone wires would carry.

"Manufacturers, on the other hand, maintain that they are already making sets that are capable of delivering a higher fidelity of sound than the transmitters are putting out or than wires are capable of carrying.

"Dr. Perrine also reported that the telephone company is ready for television. He has high hopes for the possibilities of the coaxial cable when the telephone interests have developed for transmitting television. Such a cable has been laid between New York and Philadelphia for test purposes.

"In discussing waves, Dr. Perrine pointed out some of their many vulnerable and perishable aspects. By artificial means he produced various disturbing conditions which caused overloading, noises, singing, whistling, and other distressing sounds that radio listeners grumble over when brought on by natural causes.

"He brought to mind what many a listener has heard but does not always remember - that a program originating in Hollywood is brought 2,000 miles to Chicago by telephone wire, then carried out of the city again by wire to the transmitting station before it is put on the air. Thus 'the miracle of radio' is usually concerned with a distance of 30 miles or less. (This, of course, does not apply to short wave broadcasting)."

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FCC COUNSEL ARGUES BAKER CASE IN HOUSTON, TEXAS

George B. Porter, Assistant General Counsel of the Federal Communications Commission, was back in Washington this week after arguing in defense of the Communications Act in the Federal District Court at Houston, Texas.

Joining with the U. S. attorney at Houston, Mr. Porter sought to sustain an indictment returned against Norman Baker, former American broadcaster, who now operates XENT, Nuevo Laredo, Mexico, across the border from Laredo, Texas. Baker's counsel had filed a demurrer against the indictment on the ground that Section 325(b) of the Communications Act is unconstitutional.

The law states that programs, whether by transcription or by wire, may not be transmitted to other countries without express authority of the FCC, when the programs are designed for reception in the United States.

A ruling on the law, if made in favor of the United States, will do much, FCC officials believe, in holding down the activities of the border stations which direct their transmissions at listeners in this country.

Roy Richardson and E. R. Hood were also indicted for allegedly conspiring to violate the Act. Their plan, according to the Justice Department, was to make phonograph records in Laredo, Tex., transport them across the Rio Grande to Nuevo Laredo, Mexico, and broadcast them back to the U. S. from Station XENT.

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The Federal Communications Commission said the recordings are of advertising matter for use in promoting the sale of pills which purport to cure cancer.

Baker, et al, say such a law is unconstitutional. The United States says it is not, and officials have given indications of an appeal in the event the three are acquired.

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BRITISH TELEVISION PROGRAMS NOW LISTED REGULARLY

The Radio Times - the official organ of the British Broadcasting Corporation, which lays claim to having a larger circulation than any other weekly periodical in the world, now publishes full details of the BBC television program in its London edition in addition to details of the normal broadcast program.

From the first number which has been received, it is possible to judge the scope of the new television programs. During the week following the official opening of the television service on November 2, televiewers received a number of interesting programs, including a display of champion Alsatian dogs, a full-dress ballet, an extract from a theatrical production now running in London, a demonstration of boxing training, a talk on the London Zoo in which a number of animals made their first television appearance with their keepers, and samples of pictures and sculpture from forthcoming London exhibitions. A program of special interest, entitled "Autumn Glory", featured prize chrysanthemums from a horticultural display organized by the National Chrysanthemum Society. The BBC dance orchestra, and many stage, film and variety stars, including Bebe Daniels and her husband Ben Lyon, direct from Hollywood, also appeared in the first week of programs. Excerpts from the British Movie-tone News-reel were broadcast each day.

There are now several places in London where the general public can have an opportunity of seeing the programs broadcast from the new BBC television station at the Alexandra Palace. Receivers have been installed in railway stations, museums, and several big stores. Manufacturers of television receivers, which can now be obtained at prices ranging from £80 to £120, have already received a far greater number of orders than was initially expected, according to the BBC.

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MARCONI PREDICTS TRANS-OCEANIC TELEVISION

Television will span the Atlantic soon, Guglielmo Marconi, inventor of wireless, predicted in a record-breaking four-way short-wave broadcast which linked his yacht in the Mediterranean with David Sarnoff, President of the Radio Corporation, in New York, and a group of foreign broadcasting executives in two American Airlines cabin planes flying between Niagara Falls and Washington, D. C., Wednesday afternoon.

"We will soon be able to see each other by trans-Atlantic television", Marconi said.

Senatore Marconi's statement, from his yacht "electra" cruising near Genoa, Italy, was made during a conversation with Mr. Sarnoff, who was speaking into a desk microphone in his office on the fifty-third floor of the RCA Building in Rockefeller Center. The Italian inventor did not elaborate on his statement concerning television.

The broadcast, which was heard over a nation-wide network with remarkable clarity, was in connection with a special international Armistice Day hook-up linking the Old and New Worlds, and earth, sea and sky.

The ether was filled with Hello's as Mr. Sarnoff greeted the heads of the European broadcasting companies, now visiting this country to study American radio methods in connection with the National Broadcasting Company's tenth anniversary. Besides Mr. Marconi and the RCA President, those participating in the four-way conversation were Robert Jardillier, French Minister of Communications, in one of the speeding cabin planes 5,000 feet aloft, and Maurice Rampert, President of the International Broadcasting Union, in the other plane. At one time all four broadcasting points were taking part in a general conversation.

Others who spoke during the international short-wave program were Dr. Erich von Kunsti of the Austrian Broadcasting Company; Dr. Ladislav Sourek, President of the Czechoslovakian Broadcasting Company; Lain C. Lerche, President of the Danish Broadcasting Company, and Dr. Francesco Cochetti of the Italian Broadcasting Company, who were among the twenty-six passengers in the planes. In addition to being broadcast in the United States, the program was scheduled for rebroadcasting in Denmark, France, Austria, Italy and Germany.

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: : : BRIEF NOTES : : :
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The first meeting of the Preparatory Committee for the International Telegraph Conference to be held at Cairo, has been postponed from November 13th until 10 A.M., November 19th. This postponement is due to the delay in the arrival of the ship upon which the American delegation to the Warsaw C.C.I.T. is returning. The meeting will be held in Room 1413, New Post Office Building, Washington, D. C.

The New York City Fire Department this week advertised for bids for radio telephone equipment to provide two-way communication between the fire headquarters and the city's fireboats. Bids will close November 30th.

Recently elected a member of the National Committee on Boys and Girls Club Work, David Sarnoff, RCA President, will be a guest speaker at the annual dinner of the National 4-H Clubs Congress in Chicago on December 1st.

Wor, Newark, reports a total of 1,559,977 pieces of mail received since the first of the year up to and including October 31, 1936. During a similar period in 1935 the mail response totalled 742,021 pieces of mail. This marks an increase of 110.2 percent.

The Federal Communications Commission was advised this week by Examiner George H. Hill to grant an application received from WKZO, Kalamazoo, Mich., for a construction permit to operate with 250 watts nighttime and 1 KW daytime on 590 kc. Station WKZO now operates daytime only with 1 KW power.

Construction in the new Canadian National Railways Hotel at Vancouver of what will be the most up-to-date radio broadcasting studios in the Dominion of Canada, and the near-completion of a powerful 5,000 watt transmitting station on Lulu Island, B. C., both designed to provide better broadcasting service for the West Coast territory, were recently announced by the Canadian Radio Commission. The studios and the transmitter are of ultra-modern design and will be made available for operation, it is expected, early this Winter.

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NEW WJZ ANTENNA DEDICATED ON NBC'S TENTH ANNIVERSARY

The new, ultra-modern 640-foot antenna for WJZ, key station of the National Broadcasting Company's Blue Network, will be placed in operation on Sunday, November 15th, the date of NBC's Tenth Anniversary.

While the power of the station will remain at 50,000 watts, pending authorization of the Federal Communications Commission to increase to 500,000 watts, the new antenna will produce an increase in efficiency which would be equivalent to increasing the power to 110,000 watts.

A comparatively small porcelain insulator, capable of bearing 1,250,000 pounds, carries the entire load. The tower is built to withstand a wind velocity several times greater than has ever been recorded in New York.

Ninety thousand feet of copper wire buried in radial trenches centering at the base, form the ground system for the new antenna. Connecting the tower with the WJZ transmitter will be a line consisting of an outer metal tube ten inches in diameter surrounding an insulated inner conduit approximately three inches in diameter.

The new antenna was constructed by a staff of twenty engineers, under the supervision of O. B. Hanson, Chief Engineer, and Raymond E. Guy, Radio Facilities Engineer of NBC.

The steel tower is painted in alternate stripes of aviation orange and white. At night it is lighted with a flashing high-power light beacon on top and by fifteen separate marking lights between top and bottom.

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F. G. L. W. J.

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BBC EXPLAINS WHY IT USES TWO TELEVISION SYSTEMS

Admitting that television is still in an experimental stage, Sir Noel Ashbridge, Controller of Engineering for the British Broadcasting Corporation, explained this week why BBC is using two different systems of transmission in its regular television service launched this month in London.

Writing in the current issue of World-Radio, BBC Journal, Sir Noel said:

"On Monday, November 2, at 3 o'clock, the new London Television Station at Alexandra Palace began transmitting regular programs for the first time. It cannot be said, however, that television was seen for the first time by the public on this occasion, because during Radiolympia, in August, demonstrations from the Alexandra Palace were seen by some 100,000 visitors to the exhibition. Since October 1, the station has been transmitting on an experimental basis mainly for the benefit of the trade, but November 2 marked by far the most important step in the development of the interesting extension of our service, and the programs will be planned for reception by the public as part of the BBC service, and not merely as demonstrations or experiments.

"Readers of World-Radio, particularly those with technical inclinations, may be inclined to ask why in this case we are using two different systems; and it may be of interest, therefore, to explain the conditions under which the service is operated.

"If we compare television with ordinary broadcasting, we find there are a number of technical differences, but the most important is that in the case of television, the design of the receiver is inevitably bound up with the system of transmission in use. Thus, if an engineer is setting out to design a system for transmitting television, he begins by selecting what he considers to be the right number of lines and the right number of pictures per second, and the best method of synchronizing the receiver with the transmitter. Of course, these three factors might be kept fixed while other variations were made which would not affect the receiver, but so far as most existing systems are concerned, the design of the receiver is determined by these transmitting conditions. Now, when we come to consider ordinary broadcasting, this is not the case. There are, perhaps, two dozen different makes of transmitter working on the continent of Europe, and yet - except for considerations of the finer degrees of quality of reproduction - there is no means of knowing which system is in use when listening on any make of receiver.

