

HEINL RADIO BUSINESS LETTER

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BRITISH TELEVISION DELAYED -- RESULT STILL IN DOUBT

British television will probably not get started before March, which is considerably later than was originally intended, according to Andrew W. Cruse, of the U. S. Commerce Department, who recently returned from an extended trip abroad devoted to a study of the television situation. Also Mr. Cruse seems to be in considerable doubt as to what the results may be after the British get under way. This is based on a lengthy report which he has just received from Trade Commissioner Henry E. Stebbins in London.

Commenting upon this report, Mr. Cruse said:

"The report of Mr. Stebbins, Assistant Trade Commissioner, is to me most interesting. Here we have a picture of the stage being set for the inauguration of high definition Television in England. The atmosphere is becoming tense, 'The air is still filled with rumors', efforts are being made to calm the nerves of the radio manufacturers and the motion picture interests, both of which have been jittery over the possible effect on their business ever since the publication of the report of the Television Committee in January of this year. Only the actual presentation of the proposed Television programs from the Alexandra Palace transmitters of E.M.I. and Baird will clarify the situation and answer the questions now being asked regarding the future of Television for entertainment. I can only repeat what I have said before, and that is, that in my opinion, after having seen both the Baird and E.M.I. systems in operation, I feel that the entire future of British Television depends entirely upon the ability of the British Broadcasting Corporation to present programs which will be enthusiastically received by the public. Technically, both the transmitting and receiving equipment is adequately satisfactory to introduce this service at this time but the unknown factors are - program material and program presentation. Will the novelty of this new art be sustained after the novelty has worn off? We, in the United States, can learn many valuable lessons which may later save us many dollars by patiently watching this development of the British Television picture.

"Mr. Stebbins is very well qualified to observe Television developments for us in England. He accompanied me on all my visits to the various laboratories during my stay in connection with this subject. He knows the engineers who are doing the work, - he knows the manufacturers who are making the receiving equipment, - he knows the people at B.B.C. who will present the programs."

The report of Mr. Stebbins reads, in part, as follows:

"While the General Post Office is still considering the tenders of Baird Television Co., Ltd., and the Electrical and Musical Industries, Ltd., for the construction of the two stations to be erected at the Alexandra Palace, the air is still thick with rumors as to how far and how soon the public broadcast of television will progress. Each company directly interested in television is handling its affairs in its own particular way with little or no reference to each other. The two big companies, Baird and E.M.I., are working along entirely different lines with no thought of cooperation, while other firms, not now concerned with transmission, but only with reception, are treading water nervously until the broadcasts actually begin.

"The Radio Manufacturers' Association has, after a considerable amount of hedging, decided to permit a 'composite exhibit' of television at the forthcoming Radio Show to be held at Olympia. There will definitely be no demonstration of television reception by individual manufacturers, but the R.M.A. will itself conduct the 'composite exhibit illustrative of television.' Just what form this exhibit will take and of how much value to the public it will be is extremely doubtful and officials of the R.M.A. are unwilling to commit themselves in advance to any expression of opinion.

"Of the two companies which are to commence television transmission for the British Broadcasting Corporation, the Baird Company continues to lead in publicity, although recently there have been unmistakable signs of a falling off either in the interest of the press or the enthusiasm of the company's executives. Whereas up to 3 or 4 weeks ago, it would take nothing less than the declaration of a World War to keep television off the front page of the Gaumont-British-Baird owned Sunday Referee, in recent weeks the subject has been relegated to the inside pages, if, indeed, it appeared even there. One move on the part of Baird which was considered at first to be adroit was the arrangement for Captain H.G.D. West, Baird's technical director, to make a speech at the Annual Convention of the Cinematograph Exhibitors' Association. The motion picture exhibitors, traditionally in a state of nerves over difficulties real or imaginary, had worked themselves into a regular breakdown at the prospect of competition from television in the home. To combat this, and in an attempt to down this idea once and for all, Captain West went to Cardiff to calm the exhibitors.*****