"Everyone is saying that television is in its infancy, and, although the results are far better than most people expect, this statement is essentially true, and true to the extent that it is difficult for anyone at the moment to say what is the right number of lines and pictures to use and the best method of synchronization. This was one of the difficulties which faced the original Television Committee under Lord Selsdon, appointed by the Postmaster-General in May, 1934. Eventually, it was recommended that a television station should be set up in London to establish a service, but at the same time try out what they considered to be the two best systems available. These two systems use different transmitting conditions, and, although ultimately there must be standardization, this obviously should not be attempted until sufficient knowledge has been obtained to permit of a decision being reasonably permanent.

"Thus it came about that the two systems installed at the Alexandra Palace - that is, those developed by Messrs. Baird Television, Limited, and Messrs. Marconi-E.M.I. Television Co., Ltd., respectively - are to be used during alternate weeks. As already mentioned, the number of lines, the number of pictures, and the synchronizing pulses are not the same in each case. Receivers, therefore, must provide for this, and a switch will be found, usually marked either with the two systems by name or with the number of lines used in each case, which is 240, 25 pictures per second, for the Baird system, and 405, 25 pictures per second interlaced (50 frames per second), for the Marconi-E.M.I. system.

"So much for the question of system, number of lines, and pictures, etc., but there are other important differences which make the performance of the new station less easy to predict than in the case of an ordinary broadcasting station. The great width of the side-bands, or modulation frequencies which is essential for high-definition television, makes it impossible to use ordinary broadcasting wavelengths, and we are forced down to what are called the ultra-short wavelengths. In this case the wavelength used for vision is 45 megacycles per second (6.66 metres) and for sound 41.5 megacycles per second (7.24 metres).

"Most readers of this paper will know that, while great strides have been made in the technique of transmission on these very short wavelengths during the past year or two, there is always some doubt as to the range to be expected. This is not because no measurements have been taken, but rather because reception depends very much on local conditions. We know already that in some directions strength of reception does not die away regularly as the distance is increased. In fact, some places on high ground will have a stronger signal than others which are actually nearer the station but on lower ground. Screening from buildings containing a lot of metal is probable, while in all cases much better reception will be obtained from an aerial erected on a roof as compared with one erected nearer to the

ground. This, of course, is true in the case of the ordinary wavelengths, but it will be found much more exaggerated on television wavelengths.

"Naturally, we are anxiously awaiting the results of the first few weeks of transmission. We want very much to know exactly how viewers fare with regard to strength of reception and interference. We know that there must be some interference from motor-cars, but we don't know how much. We know that there will be pockets or areas of bad reception, but we don't know exactly where they will be, although we have some idea. We are not so much interested in freak ranges, and it would be less interesting to know that the London Television Station can be received on the top of Snowdon than, for example, that it can be received over large areas thirty miles from the station. What we want to find out most is the area covered for good day-to-day reliable reception. We may have to wait some time for this, naturally, because at first there cannot be a large number of receivers in use, but we shall welcome reports from any viewer so soon as he is in a position to let us know his experiences, after a few weeks' observations.

"The transmission of broadcast television is a new enterprise for the BBC, full of interest and possibilities, but also full of difficulties. At first there will be imperfections, particularly when we try to do a little more than our apparatus can manage, but, if television continues to improve at the same rate as during the past year or two, imperfections and limitations of the more serious kind should rapidly disappear."

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MACKAY SCORES POINT AS FCC GRANTS ORAL ARGUMENT

The Mackay Radio & Telegraph Company, which has been fighting a losing battle before the Federal Communications Commission to get a share of the foreign radio communications business now dominated by the Radio Corporation of America, last week won a skirmish as the FCC agreed to hear oral argument in a re-hearing on December 7th.

The application before the Commission is a request from Mackay to establish a circuit with Oslo, Norway, but a much more important matter of policy is involved as Mackay plans to invade other foreign fields where RCA now operates alone, if it gets the Oslo authorization.

The FCC several months ago rejected the Mackay application on the ground that the area is adequately served by RCA.

Commissioners Irvin Stewart, Chairman of the Telegraph Division, and Eugene O. Sykes, Chairman of the Broadcast Division, dissented from the order granting a rehearing.

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40 SPEAKERS LISTED FOR EDUCATIONAL CONFERENCE

Forty speakers of national prominence will appear on the program of the First National Conference on Educational Broadcasting, to be held at the Mayflower Hotel in Washington, D. C., on December 10, 11 and 12. The conference will be held in cooperation with the Federal Communications Commission and the United States Office of Education.

Seven general sessions will be held during the three days. Among those who will address these meetings are: Anning S. Prall, Chairman, Federal Communications Commission; Harold L. Ickes, Secretary of the Interior; John W. Studebaker, United States Commissioner of Education; Hendrik Willem Van Loon, author and journalist; Arthur N. Holcombe, Harvard University; Howard W. Odum, University of North Carolina; William Mather Lewis, President, Lafayette College; and David Sarnoff, President, Radio Corporation of America.

A series of twenty discussion groups are scheduled for Thursday afternoon and Friday. The topics for these section meetings are: The Broadcasting Station as a Community Enterprise, Educational Broadcasting in Other Countries, Radio in the Life of the Child, the Radio Workshop, Classroom Broadcasting, Psychological Problems in Radio, Listening Groups, Polling and Measuring the Audience, Influence of Radio on Speech, State Planning for Radio, Talks Programs, Labor's Experience in Radio, The Effect of Broadcasting upon Rural Life, The Forum on the Air, Library and Museum Use of Radio, Music in Broadcasting, Religious Broadcasting, Research Problems in Radio Education, The University Broadcasting Station, and Radio and Propaganda.

Included in the list of sectional conference leaders are: Kirtley F. Mather, Harvard University; Levering Tyson, Director, National Advisory Council on Radio in Education; Mrs. B. F. Langworthy, President, National Congress of Parents and Teachers; William Boutwell, U. S. Office of Education; George F. Zook, President, American Council on Education; Edward S. Robinson, Yale University; Kathryn McHale, General Director, American Association of University Women; Henry C. Link, Secretary, Psychological Corporation; Cabell Greet, Editor, American Speech; Arthur G. Crane, Chairman, National Committee on Education by Radio; Edward R. Murrow, Director of Talks, Columbia Broadcasting System; Spencer Miller, Jr., Director, Workers Education Bureau of America; Morse Salisbury, Chief of Radio Service, United States Department of Agriculture; George V. Denny, Jr., Director, America's Town Meeting of the Air; Carl H. Milam, Secretary, American Library Association; L. V. Coleman, Director, American Association of Museums; Olga Samaroff, Juilliard Musical Foundation; George Johnson, Secretary General, National Catholic Educational Association; W. W. Charters, Director, Institute for Education by Radio; E. H. Lindley, Chancellor, University of Kansas; and Lyman Bryson, Columbia University.

A Thursday evening session, presented under the auspices of the Institute of Radio Engineers, will deal with the technical aspects of radio. A group of prominent radio engineers will present a discussion of the possibilities and limitations of sound, facsimile, and television broadcasting in the regular, medium high, and ultra high frequency bands as they are allocated by the Federal Communications Commission to these services.

At the formal banquet on Friday evening, the theme of the speeches will be "The Influence of Radio in the Comity of Nations."

Sixty-eight national organizations are sponsoring or cooperating in the conference plans. C. S. Marsh, 744 Jackson Place, Washington, D. C., is serving as Executive Secretary of the Conference.

All sessions of the Conference are open to the public without charge.

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U. S. DELEGATION TO WARSAW PARLEY RETURNS

The American Delegation to the Warsaw Conference of the C.C.I. Telegraph, consisting of William J. Norfleet, Chief Accounting Department, Federal Communications Commission, Francis Colt de Wolf, Treaty Division, Department of State, and Gerald C. Gross, Chief, International Section, Federal Communications Commission, returned to Washington this week. Its members expressed general satisfaction with the results of the Conference. They explained that the existing rate structure for all classes of international cable and radio traffic was left unchanged pending further study by the Governments of the world prior to the Conference to be held in Cairo, Egypt, beginning February 1, 1936.

The Conference served a useful purpose in the clarification of the principal viewpoints of the various European and extra-European countries who have heretofore been signatories to the Telegraph Regulations. The proposals made at the Warsaw Conference, and referred to the administrations for further study prior to Cairo, fall into three main groups for extra-European traffic. The first group consists of a unification of code and clear language with a 60% coefficient, the second group consists of the unification of clear and code language with a 66-2/3% coefficient and the third group favors the maintenance of the status quo.

The report of the American delegation is being prepared for early transmission to the Secretary of State and will be available for distribution within a short time.

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FCC GRANTS TEMPORARY EXEMPTION ON RADIO WATCH AT SEA

The Federal Communications Commission this week granted an exemption from its own regulations, issued in October on the basis of the International Convention for Promoting Safety of Life at Sea.

Cargo ships of over 5,500 gross tons from November 7 until February 6, 1937, will not be required to maintain a continuous watch, as previously ordered, providing that such ships maintain during that period a radio watch by means of a licensed operator at least eight hours a day.

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QUAKER STATE NET FORMS WITH 16 STATIONS

The latest hookup of radio stations, formed this month, is the Quaker State Network, comprising 16 stations covering urban and rural areas of Pennsylvania. Most of the stations in the group have been aligned by wire during the last several months for political broadcasts, and it was decided to perpetuate the venture as a state-wide chain for regular commercial service, effective November 15th.

Cities to be covered by the chain, according to Donald Withycomb, General Manager of WFIL, Philadelphia, the key station, will include Philadelphia, Pittsburgh, Harrisburg, Reading, Scranton, York, Williamsport, Lancaster, Altoona, Erie, Allentown, Easton, Johnstown, Hazleton, Wilkes-Barre and Sunbury; also served will be Cumberland, Md., second largest market in that State.

The network will be available in three groups - WFIL, WCBA, Allentown, WRAW, Reading, WEST, Easton, WGBI, Scranton, WBRE, Wilkes-Barre, WAZI, Hazleton and WGAL, Lancaster, comprising the Eastern Group. WKBO, Harrisburg, WKOK, Sunbury, WRAK, Williamsport, and WORK, York, will comprise the Central Group. WFBG, Altoona, WJAC, Johnstown, WTBO, Cumberland, WWSW, Pittsburgh and WLEU, Erie, will comprise the Western Group. The quarter-hour rate for the entire network before 6 p.m. will be \$535; half-hour \$763 and hour \$1,100. The cost of a quarter-hour after 6 p.m. will be \$829; half-hour \$1,190, and one hour \$1,734.

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CUBA PROMISES INCREASED RADIO SALES

The outlook for increased sales of radio receiving sets in Cuba during the current season appears very favorable, a report to the Commerce Department from its Habana office points out.

Imports of radio receiving sets into Habana in October, according to compilations from ships' manifests, numbered 3,455 units, valued at \$98,903, compared with 2,914 units, valued at \$70,425, in September and 2,452 units, valued at \$65,120 in October, 1935.