"Discussing the commercial aspects of television in the cinema, Captain West wound up his speech by saying: 'I have to say that good television pictures in one form or another will be shown in London cinemas before the end of the year. They will show results of fair entertainment value, and should attract the public from this point of view rather than from the point of novelty, or from the fact that television is a matter of the moment. I think I am right in saying that within two years from now several London cinemas will be taking regular television

items in their programs.....I am convinced that even if programs for the home were made really attractive the average member of a family will still want to go out to his local cinema or theatre and laugh and cry and enjoy himself in common with many hundreds of others. One cannot get away from the fact of mass psychology and its unconscious attraction. Television in the cinema is in its experimental form now, but it is gradually developing to become a feature in the program presentation. The cinema need have no fear of television in the home were made really attractive the average member of a family will still want to go out to his local cinema or theatre and laugh and cry and enjoy himself in common with many hundreds of others. One cannot get away from the fact of mass psychology and its unconscious attraction. Television in the cinema is in its experimental form now, but it is gradually developing to become a feature in the program presentation. The cinema need have no fear of television in the home as regards reducing box-office receipts.....'

"The Daily Telegraph was the only London morning paper which reported this speech and that only in 10 lines, but the Sunday Referee in headlines stretching across the whole front page announced to its readers: 'First Cinema to Instal Television.' The article went on to say that equipment was now being installed in the Dominion Theatre, London, under conditions of 'great secrecy' by the Baird Company.

"In the meantime, Baird Television, Ltd. held its annual meeting. The task of the Chairman, Sir Harry Greer, was a difficult one, for the debit balance of £49,800 shown by the profit and loss account had been transferred to the general development account, following the procedure of previous years. This general development account now amounts to the colossal sum of £367,000. Moreover, the auditors stated that under present conditions they were unable to form an opinion as to the value to the company of this expenditure. To explain how the shareholders can hope to obtain a return on their money was the Chairman's difficult task. In lieu of any actual profits the following prospects were held out: revenue from the B.B.C. for the transmitting apparatus to be erected at Alexandra Palace, and subsequently revenue from further orders for provincial and foreign stations, revenue from royalties on patents and technique and profits from manufacture and sale of receiving sets.

"The Electrical and Musical Industries have not been so active in their publicity. In fact they next to Baird seem most reticent in informing the public of their activities. This is doubtless due in large measure to the fact that the company manufactures radio sets and enjoys a prosperous business from them. But another reason is that the officials of the company genuinely believe that they have a television system far better than any now in existence and they are content to await the opportunity to demonstrate it side by side with their competitors when the time is ripe.*****

"The same general attitude is reflected in conversations with officials of E. K. Cole, Ltd., one of the largest radio manufacturers in the country. This company has a large but not a controlling interest in Scophony, Ltd., which, although one of the firms considered by the Television Committee to erect a transmitting station, was finally turned down in favor of Baird and E.M.I. Since then Scophony has devoted its major efforts in research and development in receiving sets and E.K. Cole, Ltd., realizing the value of having a hold in the new industry, bought up almost half of the shares of scophony. Technically, the Scophony system is based on optico-mechanical (mirror drum) methods, quite different from the cathode ray principal employed by both Baird and E.M.I. in their receiving sets. In spite of Baird's contention to the contrary, it is E.K.Cole's opinion that Scophony is developing the only method for direct large-screen television for cinema theatres. The directors of E. K. Cole, Ltd. have taken the attitude that with a profitable radio business making more money each year, the company can afford to have a finger in the television pie without having to resort to elaborate and expensive publicity methods by which to sell television to the public. It is the opinion of the chairman and other executives of the company that television is 'making its first bow out of the laboratory into the commercial arena' and that some years must elapse before television can become the medium of national or international education and entertainment which sound broadcasting has already achieved.

"The fact that two systems are to be used at the Alexandra Palace has given rise to considerable doubt as to whether receiving sets can be made capable of receiving both systems. Each of the companies entrusted with the establishment of the stations claim that such sets can be manufactured. The two standards - Baird's 240 lines and E.M.I.'s 405 lines - are bound to complicate a receiving set and thus make it more expensive. Should the complications involved in two standards continue it may be well that the cost of receiving sets will remain so high that the general public if it is to witness television at all, will have to do so in the cinema. This leads to still further problems because under the B.B.C.'s monopoly of television, the Postmaster General's permission will have to be obtained before anyone but the B.B.C. may transmit television programs to the cinemas."

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NEW STATION URGED FOR SAN DIEGO

Issuance of a construction permit to the Pacific Acceptance Corp., San Diego, Cal., to erect a new broadcasting station in that city for operation on 1200 kc. with 100 watts power, daytime only, was recommended to the Federal Communications Commission September 9 by Examiner P. W. Seward.

San Diego already has two stations, KFSD and KGB, operating with power of 1 KW each. Examiner Seward held, however, that a need exists for additional local service. Among other things, he cited the temporary residence of 60,000 Navy men.

Simultaneously, Examiner Seward recommended that the Pasadena Presbyterian Church, Pasadena, Cal., be allowed to increase its power from 50 to 100 watts, day and night, sharing time with KFXM, San Bernardino, Cal.

Denial of an application by KGGC, San Francisco, to change its hours of operation from limited to unlimited was recommended by Examiner Melvin H. Dalberg.

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NAB APPOINTS STRONG PROGRAM AWARDS COMMITTEE

Big names in the industry are included in the committee appointed by Leo Fitzpatrick, of WJR, Detroit, President of the National Association of Broadcasters, to cooperate with the Radio Manufacturers' Association on the Radio Industry Foundation of Program Awards. Its personnel is as follows:

Chairman, Lambdin Kay, WSB, Atlanta; Members: M. H. Aylesworth, President of the National Broadcasting Company; Burrige Butler, WLS, Chicago; William S. Paley, President of the Columbia Broadcasting System, and Mr. Fitzpatrick.

As announced sometime ago by Leslie F. Muter, President of the Radio Manufacturers' Association, the Manufacturers Committee on Awards is: Powel Crosley, Jr., of Cincinnati, Chairman; Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago; George Scoville, President of the Stromberg-Carlson Company, Rochester, N. Y., and N. P. Bloom, President of the Adler Manufacturing Co., Louisville, Ky.

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BRITISH APPOINT NEW EMPIRE PROGRAM DIRECTOR

J. B. Clark, who has been Empire Program Director of the British Broadcasting Corporation since the inception of the Empire Broadcasting Service in 1932, has been appointed Empire Service Director.

Mr. Clark in his new capacity will be responsible to the new Controller of Programs, C. G. Graves, who will shortly succeed Col. Alan Dawnay. Mr. Graves has been the Director of Empire and Foreign Services of the BBC since 1932.

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SAY RADIO ACT IS CONSTITUTIONAL

Legal authorities in the Capital apparently were somewhat puzzled by a report that a sub-committee of the Lawyers Vigilance Committee, formed to investigate the legal aspects of the New Deal legislation, was, among other things, preparing a report on the Federal Communications Commission. Inasmuch as the work of the committee apparently has to do with the constitutionality of the New Deal acts, the opinion was expressed that the Federal Communications Act as a whole was believed to be constitutional since it was simply an extension of the old Radio Act and part of the Interstate Commerce Commission Act, both of which have been upheld by the courts.

It was said that while several of the provisions of the FCC Act might not hold water constitutionally, that for the most part it was believed the Act was sound.

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DAUGHTER OF FRANK WISNER TO BE MARRIED

Miss Margaret Wisner, daughter of George Franklin Wisner, Chief of the Press Division of the Federal Communications Commission, and Mrs. Wisner, will be married Saturday afternoon, September 21, to Gordon Smith Parker, prominent patent attorney, of Washington.

Miss Wisner comes from an old and historically famous family of Maryland. Mr. Parker, who is in the United States Patent Office, is a graduate of the Virginia Military Institute, and National University.

The wedding will take place at Grace Episcopal Church, at Woodside, Md., a suburb of Washington.

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LOUDSPEAKER COVERS THREE MILES

The old-fashioned political gathering that gave way to the address from a broadcasting studio may reappear on a larger scale if a loudspeaker developed in Germany proves practical.

The loudspeaker is capable of carrying either a radio program or an address nearly three and three-fourths miles (6 kilometers), according to a Trade Commissioner's report to the Department of Commerce.

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Its inventor, Eugen Beyer, who has a small factory in Berlin, asserts it will cover a minimum distance of six-tenths of a mile (1 kilometer) under any condition. The maximum coverage is promised under good broadcasting conditions.

Compressed air, developed by a motor inside the loudspeaker, is the secret of the long range. The loudspeaker itself is larger than the average cabinet radio receiver, being 6 x 4 feet. Although it amplifies some 100 times, it uses but a small amount of electricity and can be operated from an ordinary light socket.