More than 33 makes were represented in the October imports, the report states. All of the receiving sets received in Habana during the month were of United States origin.

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N. Y. EDUCATOR CITES DANGER OF SCHOOL RADIOS

The radio was seen as a potential danger in the public schools by James Marshall, Vice-President of the New York City Board of Education, in opposing the installation of radio equipment in the Bronx Industrial High School last week.

Mr. Marshall cast a negative vote at a meeting of the Board on a contract item for \$1,790 to cover the installation, but his six colleagues voted him down. He explained his opposition in saying that the radio might interfere with freedom of teaching and might be "abused" during political campaigns.

Mr. Marshall read a newspaper dispatch from Germany telling of a baker who faced trial on charges of sedition because he had turned off his radio during an address by Chancellor Hitler, and adds that he did not care to see "the day when a teacher in the school system would be penalized for turning the radio off or on, and I think we are inviting that danger."

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Denial of an application by the North Jersey Broadcasting Co., Paterson, N. J., for a construction permit to operate on 620 kc., 250 watts, daytime, was recommended to the Federal Communications Commission this week by Examiner John P. Bramhall.

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PRALL SPEAKS AT FLAMM TESTIMONIAL DINNER

An appeal to "keep the air clean" was made by Anning S. Prall, Chairman of the Federal Communications Commission, at a dinner in honor of Donald Flamm, owner of WMCA, key station of the Inter-City Broadcasting System, Saturday evening, November 14. The dinner was held at the Hotel Plaza in New York, the proceeds being devoted to the support of the Infants' Home of Brooklyn.

More than a thousand executives of the radio industry and leaders in other vocations were in attendance.

"We of the Federal Communications Commission are trying to do real things in Washington to keep the air clear of objectionable broadcasts", Mr. Prall said. "We feel that what goes into the American home through broadcasts must be clean and it must be wholesome. We feel we are interested in a new and vital industry and we know that unless the broadcaster does his part to keep the air clean, the industry will never develop as we expect it."

Rudy Vallee, orchestra leader, acknowledged his debt to Mr. Flamm, reporting his first series of broadcasts over WMCA, but admitted that he had made one broadcast prior to his debut on the New York station.

Postmaster Albert Golman paid tribute to Mr. Flamm as "a great executive and a great contributor to human causes."

Grover A. Whalen, Chairman of the New York World Fair of 1939, lauded Mr. Flamm for his work for the Infants' Home.

Other speakers included Max D. Steuer, Justice Ferdinand Pecora, William Weisman, David Sarnoff, who spoke of Mr. Flamm's part in development of the radio industry, Judge Jonah J. Goldstein, Gene Buck and Mr. Flamm.

A talk by Harry Hershfield, humorist and after dinner speaker was brought to the dinner by wire from the West Coast. Mr. Flamm in response to the talks gave one of his well known witty addresses.

A. J. McCosker, head of WOR, was honorary chairman of the dinner and Miss Bert Green, also of WOR, toastmistress.

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PUBLISHERS' ORGAN PAYS UNUSUAL TRIBUTE TO PHILCO

Almost without precedent is the lead-article display given by Editor & Publisher in its November 14 issue to a story of the rise of the Philco Radio & Television Corporation, Philadelphia. The key, however, is that Philco is the largest newspaper advertiser among the radio manufacturers. The beginning of the story, by Robert S. Mann, follows:

"The company that sells the most radio sets today is a company than ten years ago was selling none. Starting at zero in an industry full of ambitious manufacturers and cut-throat competition, Philco Radio & Television Corporation passed the established leaders with giant strides and has come forward to a position where it sells two instruments every time the rest of the industry sells three. Philco's sales of radio sets have passed eight million, and for 1936 alone will probably be more than two million.

"The enlarged and re-enlarged factories that make Philco radios are working day and night to keep up with orders this Fall. The orders come from Philco's retail organization embracing around 18,000 dealers, whose gross sales this year may total considerably more than \$100,000,000 at retail prices.

"And how does Philco pile up such a huge total of business? How has it established itself so firmly in its position of leadership?

"In the first place by having a quality product, sound business policies, and an alert sales organization. But also by an advertising program equally high in quality, equally sound in conception and administration, and equally alert.

"For at least five years, Philco has been the heaviest advertiser in the industry. Currently it is spending well over a million dollars a year in newspapers, and its cooperative distributor and dealer advertising may push that total up another half-million dollars or more. Philco doesn't tell the size of its yearly advertising expenditures, but it did announce recently that \$500,000 would be thrown into one newspaper campaign, additional to other advertising, running until Christmas. Since the beginning of 1929, despite the intervention of the great depression, Philco has spent at least \$6,000,000 in newspapers, it is safe to say.

"In magazines and network broadcasting more accurate figures are available to the advertising world, but not by any announcement of Philco. According to these reports, the magazines and the networks divided about a million dollars a year in 1932 and 1933, the sum rising to nearly 1½ million dollars in 1935. At first the magazines took nine-tenths of the amount,

but of late Philco has gone in heavily for broadcast time, playing Boake Carter, news commentator, as its ace. For the year 1935 Philco was credited with expenditure of \$668,645 in magazines, and \$556,989 with the networks.

"Despite the size of these expenditures, the total newspaper advertising devoted to Philco continues to amount to between three and four times as much as is spent in any other medium."

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TELEVISION PROMOTERS CITED BY N.Y.C. COURT

The Television Corporation of America, its President, Oliver C. Harriman, and eight other individuals, must appear in the Supreme Court of New York County on November 24th with the corporation's books and records for an examination under the provisions of Article 23a of the General Business Law, according to the New York Times.

The order directing their appearance was signed last Saturday by Supreme Court Justice Joseph M. Callahan. The court issued the order on the application of Attorney General John J. Bennett, Jr. The Attorney General applied for the order as a preliminary step in his investigation of the Maryland corporation, capitalized at 6,000,000 shares of \$1 par value each.

The order names, in addition to the corporation and Mr. Harriman, Jack N. Oppenheim, whose address, 515 Madison Avenue, is the address of the Television Corporation of America; Harry Conley, Treasurer; Ralph A. Clark, William Milne, Fred Knapp, Lewis G. Duell, Hamilton Hoge and William M. Brady.

Ambrose V. McCail, head of the Bureau of Securities of the Attorney General's office, is directing the investigation. Cooperating with him is District Attorney John R. Schwartz of Dutchess County, N. Y., who already has conferred at the Attorney General's office with Mr. McCail.

In an affidavit supporting the Attorney General's application for the order, Mr. McCail stated that Mr. Harriman and Mr. Oppenheim had made an oral agreement to sell their personally owned stock to William Milne, a security dealer, of Albany, N. Y., at the price of 50 cents a share. Mr. McCail's affidavit states that Milne is under permanent injunction restraining him from the sale of securities in the State of New York, but that Milne engaged Knapp and Duell as stock salesmen to resell the stock to the public. In his affidavit Mr. McCail further stated:

"That as also appears from the affidavit of Mr. Schwartz, the stock which was purchased at 50 cents a share is being sold to the public at prices ranging from \$5 to \$10 a share, of which said sum not one penny is paid direct into the treasury of the Television Corporation of America. It is, moreover, indicated that the methods used are not only fraudulent but possibly criminal in their nature."

"The present bank balance of the Television Corporation of America at the Sterling National Bank and Trust Company of New York City", Mr. McCall's affidavit adds, "does not exceed the sum of \$4.58 and, in the opinion of your deponent, the stock now being sold to the public has no true market value."

Mr. Harriman was not reached at either his office or his home, but Mr. Oppenheim, who explained that he had been in communication with him and was authorized to speak for Mr. Harriman and himself, said:

"Mr. Harriman and I had a conference with the Attorney General, also with the District Attorney. It appears that a couple of people not connected with the company have gone haywire, selling stock at prices for which they had no justification. These men were never authorized by the company to sell stock and never sold stock for the company. The company had no knowledge of what they were doing. They merely made a resale of their own stock.

"So far as the proceeding of the Attorney General is concerned, it is simply a routine investigation to determine whether the stock is worth what these fellows were asking for it."

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MUTUAL BILLINGS INCREASE 50 PERCENT IN OCTOBER

A 50.6 percent increase in time billings is reported for the Mutual Broadcasting System for the month of October, 1936, in comparison with the same month's figures in 1935.

The total billings for October, 1936, were \$271,629.07. For the same month in 1935, they were \$180,374.00. The cumulative figures for the first ten months of 1936 on Mutual total \$1,566,533.09.

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James L. Kilpatrick, of the New York Telephone Co., has been named Chairman of the Communications Committee for subscription drive in preparation for the New York World Fair.

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2400 CALIFORNIA STREET

WASHINGTON, D. C.

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ELECTION OVER, FCC TURNS DOWN TEN NEW APPLICANTS

With the presidential election campaign at an end and Mr. Roosevelt safely entrenched in the White House for another four years, the Federal Communications Commission this week suddenly reversed the policy of generosity that marked its pre-election decisions.

Ten applications for construction permits to erect new broadcasting stations were abruptly denied by the Federal Communications Commission. In three of the cases the Commission reversed the recommendations of its own Examiners.

Only one application for new station facilities was granted. The successful applicant is the Press Democrat Publishing Co., of Santa Rosa, Calif., which was granted a construction permit to operate on 1310 kc. with 250 watts daytime. In this latter action the FCC reversed Examiner M. H. Dalberg, who had recommended denial of the application.

Contrasting this policy of "economy" in safeguarding the nation's limited broadcasting facilities is the record of the FCC just prior to the election.

Fifteen new station permits were granted in the Fall, many of them over the objections of investigating Examiners, and some forty odd were approved since January 1st.

The broadcasting band is admittedly crowded and the nation is already served by nearly 700 stations so that the rejection of a number of applications would not be so significant were it not for the contrasting policy of the FCC earlier in the year and up until November 3rd.

The applicants who were denied new facilities, together with the Examiner's recommendations, follow:

Arthur Westlund & Jules Cohn, Santa Rosa, Cal., application for construction permit to operate on 1310 kc., 100 watts, unlimited time; Examiner R. L. Walker reversed.

B. A. Thompson, Santa Cruz, Cal., application for construction permit to operate on 1310 kc., 100 watts night, 250 watts day, unlimited time. Examiner M. H. Dalberg reversed.

William B. Smullin, Sacramento, Cal., construction permit to operate on 1310 kcs., 100 watts night, 250 watts day, unlimited time. Examiner M. H. Dalberg sustained.

Howard N. Mitchell, Sacramento, Cal., construction permit to operate on 1310 kc., 100 watts, unlimited time. Examiner Dalberg reversed.

Julius Brunton & Sons Co., Fresno, Cal., construction permit to operate on 980 kc., 250 watts, daytime. Examiner Davis G. Arnold reversed.