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WHEN AMATEURS AREN'T AMATEURS

With the wet-dry issue somewhat in the background nowadays, the Women's Christian Temperance Union has turned its gun on radio programs. The opening blast was fired at the W.C.T.U. convention in Atlantic City late in August by Mme. Yolanda Mero-Irion, of New York Advisory Chairman of the Women's National Radio Committee.

The so-called amateur hour, which has spread itself rapidly over the dial in recent months, was the center of Mme. Mero-Irion's attack.

"Twenty per cent are really amateurs", she said, "fifty per cent are professional amateurs, and the remaining thirty per cent are former vaudeville performers unable to obtain work in their own field, forced to act as amateurs to solve the vital grocery problem."

These amateurs, on the stage and on the air, now number 5,000, she said, with no signs of a let-up.

Mme. Mero-Irion also attacked radio advertisers who urge children listeners to beg their mothers to buy their breakfast foods and producers who persuade precocious children to sing the sophisticated songs of Broadway over the air.

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WMAQ READY FOR 50,000 WATT DEBUT

According to word received from Chicago from Niles Trammell, Vice-President of the National Broadcasting Company, everything is all set for the dedication of the new 50,000 watt transmitter of Station WMAQ, Sunday, September 15, from 10 P.M. to 1 A.M. C.D.S.T.

Mr. Trammell reports that the increased power will enable the station to serve the radio audience in the Chicago area better than ever before. He extends a cordial invitation to everyone to listen to WMAQ's dedication broadcast Sunday night.

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EXHIBITORS INCREASE AT FRENCH RADIO SHOW

The participants in the 12th International Radio Show at Paris will number 220, a decided increase over last year's 200 exhibitors. For the first time, the Government radio service will participate in the show, and a special "salon d'honneur" is to be reserved for its exhibit. The general propaganda section - as distinct from the purely commercial and industrial exhibits - will be, according to those organizing the show, larger and more attractive than ever before.

An interesting innovation is the special conference hall which is to be placed at the disposal of exhibitors who may wish to assemble their agents, in order to explain and demonstrate their new models, Assistant Trade Commissioner Lestrade Brown, Paris, advises.

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W. U. EXTENDS WIRES

Western Union Telegraph Company on September 10 was granted authority by the Telegraph Division of the Federal Communications Commission to enlarge its service temporarily between Shreveport and Homer, in Louisiana.

The order permits Western Union to supplement its permanent service between the two points for a period of 160 days by leasing from the Southern Bell Telephone & Telegraph Company, a telegraph circuit at a charge not to exceed \$96 a month. The distance is 60 miles.

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PERTINENT DATA ON DAYTIME PROGRAMS

The heralded study of daytime broadcasting by the Market Research Corporation at the instance of the National Broadcasting Company has been completed and some highly interesting facts have been published in a handsome brochure by NBC, ("Sales Begin When Programs Begin"). Some of these are:

On the average week-day (Monday through Friday) at 11 A.M., for instance, there are more than 16,000,000 radio homes with persons present and awake.

The greatest dip in potential daytime listening audience occurs in the early afternoon, climbing again to above the 11 A.M. peak at 6 P.M.

In the early morning the audience is less because of the variance in time zones, but in the eastern time zone alone at 8 A.M., the average available homes is 9,000,000.

The survey gives an analysis of the potential radio audience for every half-hour of the day and night from coast to coast. The total varies from 75 to 90.4 per cent of all radio families in the country.

The breakdown shows the number of adults and the number of boys and girls awake in radio homes at any half-hour.

Representing one of the most extensive surveys of its kind ever conducted, the data was collected by personal interviews and telephone calls in April, 1934. So voluminous was the information gathered that six months were required to analyze it.

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GERMAN RADIO TRADE BOOMS

The number of registered radio receiving sets in Germany increased by 1,200,000, or 22 per cent, during the year from August, 1934, to July, 1935, according to the German Institute for Business Research.

Because of government stimulation, broadcasting was improved through modernization of existing transmitters and construction of new stations. The present demand is for a new type of low-priced receiver (Volksempfänger). The number of sets per 100 homes is 36 as compared with 21 in 1931.