Miles J. Hansen, Fresno, Cal., construction permit to operate on 1420 kc., 100 watts, unlimited time. Examiner Arnold sustained.

Harold H. Hanset, Fresno, Cal., construction permit to operate on 1410 kc., 1 KW, unlimited time. Examiner P. W. Seward sustained.

Fresno Broadcasting Co., Fresno, Cal., construction permit to operate on 1410 kc., 500 watts night, 1 KW day, unlimited time. Examiner Seward sustained.

Mrs. C. A. S. Heaton, Las Vegas, Nevada, construction permit to operate on 1420 kc., 100 watts, unlimited time. Examiner Robert L. Irwin sustained.

William H. Davis, Dixon Pyles, W. H. Johnson, d/b as Magnolia Broadcasting Co., Jackson, Miss., construction permit to operate on 1420 kc., 100 watts, unlimited time. Examiner P. W. Seward sustained.

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CBS OCTOBER BILLINGS SET NEW ALL-TIME RECORD

Billings of the Columbia Broadcasting System for October last totalled \$2,754,808 - the largest volume of advertising carried by any one network in any month since the beginning of radio, according to a CBS statement. This represents an increase of 42.7% over October, 1935, itself a record-breaking month in radio history. (CBS time sales for that month reached a peak of \$1,930,512 - the highest volume to that time).

The CBS cumulative total for the first ten months of 1936 is \$18,304,878 - 30.5% ahead of the same period in 1935.

	<u>October</u>	<u>10 Months</u>
1936	\$2,754,808	\$18,304,878
1935	\$1,930,512	\$14,029,437

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LA GUARDIA RAPS FCC AT CONFERENCE OF MAYORS

New York's fiery Mayor La Guardia criticized the Federal Communications Commission at the closing session of the U. S. Conference of Mayors in Washington on Wednesday of this week.

Mayor La Guardia's specific complaint was that the FCC forbids stations to receive and transmit short-wave broadcasts if wires are available for reception of the programs from the original stations.

"New York City tried recently to receive a short-wave broadcast of the Harvard Tercentenary and rebroadcast it, but were prevented by the FCC from doing so", he said. "Under that ruling, it is impossible to exchange programs by this means, except in the case of broadcasts from foreign lands."

"What's the theory behind that question?" one of the delegates asked.

"The wire is the theory - the A. T. & T.", Mr. LaGuardia replied, and then continued:

"The FCC thus compels these small stations to bear the cost of a wire. There is no use in appealing to the FCC. I am going to take this up with Congress. It was the intent of Congress that the Government should retain control of the air and not permit any company to monopolize it.

"The FCC ruling is just as absurd as if the Interstate Commerce Commission were to say you could not go by air to New York because trains are available."

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NAVAL RADIO STATION TO OPEN NEXT SUMMER

The new Naval receiving station for Radio Central, near Cheltenham, Md., is expected to be ready next Summer, Rear Admiral H. G. Bowen, Chief of the Bureau of Engineering, Navy Department, said in his annual report to Secretary Swanson, made public this week.

"Procurement of a site on which will be built a new receiving station for Radio Central, Washington, was made during the year", he declared. "This site is near Cheltenham, Md., about 10 miles from Washington, and the station expected to be commissioned during the Summer, 1937, should greatly improve receiving conditions in the Washington area."

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TELEVISION WILL MAKE NEW DEMANDS ON ART, SAYS SARNOFF

Television, when it reaches a stage for public consumption, will make new demands upon art, especially that of writers, musicians, actors, and scenic designers, according to David Sarnoff, President of the Radio Corporation of America, one of the major experimenters in the field.

Speaking November 18th before the Franklin Institute of Philadelphia, oldest scientific society in the United States, Mr. Sarnoff first outlined the history of radio, based upon his 30 years' experience, and then launched into a forecast of the future.

"Television broadcasting, even more than sound broadcasting, will be the great consumer of art", he said. "It will constantly demand more and better writers, musicians, actors, and scenic designers - new thoughts, new words, new songs, new faces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap-heap. It is finished. Television will call for a whole new generation of artists. It should help materially to solve the unemployment problem.

"The way things look today, it is not improbable that in a few more years a man with three sons may train one for business, one for government service, and one to be an artist. Perhaps this thought comes to my mind because I have three sons still to be trained for a useful life.

"We have lately heard in our own homes the voices of the presidential candidates. Political campaigns will take on added interest when people can see as well as hear the speakers, with television sets in the home. Each presidential year since radio began to participate in the campaigns, the number of voters has increased by many millions. Whereas 27,000,000 people voted in the election of 1920, the vote in 1936 was 45,000,000. Television will increase the usefulness of radio in the cause of popular government.

"While the problems of television are formidable, I firmly believe they will be solved. With the establishment of a television service to the public which will supplement and not supplant the present service of broadcasting, a new industry will have been created."

After discussing some of the problems of television and the work of RCA in the field, Mr. Sarnoff, stated that the United States is not trailing England, Germany and other European countries.

"From the standpoint of research, laboratory development, and technical demonstration, television progress in the United States continues to give us unquestioned primacy", he said. "We lead in research which is daily extending the radio horizon, and in technical developments which have made possible a transmitting and receiving system that meets the highest standards thus far obtainable.

"The chief distinction between television in this country and abroad is the distinction between experimental public services undertaken under government subsidy, and commercial development undertaken by the free initiative, enterprise, and capital of those who have pioneered the art in the United States."

Discussing facsimile broadcasting, he said:

"Radio transmission of pictures and reproductions of printed or written material has been an accomplished fact for several years. It is now in daily service between Europe and America. The broadcasting of a facsimile newspaper into every business office and home - in half-hourly installments if desired - is perfectly feasible. The establishment of such a service is now an economic rather than a technical problem. I feel reasonably certain that American ingenuity will presently discover some way to make this potential national service available to the public."

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NBC REPORTS BIGGEST MONTH'S REVENUE IN HISTORY

Highlighting the National Broadcasting Company's Tenth Anniversary celebration, National Advertising Records report that the NBC network revenue for October was the biggest for any month in network history. The \$3,696,489 total represents a 21% higher gross figure than NBC's previous largest month, which was March, 1936.

The total for the NBC-Red network in October, 1936, was \$2,417,743 - bigger than any total previously recorded by any one network in a single month. The total for the NBC-Blue network in October, 1936, was \$1,278,746 - easily the biggest month since the Blue network was established on a coast-to-coast basis.

Combined Red and Blue network totals for October, 1936, are up 28% from September, 1936, and are 33% greater than the corresponding month last year.

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The October revenue was somewhat increased by receipts from the sale of time for political campaign broadcasts. However, this additional revenue was in turn partly offset by the fact that some of the campaign broadcasts occupied periods which were normally producing revenue from regular advertisers.

NBC's gross time total for the first 10 months of 1936 was \$27,496,632, or 7.4% above the corresponding 10 months of 1935.

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VARIETY GIVES "THE LOW DOWN" ON RADIO'S PRESS AGENTS

Featuring an article by an anonymous radio editor of "one of the eastern dailies", Variety this week gives what it terms the "low-down on press agents" for radio organizations. It then supplements the story with the following editorial:

"Don't be too hard on the press agents. Their tish-tosh is just a symptom of the naive era in radio. It is not the press agents in radio who are the chief offenders in the palming off of fiction in the name of 'news'. Nor is it the press agents who have been responsible for the abrasives in press relations. It's the vice-presidents.

"Much is excused in and to radio on the grounds that it's all so new and many people are so dizzy. Which seems to apply to the vice-presidents and to suggest that some day radio will grow up and calm down. Which is an indulgent viewpoint and probably pretty good prophecy.

"Meanwhile what the out-of-town radio editor has to say about press-agency in this week's Variety may serve to focus attention on the failure of radio, clever and shrewd in most other respects, to follow the best examples in press relations. Whether running after or away from publicity there has been a rather noticeable lack of grace."

The "radio editor" says, in part:

"If you want to get you've got to give.

"That about sums up the attitude of the out-of-town radio editor toward the radio press agent. It's simply a matter of fair exchange, news for good will, and as soon as the mimeographers realize the principle, the better of they, and most certainly their clients will be.

"To the r.e. the p.a. is in no sense a necessary evil. The newspaper operative could, and most of the time does, get along without the slew of stuff the mailman brings in

every day from the publicity specialists. Given the regular releases of the network and independent station press departments, the broadcasting departmentalist does not have to worry about filling the space.

"Once in a while the public relations boys do come through - about 10% of the time. The smarter fellows have learned that the best way to get on the right side of the radio editor is to advance him a first-class exclusive. The break for the client will obviously follow.

"Several dozen envelopes that daily come to the r.e.'s desk include releases from the networks, individual stations, regionals, agencies and personal reps. The latter are responsible for a few laughs and a good deal of annoyance.

"It isn't so much the trivia that hurts as the failure of the press agents to understand the needs of the radio ed., of the readers and what is probably most important, the limitations of space. The fact that the wastebasket gets 90% or better of the send-outs tells the tale."

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RECEPTION OF TELEVISION CALLED SIMPLE BY BBC EXPERT

Despite the baffling technique and the prohibitive cost of television reception at this time, the actual tuning in of pictures is not much more difficult than operating a radio receiving set, according to an expert of the British Broadcasting Corporation, which now transmits television pictures regularly from Alexandra Palace, London.

Writing in World-Radio, BBC journal, J. H. Reyner, explains the procedure as follows:

"The fact that between twenty and thirty valves are usually required in a television receiver must inevitably create the impression that the reception of pictures is a matter for the expert. Nothing could be farther from the truth. Although the design of the receiver is a highly skilled matter, requiring apparatus which has to fulfil some extraordinarily exacting conditions, the designers of the various sets on the market have so simplified the controls that the operation is a comparatively easy matter.

"This ease of tuning has been obtained by making the majority of the adjustments of a pre-set type leaving only the vital ones to be brought to the panel in the form of actual controls."

After explaining the steps necessary to tune in a television broadcast, the writer says:

"To summarize the position so far, therefore, we may say that the only controls which the operator requires to use are the line and picture synchronizing adjustments, the contrast control (modulation), and possibly the tuning. Thus, despite the undoubted complexity of the equipment itself, there should be very little difficulty in obtaining satisfactory results.

"We may conclude with a brief reference to the form of aerial used. The ordinary broadcast aerial is unsuitable, and it is necessary to use what is called a dipole, or doublet, aerial. This consists of a short length of wire or rod about 11 ft. long, which is usually divided in the middle and the leads are brought down to the receiver from this point. The down-lead is either a special concentric cable or sometimes simply a twisted pair. If connected in this manner the aerial can be situated at some distance from the receiver, and it should, in fact, be erected as high as is reasonably convenient and as far away from a road as possible. The latter provision is important because motor-cars radiate on short wavelengths from the ignition system, and this interference is picked up on a television receiver, producing little splashes across the picture which can be somewhat annoying.

"Until all motor-cars are fitted with suppressing equipment this form of interference will remain with us, and the only remedy is to place the aerial in the best possible position. A certain amount of experimenting is therefore desirable when a television receiver is first installed in order to find the best situation. It is perhaps reassuring that practical experience indicates that a suitable position can be found without much trouble, although in cities and busy thoroughfares a small amount of interference may still remain."

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MORMON CHURCH PLANS \$250,000 S-W STATION

Latter-Day Saint (Mormon) church has applied to the Federal Communications Commission for permission to construct a new international short-wave radio station at Salt Lake City, Utah, at a cost of \$250,000. Sylvester Q. Cannon, President of Radio Service Corporation of Utah, operators of KSL, and church presiding bishop, said the proposed station would be of sufficient power to reach any section of the world. No commercial programs will be broadcast.

Tentative site for the transmitter is adjacent to KSL, on Great Salt Lake flats. The station, however, would be owned outright by the church, which has about 780,000 adherents all over the world.

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NBC WILL COMPETE FOR LISTENERS IN LATIN AMERICA

Plans to broadcast radio programs from the United States into South and Central America to compete with the European programs now dominating the air there, were announced this week by the National Broadcasting Company.

John F. Royal, NBC Vice-President in Charge of Programs, departed on a 17,000-mile trip through Mexico, Central and South America, to arrange for extensive exchanges of broadcasts between the two continents.

"We definitely are entering the competition for listeners in Latin America", Mr. Royal declared upon leaving. "Germany, England and other European countries have been building programs for South America for several years. The United States, to which our neighbors to the South should naturally look for a mutual exchange of entertainment and ideas, has stood by and let Europe capture the attention of South American listeners. Now the National Broadcasting Company is going out to take its rightful place on American radio dials below the Rio Grande."

As the first step in the new policy, Mr. Royal announced that NBC was arranging for an extensive series of broadcasts from the Pan-American Peace Conference in Buenos Aires. The radio executive, accompanied by Carlton Smith, NBC, presidential announcer, and Albert E. Johnson, engineer in charge of the NBC Washington studios, left by plane for Rio de Janeiro. They will precede President Roosevelt to that city in order to prepare to bring radio listeners in the United States any broadcasts he may make while in South America. Following the opening of the Conference, daily summaries of the proceedings will be broadcast to the United States.

Upon Mr. Royal's return, after visiting leading Latin American countries, both short-wave broadcasts from this country of specially built programs for Central and South American listeners and exchanges of typical radio programs between NBC and broadcasting organizations in the Southern countries will be inaugurated.

It will take some time for the exchange plan to get into operation, Mr. Royal said, because of certain transmission problems, which have limited programs in the past. Whatever is necessary, however, to get NBC's signal into South America clearly will be done, he declared.

Cooperation of the South American press representatives and other sources will be used in building programs especially designed for consumption on the Southern continent. Spanish-speaking announcers will be used as well as English. No propaganda in any language will be broadcast and all of the programs sent to Latin America will be typical of American ideals.

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11/20/36

DXER TUNES IN 448 FOREIGN STATIONS IN ONE WEEK

What may be a record in reception of foreign short-wave stations is reported by Paul W. Dilg, of Evanston, Ill., a veteran Dx listener.

Using one of the new 23-tube Scott receivers with the super-shield antenna coupling system, Mr. Dilg during a week's vacation, October 24-30, logged 448 foreign short-wave stations in 186 countries. He figured that he travelled 2,039,800 miles via the short-waves.

"In the logs I have only given the stations which I was actually able to identify," Mr. Dilg said. "I heard many more stations whose programs ran for so long without an identification that I did not care to devote the time to wait until they identified themselves. They were principally in Latin America.

"In addition to this, I have not included any of the Canadian or Mexican stations, a large number of which were tuned in. There were also many telephone, amateurs, ship stations, police calls, and airport calls heard while passing from one band to another, but as they were not putting out any programs of entertainment, I have not included them in the logs.

"The results I obtained during the week's tuning are, without question, quite remarkable. The large increase in signal strength, with the very greatly reduced background noise, appears to clarify the signal, and I believe is largely responsible for the reception I have obtained during the week's tuning. By reducing the amount of noise in the signal, it is possible to give weak stations considerably more volume without amplifying or emphasizing the noise. I might say, it was rarely necessary to use the full degree of sensitivity available. There always seemed to be something in reserve.

"Another thing that helped considerably was the extreme selectivity available. For example, I was able to bring in JZI, Japan, on 9,535 megs. at the same time W2XAF, Schenectady, was broadcasting on 9,530 megs. Schenectady, as you probably know, has a very powerful signal, while the signal from Japan was rather weak as I tuned it in during the afternoon. But even under these extremely adverse conditions, I was able to eliminate the American station and get Japan with excellent program volume."

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ZENITH'S HALF YEAR PROFIT AHEAD OF PREVIOUS 12 MONTHS

Zenith Radio Corporation this week reported an operating profit for the first six months ended October 31st of its current fiscal year amounting to \$1,720,798.02, after depreciation, excise taxes, royalties and liberal reserves but before other Federal taxes, as per the Company's books, according to Hugh Robertson, Vice-President and Treasurer.

This six months' profit exceeds by a substantial margin the profit on the same basis for the entire twelve months ended April 30, 1936, which was the largest earnings for any full fiscal year in the Company's history.

Shipments for the six month-period exceeded by a substantial margin the total shipments for the entire twelve months of the previous fiscal year ended April 30, 1936.

While the volume of business being done is unusually large, the Company continues to maintain its usual liquid condition. There are no bank loans or bonded indebtedness. The new plants which the Company recently purchased have been paid for and all current obligations have been discounted. Cash on hand in banks exceeds two and one-half million dollars.

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CBS NOTES LINK BETWEEN RADIO AND AUTO INDUSTRIES

Under the heading "A Lot in Common", the Columbia Broadcasting System, in a brochure this week noted the connection between the auto and the radio industries.

"Two giants stand together", the brochure said. "Radio, the younger - powerful, growing apace - greets the older, a mighty veteran whose years add nothing but spirit and strength. Gentlemen, we give you the automobile Industry!"

"Like the automobile, radio (in a little more than a decade) has become an integral part of American life; is even an integral part of the automobile itself. But radio and the automobile are linked together in other ways - and in ever-increasing measure.

"In 1932, Columbia carried \$123,753 of automobile advertising. By 1935 automobile advertising reached a peak of \$2,488,939 on Columbia, (not including talent expenditures). And 1936 will show an appreciable increase over the peak of 1935!"

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

CONFIDENTIAL — Not for Publication

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November 24, 1936

UNCLE SAM PROVES SUCCESS AS EDUCATIONAL BROADCASTER

Delegates who attend the First National Conference on Educational Broadcasting in Washington December 10-12 will be shown an outstanding example of educational broadcasting sponsored and directed by an agency of the Federal Government.

The United States Office of Education daily receives more than 2,000 letters from pleased listeners scattered over the country. The programs which this office sponsors are unique in that they call upon the vast research facilities of the Federal Government for their material.

Five radio programs are now offered by the Federal Radio School. Four of these programs are based upon findings and discoveries of the most-renowned scientists in the world.

"Have You Heard", the first of these Federal programs, is made up of a body of facts, of natural science tidbits that tempt the mind and make it eager to want more. These curious and spectacular facts range the entire scientific world. They catch the listener's attention and focus his mind on the story to come, the explanation of the fact so curious and unnatural.

Each broadcast in "Have You Heard" is devoted to one special subject - the moon, earthquakes, flowers, fish and so on. Following the broadcast supplementary material supplied by the radio school is sent upon request. This material has been prepared from accurate scientific data, checked and rechecked for accuracy.

Further, in order to make the program more listenable, sound effects, to convey realism, music and dramatization are used. The speech, the talk, the lecture are taboo.

The second of these experimental educational broadcasts is called "Answer Me This". This is a social science program. It covers current events, civics, economics, government and related subjects. "Answer Me This" usually is a series of about 20 questions and answers. It covers a particular subject. Say that subject is the Olympic games, recently completed in Germany. Questions are asked about these games, their origin, their development, the number of nations participating in them today, the significance of the circles interlocking in the flag, whether the men and women athletes compete against each other, and so on.

The answers to these questions are given immediately. After such a broadcast the radio listener has the complete story

of the Olympics, or any other subject that may be chosen. This broadcast embodies distinctly the element of contest.

The most interesting and by far the most popular of these scholastic broadcasts of Uncle Sam is that titled "The World Is Yours." Response to this program by the public has been overwhelming.

It utilizes the vast storehouse of information lying somewhat dormant in the Smithsonian Institution. The educational program "The World Is Yours" humanizes, dramatizes, sketches with voice and feeling the exhibits lying cold and stark in the Smithsonian. The program makes listenable the story of all human programs.

The "Safety Musketeers" program carries on it everything that has to do with safety. There is a "safety in the home" program, a "safety boating" program, a "safety skiing" program, a "safety camping" program, a "safety motoring" program and so on. These programs have behind them the full support of all safety organizations in the United States - the A.A.A., the National Safety Council, the Red Cross, the Boy Scouts and Girl Scouts. Literature on this program goes out after broadcasts upon request.

The fifth program is the "house program". It is titled "Education in the News". It keeps the public informed on the entire field of education, a \$3,000,000,000 industry in the United States. It covers such topics as "Development of the Forum Idea"; "What Education Is Doing for Physically Handicapped Children", and the like.

Dramatization and vitalization of the programs put out by the radio school to see what is needed to make them "stick" have made for their success. Music and sound effects to hold the attention and feed the imagination play their part.

A new step now being planned by the school authorities consists of experiments looking forward to the placing of supplementary material into the hands of millions. Today such programs go only to the average listener. Another objective is working out of specially adapted programs. These would go to special classes - teachers, housewives, students.

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A novelty in the recent Austrian Radio Fair was the "Telefunken" radio receiving set with electric clock and automatic time switch by means of which it can be arranged in advance that reception be started and stopped at a given time. Several Austrian factories displayed automobile radios.

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CHEAPER TELEVISION SETS PROMISED BY BRITISH FIRM

Taking note of the advent of television service from Alexandra Palace, London, Alfred Clark, Chairman of the Board of the Electric and Musical Industries, Ltd., meeting in London recently, predicted that the price of television receivers will be reduced as production increases.

"Our television receiving sets are now on sale", he said. "As in all new industries, they may be expected gradually to become cheaper in price, thereby following the example of the motor-car, the radio, and similar articles. It is not so very many years ago that the Marconiphone Company was selling a two-valve radio set, without loud speaker or batteries, for £25, whereas today, for such a price, one can purchase a luxurious radio-gramophone.

"Any reference to the future outlook must take into consideration the fact that the sales of television apparatus, both for transmission and receiving, are going to form eventually an important part of our trading. While its progress is expected to be slow, as pioneers in the development of high definition television we intend to hold the premier position we have achieved."

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CBS ISSUES CRITICISM OF RADIO AUDIENCE SURVEYS

Somewhat caustically the Columbia Broadcasting System this week criticized the principal methods of measuring radio audiences in an analysis published in brochure form. The analysis was prepared by John J. Karol, Director of Market Research of CBS.

While Mr. Karol found advantages and disadvantages in the three chief types of surveys - telephone, personal interviews, and mail - he concluded with a review of the automatic recorded, which may be attached to radio receiving sets, and intimated that it prove the most efficient once the cost of production is lowered.

In his forward Mr. Karol said:

"It is, perhaps, something of a paradox in modern advertising that radio - the youngest major medium - has been subjected to more tests and surveys, more analysis and measurement, than most of its older relatives. From the moment his first broadcast has gone over the air waves the advertiser stops thinking of maximum possibilities and wants to know how many people his program actually reaches.

"The large volume and variety of research information which has been issued on radio programs may be confusing to some advertisers and agencies. This brief analysis of current methods of measuring the size of the radio audience for individual programs may be of some aid in removing that confusion.

"If our point of view appears overly critical it must be ascribed only to the pursuit of research perfection and certainly not be interpreted as an indictment of existing techniques. Most of the studies conducted in this field have been of real value both in providing specific data and in pointing the way toward improvements in radio research methods."

Concluding, he commented:

"Perhaps this brief analysis of current radio survey technique will at least indicate that radio broadcasting does lend itself to factual measurements - particularly in the subtle measurements of individual advertisements, as contrasted with the gross over-all measurements of total circulation."

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VILLAGE WHEEL MAY RUN INDIA'S RADIO SETS

The Standing Finance Committee of the Indian Legislative Assembly plans for the expansion of India's radio services, according to the Electrical Review, London. The principal proposals are for the erection of eight new broadcasting stations and the taking over of the station hitherto maintained by the Frontier Province Government at Peshawar. The total expenditure on the new stations, on the remodelling of the transmitters at Bombay and Calcutta, and on research and other necessary developments will amount to Rs. 33 lakhs.

There is also a provision in the program for a short-wave relaying receiver at Delhi, and for the erection of a suitable building at New Delhi for the studio and office of the local broadcasting station and to accommodate the research department and the office of the Controller of Broadcasting. After these stations are constructed and the wavelengths tested, the question of evolving a cheap set for India to meet mass needs will be considered. One of the difficulties of radio services in villages is that the community set is expensive, and the cost of the battery makes it difficult for provincial governments to launch a scheme of expansion on any large scale. Research is now in hand in this direction. Two alternatives are under consideration. One is to take advantage of the electricity used for tube wells, and the other is to evolve a wheel which, when worked by hand by the villagers, will generate enough electricity to run the radio set.

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EXAMINER RECOMMENDS DELETION OF KVOS, TARGET OF AP

While the United States Supreme Court continued to deliberate on the "news piracy" suit of the Associated Press against KVOS, Bellingham, Wash., an Examiner of the Federal Communications Commission this week recommended that the station be denied a renewal of license and authority to transfer control.

Examiner Ralph L. Walker's report, covering 14 mimeographed pages, describes in detail the "Newspaper of the Air" broadcast by KVOS and condemns the practice of the editor expressing his personal opinions about other persons during the program. The "Newspaper of the Air", according to the report, has been conducted in a manner strongly reminiscent of the newspapers of a past generation, when editors were less restrained in their opinions and language.

L. H. Darwin, a former newspaper publisher of Bellingham, conducts the program under contract with the station and with the aid of two reporters, a secretary, and the service of a press association, subscribed to after the AP suit was filed alleging illegal use of material published in local newspapers.

The program is broadcast five times daily and consists of local, national and international news items, commercial and gratuitous announcements, and "editorial comments" by Mr. Darwin. It is the latter that has proved the most disturbing, according to the Examiner.

The editor of the "Newspaper of the Air", evidence showed, had run-ins with the local ministerial association as well as various political candidates.

"The City of Bellingham is sharply divided along political lines", the Examiner said, "the Bellingham Herald giving voice to and supporting one faction while Mr. Darwin, using the 'Newspaper of the Air' over KVOS, strongly supports the other in that part of the program referred to as 'editorial comments'. He concludes his early evening broadcast with the announcement:

"Our next broadcast is at 9:45 p.m., cleaning up the news of the day and making it unnecessary for you to look in the morning paper."

Two examples of the "editorial comment" cited in the report follow:

"If Justice Roberts of the United States Supreme Court were to run for President, do you think it would be worthwhile counting his votes? He is nothing but a Philadelphia Republican machine lawyer. Read his opinions, and you will find what your Congress has done, what the President has done, who were elected by two-thirds of the people of the United States."

"Another of the brazen falsehoods of Sefrit in the Herald tonight was the statement that the new budget allows the sheriff three field deputies. Of course it only allows him one - but another falsehood means nothing to Sefrit. Do you understand why United States Senator Bone stated that he could not understand why a just God would strike Ananias dead for lying - and let Frank Sefrit live? You would think there would be some limit to what a man wants to do in the way of falsification - especially where the official records proclaim the falsehood."

On other occasions Mr. Darwin referred to Mr. Sefrit as a liar and as a character assassin; to a veterans' organization as controlled by big business; to the Chamber of Commerce as controlled by Mr. Sefrit and the Bellingham Herald; to a dairy association as controlled by big business; to the Chamber of Commerce as having been instrumental in bringing bombs and instruments of warfare into the city in connection with a strike; to a county commissioner as being a party to an "alliance campaign using the aged and infirm inmates of the Whatcom County Home as a means of playing dirty politics", and to a mayoralty candidate as "Holy Land Banker Brown". After a primary election he stated that, "The churches and vice gangs are equally pleased with the results of the election." Mr. Darwin has made repeated use of the name of the manager of the newspaper as an adjective in describing those who do not agree with his views, the Examiner said.

The advertising rates for announcements on the "Newspaper of the Air" are substantially higher than for other periods, and the station numbers among its clients thereon some of the more prominent business houses of Bellingham. In July, 1933, the average number of paid commercial announcements per day on the three news broadcasts then carried was less than one. In January, 1934, the daily average of such announcements had increased to nine, in January, 1935, to thirteen, in August, 1935, to thirty-four, and in December of the same year, to more than thirty-six. During the months of February, March and April, 1936, approximately thirty-eight per cent of the gross income of Station KVOS was derived from commercial announcements on the "Newspaper of the Air". The net amount paid to Mr. Darwin during 1935 (after deduction of expenses charged to him) was approximately \$2,800.

In 1934 and 1935 Station KVOS broadcast a play-by-play description of the "World Series" baseball games, accomplishing this by having its employees listen to the commercially sponsored program as broadcast by a station affiliated with a national chain, and repeat the substance thereof over KVOS. Four concerns originally sponsored the broadcast over KVOS. Station KOL, Station KOMO and a representative of the national advertiser objected, and, after several of the 1934 games had been broadcast, three of the local sponsors withdrew. This left as the only sponsor of the KVOS broadcast a local dealer of the national advertiser who sponsored the chain broadcast. This local dealer was the only sponsor of the 1935 broadcast.

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BRITISH SLOW TO ADOPT RADIOS FOR AUTOS

At the recent Motor Car Show at Olympia, London, there was further evidence that British manufacturers do not think the time is ripe for the mass-production of cars equipped with radio, according to the British Broadcasting Corporation.

There were upwards of 500 different models on view, but, with the exception of the American exhibits, there were very few cars permanently equipped with radio, although manufacturers were quite ready to install it as an extra if desired. Prior to the show there was a certain amount of anxiety as to what Olympia might reveal in this connection, in case some specially enterprising firm should come out with a standard car equipped with a wireless receiver, the BBC stated, but there was no sign of any startling development.

"The principal objection in Britain to car radio seems to be that it might distract a driver's attention at a critical moment. Motorists in the United States contend that this fear is groundless. They say that a wireless set relieves the tedium of a long journey, and argue that listening to a wireless program is less distracting, and usually much more interesting, than listening to the conversation of anyone who happens to be sitting beside the driver."

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S-W SETS REDUCE FOREST FIRES IN NORTHWEST

Shortwave, portable radio sets, used extensively this year for the first time by the United States Forest Service in establishing speedy communication in out-of-the-way places, operated within $2\frac{1}{2}$ percent of perfection, U. S. officials report.

A regional network covering Montana, northern Idaho and eastern Washington, handled 2700 emergency contacts, $97\frac{1}{2}$ percent of which were perfectly received without relaying in all kinds of weather conditions.

Use of the radio in speeding up the service played a large part in the record of less than 3 percent of the 1651 fires for the season going over 10 acres, it was said.

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STROMBERG-CARLSON OPENS NEW FACTORY IN AUSTRALIA

The opening of Stromberg-Carlson's new factory in Alexandria, Australia, in mid-October proved a gala event, according to an account in the Radio Retailer of Australia, which has just reached the United States.

No less a personage than J. A. Lyons, Prime Minister of Australia, participated in the ceremony. Other persons prominent in governmental and radio industrial circles in Australia also attended the luncheon given by A. Freedman, Director of Sales and Manager of the company. W. M. Angle, President of the Stromberg-Carlson Telephone Manufacturing Company, Rochester, New York, sent a message of greeting.

Many tributes were paid to the Stromberg-Carlson company by the speakers for its enterprize and confidence in erecting a plant designed to meet the industrial needs of the future.

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FARNSWORTH FORECASTS TELEVISION FOR 1937

Philo T. Farnsworth, who has an application for a television station in Philadelphia pending before the Federal Communications Commission, was quoted as predicting that regular television broadcasting will begin next year in an interview with Gobind Behan Lal, New York American science editor, last week. The story read in part:

"Speaking as a scientist and not as a maker of television receiving sets or as an officer of any television broadcasting studio or station, Mr. Farnsworth told this writer:

"I, for one, have no doubt television broadcasting will begin in 1937, although I cannot say just around what date. After all, the important thing, from the scientific viewpoint, is that the main obstacles have been sufficiently mastered."

"The Radio Corporation of America and the National Broadcasting Company have been experimenting in the field this year. Regular programs have been sent out and received by a select group of persons within a radius of many miles around New York City.

"So far this television transmission has been using a definition of 343 lines for each picture. The greater the number of lines constituting each picture the clearer is the picture. Television service to the public will mean pictures of 441 lines.

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"In one second 60 such pictures will be delivered by television, so the observer's eye will perceive no 'flickering'. That, of course, has been the objective of the American inventors, Dr. V. K. Zworykin of the R.C.A. Laboratories and Mr. Farnsworth, both creators of what is described as the new or only possible electronic television.

"Assurance is given that nowhere in the world will better televised images be produced and received.

"Four television sending stations can be expected to be ready for functioning next year. Two probably will be in New York, one in Philadelphia and one in Hollywood

"The average dependable distance to which satisfactory direct television is expected to be delivered is 40 miles from the sending station. However, devices have been developed which automatically will relay, or transmit, pictures beyond this approximate limit.

"The frequencies, or radio waves, to be used will be between 42 and 98 megacycles. That does not concern the layman so much as Mr. Farnsworth's expectation that a working receiving set need not cost at the lowest more than between \$200 and \$250. But these figures are mere estimates."

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NEW 5 KW TRANSMITTER MADE BY WESTERN ELECTRIC

A new 5 KW broadcasting transmitter has been developed by Western Electric, according to an article by L. G. Young, of the Radio Development Division, in "Bell Laboratories Record". The transmitter is labelled 355D1.

"The rapid trend toward higher quality in radio transmitters has already resulted in the 'high-fidelity' transmitter - a designation descriptive of quality and well merited by performance", Mr. Young writes. "High-fidelity transmitters of various ratings have already been developed by the Laboratories, and the 355D1 is also distinctive in this respect. Its chief contribution to the radio art, however, is the attainment of high-fidelity characteristics with simplified apparatus and lowered cost. To a large extent this has been brought about by the use of stabilized feed-back, which has permitted the new transmitter to be completely a-c operated, and - with other improvements - has made available a transmitter of highest quality that is yet low in price and easily maintained.

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"This new transmitter is similar in its general features to the D-96847 but the use of alternating current for the filaments has made it possible to eliminate the motor-generator set. Its place is taken by simple transformers to reduce the alternating current supply voltage to a proper value for application to the filaments. Transformers are not only much less expensive than motor generators, but require no attention during operation, and their use therefore represents an appreciable simplification. A further distinguishing feature of the new transmitter is the use of the 315-A mercury-vapor rectifier tube in the high-voltage rectifier circuit. This rectifier employs six of the 315-A tubes, and is rated to deliver 1.7 amperes at 11,500 volts. This is the first application of this low-priced tube, which is designed primarily to reduce the cost of furnishing direct current at voltages as high as 12 kilovolts.

"Another simplification in the new transmitter is the omission of the one-kilowatt amplifier unit. One complete unit, including tubes and power supply, has been omitted, thus lessening the cost of the transmitter and decreasing the space required.

"Only twenty-seven tubes are employed in the complete transmitter, which represents a substantial reduction as compared with other equivalent transmitters."

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CROSLY DECLARES DIVIDEND OF 75 CENTS

The Crosley Radio Corporation last week declared a dividend of 75 cents. The 50-cent distribution made on July 1st was the first payment since 25 cents was voted on July 1, 1935.

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WXYZ, NBC-Blue network station in Detroit, has begun construction on a new, 474-foot vertical antenna. The new structure will mean wider coverage for the station, and also a better signal in Detroit, its suburbs and surroundings.

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:::: INDUSTRY NOTES ::::
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The second meeting of the Preparatory Committee for the International Telegraph Conference to be held in Cairo, in February 1938, will be held at 10 A.M. on Monday, November 30, 1936, in Room 1413, New Post Office Building, Washington, D. C.

Louis G. Caldwell, prominent radio authority, has been named departmental advisory editor on radio and communication of The George Washington Law Review. He was formerly editor of the Journal of Radio Law and is past Chairman of the American Bar Association's Committee on Radio Law.

There has just been placed on the market in South Africa a line of broadcast and all-wave radio receivers and radio-gramophones manufactured in Australia, the U. S. Commerce Department reports. The receivers are sold under the trade name of "Fisk" and are the product of Amalgamated Wireless (Australia) Limited of Sydney.

False representations as to the merits and effectiveness of "Youthray", offered as a hair color restorer, are prohibited by the Federal Trade Commission under an order to cease and desist entered against Erna Saffan, Inc., and Roy M. Kirtland, 646 North Michigan Ave., Chicago. The respondents are directed to discontinue representing in catalogues, on labels, by radio broadcasting, or in any other manner, that "Youthray" is not a dye, can be used to restore the color of hair without the aid of harmful dyes, etc.

Larus & Brother Company, Richmond, Va., makers of Edgeworth Smoking Tobacco and Domino Cigarettes, is the sponsor of a new World transcribed program, presenting outstanding radio artists and prominent personalities in a show directed at the male audience. "Moments You Never Forget" is the title of the half-hour program, heard weekly on a selected list of stations from coast to coast. The campaign is handled by Marschalk & Pratt.

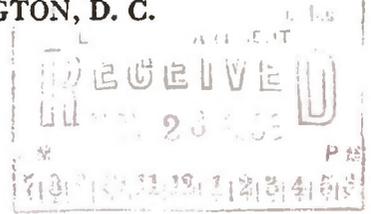
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HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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CONGRESSIONAL PROBE OF FCC EXPECTED AT NEXT SESSION

Despite the preponderant New Deal majority in the 75th Congress, Washington observers are predicting that the long-delayed Congressional investigation of the Federal Communications Commission will occur.

House leaders, particularly Chairman John J. O'Connor, of the Rules Committee, were able to block several moves for a probe last session, but now they are said to be reconciled to an inquiry, confident that it can be kept under control.

The move for the investigation doubtless will originate in the Democratic ranks although many Republicans would be glad to sponsor it. At the last session Representative Connery (D.), of Massachusetts, was the most persistent in his demands for a probe.

Although the FCC has been boldly pro-New Deal in its policies, it has stirred up bitter opposition among prominent Democrats, as well as Republicans, by its decisions in sectional or factional feuds.

With the Democrats in such a dominant position, it is not likely that the investigation will delve very deeply into the pro-New Deal actions of the Commission. It more probably will be confined to reversals of Examiner recommendations and questionable decisions removed from national politics.

Among the matters that probably will be aired in the event of a Congressional probe are the Knox Broadcasting Company case, together with the "Willard Hotel incident", the unsuccessful attempts of the Paulist Fathers to obtain full time for WLWL, New York, and the Brooklyn cases which the FCC has still not decided after more than two years.

The "Vandenberg incident" will doubtless be brought up and may lead to a change in policy with regard to recorded broadcasting, but it is not likely that the FCC will be punished greatly for playing a hands-off policy in a row between the CBS network and the Republican National Committee.

The FCC is in a much more vulnerable position in its grant of facilities to the Star-Times Publishing Co., St. Louis, over the protest of WIL, St. Louis, the St. Louis Post Dispatch, and the Republican National Committee. Although the issue is now in litigation, the litigants and the Republicans are still

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aroused over what was termed "an outright gift of \$500,000" to a pro-Roosevelt newspaper on the eve of the election.

There are numerous minor incidents and regulations which have aroused various members of Congress and which would be aired if the inquiry gets under way.

About a year ago the FCC itself was sharply divided, and two members, the Chairman, Anning S. Prall, and George Henry Payne, the Republican Progressive, were not on speaking terms.

Within recent months, however, there has been no evidence of such a cleavage although one or two members have dissented from time to time on individual cases.

When the inquiry does begin it is expected that Mr. Prall, both because of his position as Chairman and because of his political background, will bear the brunt of criticism.

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EARLY U. S. RADIO SUPERVISOR DIES

With the death of Arthur J. Tyrer, 68, Assistant Director of the Bureau of Marine Inspection and Navigation of the Commerce Department, in Washington last week, the life of one of radio's original supervisors in the United States was brought to a close. While Mr. Tyrer himself did not continue to be closely associated with radio, nevertheless when the new science came to governmental attention through the spark wireless from ships, it was put under his supervision when he was head of the Bureau of Navigation in the Department of Commerce. It was through the ships that the Commerce Department inherited radio which the Department controlled many years before passing it along to the Radio Commission and later the Federal Communications Commission.

Mr. Tyrer created a Radio Division in the Bureau of Navigation of which W. D. Terrell, one of the two first radio supervisors in the United States, became the head. Mr. Terrell is still connected with the Communications Commission as Chief Supervisor.

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"SECRET" TELEVISION SET-UP REPORTED IN HOLLYWOOD

An under-cover television laboratory in Hollywood reputedly has some of the major eastern experimenters in the field of visual broadcasting worried, according to Variety, which this week tells the following story:

"In a Hollywood hideaway lab, 10 flights up, no signs on doors except positively no admittance and strong-arm human stop-signals to block guys who don't belong, is a television setup in the process of development that has Hollywood, Radio City and the big boys generally trying to buy in or close the thing out.

"Three efforts to get a piece for \$2,000,000, all generating, as investigation proved, from the same studio sources, have received the same brushoff.

"This television setup is the same as the others with this difference; instead of a 7 x 10 inch tintype, it can project an image the size of a standard motion picture screen.

"At present the image has certain distortions, like trick mirrors give, or color plates which don't line up perfectly, but this, the inventors contend, is a simple matter of mechanics, not an electrical difficulty, and they've been holding off general manufacture until their engineers in Chicago send the parts which have been ordered.

"The inventors are young engineers who worked with Lee de Forrest on the vacuum tube which turned radio from an exclusive proposition on reception down eventually to the current \$5 thing for the mob.

"Head of the organization is Dr. R. D. DeMert, who owns World Wide Television Corp."

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PALEY IMPRESSED BY DUTCH STUDIO DESIGN

William S. Paley, President of the Columbia Broadcasting System, was greatly impressed by the architecture of the new AVRO building at Hilversum, Holland, according to World-Radio.

Mr. Paley was so much struck with the Hilversum building generally, and with the insulation of the studios in particular, that he invited the architects, Messrs. B. Merkelbach and C. J. F. Karstens, to visit New York and advise the architects of the new CBS buildings on various points.

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WOV SALE TO BULOVA APPROVED AS WLWL LOSES FIGHT

The Federal Communications Commission this week apparently brought to an end the almost two-year fight between New York broadcasters when it cancelled a scheduled hearing and approved the sale of WOV by John Iraci to Arde Bulova, the watch maker and owner of WNEW.

A few days previously the FCC had rejected an application of WLWL, operated by the Paulist Fathers, for full time and had refused to permit it to withdraw without prejudice a request for a reshuffling of broadcasting facilities to file a new petition for the channel of WOV.

The Commission, in approving the WOV sale, said the action could not be construed "as a finding by the Commission upon the proposal to transfer an interest in Station WNEW at this time or at any time in the future." Such action, it added, may be taken only upon formal application.

The Paulist-Bulova fight has perplexed the Commission for months and has drawn into the controversy prominent churchmen, politicians, and Italian factions.

Under the original plan, which fell through, WOV was to have been sold to the Paulists, which in turn proposed to lease or sell WLWL, which then would become a full-time station on 1100 kc., to CBS.

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FCC TELEPHONE INQUIRY WILL RESUME ON DECEMBER 8

With the convening of the 75th Congress just about a month away, the Telephone Division of the Federal Communications Commission this week decided to resume its telephone inquiry on December 8th.

The hearing, which was authorized by the last Congress, has been carried on in somewhat spasmodic intervals for almost a year. It is expected that Congress will demand a report on the Commission's findings at the next session.

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PROGRAM OF EDUCATIONAL CONFERENCE IS RELEASED

The program of the First National Conference on Educational Broadcasting, to be held in Washington December 10-12, was announced this week. Its principal listings of the general sessions follow:

Thursday Morning

Welcome by Hon. Harold L. Ickes, Secretary of the Interior

Address: "American Radio", Anning S. Prall, Chairman,
Federal Communications Commission

Address: "Broadcasting in American Education", John W.
Studebaker, U. S. Commissioner of Education

Thursday Afternoon

Address: "Social Responsibility of Broadcasting", Hendrik
Willem Van Loon, Author and Journalist

Thursday Evening

Program arranged by the Institute of Radio Engineers,
C. M. Jansky, Jr., Committee Chairman

"The Evolutionary Development of Radio Allocation Regulations", T.A.M. Craven, Chief Engineer, Federal Communications Commission.

"Practical Limitations of the Broadcast Allocation Structure", C. B. Jolliffe, Chief of Frequency Bureau, Radio Corporation of America.

"The Ultra High Frequency Domain", Alfred N. Goldsmith,
Consulting Radio Engineer, New York City

Friday Morning

Address: "The Implications of Radio as a Social and Educational Phenomenon", Howard W. Odum, University of North Carolina.

Friday Afternoon

Address: "Radio Broadcasting as a New Force in American Politics", Arthur N. Holcombe, Harvard University

Friday Evening

Banquet - Theme: The Influence of Radio in the Comity of Nations

Saturday Morning

Address: "The Claims of Education in Broadcasting",
William Mathew Lewis, President, Lafayette College

Address: "Broadcasting in the American Democracy", David
Sarnoff, President, Radio Corporation of America

Other papers will be read at various conference
sessions.

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ALL WASHINGTON APPLICATIONS SAVE MEYER'S SCHEDULED

Hearings were scheduled this week on three of the
applications for broadcasting stations in Washington, D. C.,
but Eugene Meyer, wealthy Republican publisher of the Washington
Post, was left waiting by the Federal Communications Commission.

The applicants granted a hearing are the Continental
Radio Company, a Scripps-Howard subsidiary associated with the
Washington Daily News; Hearst Radio, Inc., owned by the pub-
lisher of the Washington Herald and Times; and the United States
Broadcasting Co., one of whose executives is William Dolph,
Director of Radio for the Democratic National Committee.

Although Mr. Meyer has filed three applications for
facilities, one as early as May 14, he has not been granted so
much as a hearing.

Only this week an Examiner heard the plea of former
Senator C. C. Dill for a broadcasting station, in Washington.

The three applicants who have been granted a hearing
are seeking the facilities formerly occupied by WOL, now on a
regional channel. The requested channel is 1310 kc.

Mr. Meyer has asked the facilities of WMAL and assign-
ments in the high fidelity experimental band.

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A new transmitter, claimed to be the most powerful
in the Southern Hemisphere, has been ordered by the New Zealand
National Broadcasting Service for 2AY, Wellington. The power
is to be 60 KW, and the transmitter is to be erected on the
high land north of Tahiti Bay. A single mast 700 ft. high will
be used, and the wave length will be 526 meters.

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RMA MERCHANDISING PROGRAM GETS WIDE APPROVAL

Widespread approval and support, by the trade as well as manufacturers, has followed the proposed merchandising reform program developed by the RMA and submitted, in new trade practice rules, to the Federal Trade Commission, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association.

Chairman E. F. McDonald, Jr., and the RMA Fair Trade Practice Committee have received many endorsements of the set manufacturers' plan to end prize contests, "spiffs", cruises and other undesirable practices in radio merchandising. The example and program of the RMA Set Division also promises to be followed by other radio groups. Other industries also are at work to abolish the "spiffs" practice and it is a matter under close government scrutiny, with possible developments also under the Robinson-Patman Act. The RMA has received formal resolutions from the National Electrical Wholesalers' Association urging that manufacturers discourage subsidies or donations of any kind to salesmen of distributors or dealers.

A majority of RMA set manufacturers already have transmitted to Association headquarters signed agreements supplementing the new trade practice rules on prizes, "spiffs", etc. now pending before the Federal Trade Commission. The trade practice rule would apply to manufacturers, while the supplemental agreement would obligate manufacturers to use "all lawful means" for observance by their distributors of the proposed trade practice rule, thus making it effective in the trade as well as directly by manufacturers.

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TALENT COSTS NET SPONSORS 40% OF RADIO BUDGET

The cost of talent on the big commercially sponsored network programs has increased about 10 percent within the past year and now amounts to about 40 percent of the sponsor's radio budget, according to an estimate of the American Association of Advertising Agencies.

In many instances, it reports, the talent costs for such head-liners as Eddie Cantor, Jack Benny and Burns and Allen equals or surpasses the charge for a nation-wide hookup of broadcasting stations.

A demand for more gag writers by the performers also was said to be responsible for part of the increased talent costs.

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EDUCATORS SET FORTH IDEAL RADIO PROGRAM STANDARDS

An ideal of what educators want in radio programs is set forth in a tentative report in the October issue of The Ohio Radio Announcer, which is published monthly by the Bureau of Educational Research of the Ohio State University.

The statement of standards as tentatively projected in Ohio follows:

Advertising: Amount - Advertising should occupy only a minor proportion of the time of any educational program.

Distribution - Mere mention of sponsor at beginning and end of program is best practise. Short sections of unobjectionable advertising at beginning and end of program are acceptable. Advertising distributed throughout the program is not acceptable for school use.

Nature - To be acceptable, advertising must be an honest representation of the product. No program is acceptable for school use which attempts to enlist listener's participation in advertising contests, or invites listener to send in cartons, labels, bottle tops, or the like, or appeals directly to children to persuade their parents to buy products in order that children may receive something free.

Personnel: Authority - In general, persons should be featured in programs who are accepted as authorities in the field which the program represents.

Prominence - Other things being equal a program with speakers of such prominence as to give significance to their views is to be preferred.

Manner - Speakers and announcers should be pleasing and unaffected in manner. "Talking down" is resented by children. Speakers should be easy to understand and interesting to follow.

Program content: As source of information - Information should be well organized, authoritative and reliable, pertinent and directly applicable to the work in which the class is engaged at the time, and should be such as to supplement the sources of information to which the pupils already have access.

As means of developing appreciations - A radio program of this type should exemplify the best standards in the area of expression concerned; it should represent a type of appreciation appropriate to the grade level at which it is to be used; techniques of presentation should be appropriate to the area of expression involved; and it should encourage the listener to extend his acquaintance with the area represented, or to explore the area as a means of self-expression.

As a directed participation activity - Directions should be definite and clearly stated, sufficient time should be allowed after each step for the pupils to make the expected response, and the type of activity involved should be appropriate for radio presentation.

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As directions for later participation - Successive steps should be definite and clearly stated and sufficient time should be allowed for necessary note-taking.

As direct teaching - Subject should be appropriate for radio presentation. It should not duplicate the type of teaching usually done by class-room teachers unless local trained teachers of that subject are not available. Each presentation should be built upon learnings of earlier programs in the series and furnish leads into programs to follow. The listener should be referred to supplementary learning sources so that the radio lesson will become part of a larger learning process. Advance information should be made available to the teacher which will enable him to have necessary materials and supplementary aids at hand. There should be definite suggestions for listener activity.

As source of opinion - There should be a clear distinction between material presented as facts and material which is someone's interpretation of the facts. The bias or specialized viewpoint of the program or speakers should be made clear. A speaker should be typical of the group represented or should be of sufficient prominence to make his individual viewpoint worthy of consideration.

Total effect: In general, the point of view of a program should be socially constructive. Its effect, if any, on the ideals and attitudes of pupils should be to encourage the formation of the kind which the school desires to have children form. The program should present a point of view, merely, and leave the acceptance or rejection of it to the intelligence of the listener, unless it be clearly obvious that the program represents special pleading and is not an objective presentation.

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KVOS LICENSE RENEWED AS FCC CONSIDERS REPORT

While considering the denunciatory report of Examiner Ralph H. Walker, the Federal Communications Commission this week granted a renewal of the license of KVOS, Bellingham, Wash., on a temporary basis subject to subsequent action.

The Examiner's report, recommending deletion of the station, has caused somewhat of a sensation in broadcasting and publishing circles because of the pending "news piracy" suit filed against KVOS by the Associated Press and now before the United States Supreme Court.

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EXAMINERS PRESENT TOUGH PROBLEM FOR THE FCC

The Federal Communications Commission has been given a tough, though minor, problem by its Examiners.

Recently one Examiner recommended that the application of KUJ, of Walla Walla, Wash., for a transfer from 1370 to 1250 kc. be granted and that, in event of this grant, that the application of Donald A. Wike and H. C. Studebaker for a permit to build a new station at Baker, Ore., for operation of 1370 kc. be granted also.

This week Examiner Robert L. Irwin recommended that the application of KIT, Yakima, Wash., for a transfer from 1310 to 1250 kc. be granted, providing the KUJ request is rejected or rejected if the KUJ application is granted.

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CRITICIZES NETWORK MEDICAL BAN

Dr. Victor Heiser in his widely read new book, "An American Doctor's Odyssey" says:

"I was particularly struck with the manner in which the Health Department in Russia handled venereal disease, which was being treated solely from an infectious standpoint. This is in great contrast to our attitude; ostrich-like we stick our heads in the sand and refuse to recognize that syphilis causes greater havoc than any other disease in the Christian world, and that efforts to deal with it should not be handicapped by regarding it as punishment for sin. The situation will remain hopeless as long as a prominent health officer of the leading state of the Union can be refused the use of one of the great radio broadcasting systems because he mentioned the word syphilis."

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PASSENGER BUSES EQUIPPED WITH RADIOS IN AUSTRALIA

Buses have been equipped with radio receivers for the entertainment of their passengers, according to a report in Radio Retailer of Australia.

"The proprietor of the bus is more than pleased with the reaction of his passengers and with the performance of the receiver", the periodical states.

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