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MUTUAL AND YANKEE AID DRUG CLEAN-UP

The Mutual Broadcasting System and the Yankee Network of New England recently announced they had joined The Proprietary Association as associate members so that this broadcasting group could take advantage of the Association's Advisory Committee on Advertising. This marks the first time that radio networks have affiliated themselves with an organization that is pledged to bring proprietary and cosmetic advertising into line with reasonable requirements of therapeutic accuracy and good taste.

The Proprietary Association is composed of manufacturers of 80% of the packaged drug products being marketed in America today. The inauguration by the Association a year ago of an advertising Preview Committee was said to be the first effort on the part of an industry to voluntarily control the advertising of its members.

The following statement was issued by executives of the Mutual and Yankee Networks:

"We have observed the work that has been done by the Proprietary Association's Advisory Committee on Advertising in its efforts to improve advertising standards in the packaged medicine field and we believe this organization has already had a far-reaching influence in curbing unwarranted claims and generally improving the tone of advertising.

"We appreciate our responsibility to the radio audience and we are definitely in favor of advertising control that is reasonable and fair to the radio listener and the advertiser."

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PHILCO ISSUES WORLD RADIO ATLAS

For the benefit of the all-wave listeners, Philco has issued a radio atlas of the world, a 36-page book (size 7 x 10 inches) containing information of considerable value. The atlas contains double-page maps of the world and the continents in five colors; photographs and stories of foreign radio artists and stations; a complete, up-to-date log of radio stations including the principal stations of the world; and many other interesting features.

The atlas is priced at 50¢ but for the time being is being distributed free through Philco dealers.

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DECISIONS OF THE FCC BROADCAST DIVISION SEPT. 10

Applications Granted - WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., C.P. to install a 250 watt auxiliary transmitter; New, Roy L. Albertson, Buffalo, N. Y., The Commission, upon its own motion, reconsidered and granted CP heretofore set for hearing, for a new station to operate on 1370 kc., 100 watts night, 250 watts day, share WSVS; WMBR, Florida Broadcasting Co., Jacksonville, Fla., C.P. in hearing docket, amended, and granted authority to move transmitter locally, install new eqpt. and increase daytime power to 250 watts; WAGF, Dothan Broadcasting Co., Dothan, Ala., Mod. of CP to make changes in equipment; WMFR, Hart & Nelson, High Point, N. C., Mod. of CP to move transmitter and studio locally, make changes in equipment and extend commencement date to 30 days after grant and completion date to 160 days thereafter.

Also, WDAE, Tampa Times Co., Tampa, Fla., extension of special exp. auth. for the period Oct. 1, 1935, to April 1, 1936, to operate with additional $2\frac{1}{2}$ KW power daytime; WCFL, Chicago Federation of Labor, Chicago, Ill., license to cover CP as modified authorizing move of station locally, installing new eqpt. and increasing power to 5 KW. Also granted authority to determine operating power by direct measurement of antenna input; and granted CP to move present licensed main transmitter to York Township, Ill., also granted license to use present transmitter as auxiliary; WPEN, Wm. Penn Broadcasting Co., Philadelphia, Pa., license for auxiliary transmitter to operate on 920 kc., 250 watts; KTRH, KTRH Broadcasting Co., Houston, Tex., extension of special experimental authority to operate on frequency 1290 kc with 1 KW nighttime power and $2\frac{1}{2}$ KW daytime, to end not later than Nov. 1, 1935.

Also, WMT, Waterloo Broadcasting Co., Marion Township, Ia., extension of special authority heretofore granted to operate with additional power of 500 watts night, $1\frac{1}{2}$ KW day for period ending March 1, 1936; WTCN, Minn. Broadcasting Corp., Rose Township, Minn., authority to determine license power by direct measurement of antenna input; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., consent to transfer control of Pensacola Broadcasting Co., licensee of Station WCOA, from John C. Pace, Burgess Pace and Beecher Hayford, to The News Journal Co., publishers of the Pensacola Journal and the Pensacola News.

Also, General Electric Co., Portable-Mobile, Schenectady, N. Y. (2 new applications) CP for new general exp. station, broadcast pickup; frequencies 31100, 34600, 37600 and 40600 kc., 2 watts; New, WDSU, Inc., Portable-Mobile (New Orleans), CP for new broadcast pickup station to operate in the temporary service; frequencies 1646, 2090 2190, 2830 kc., 3 watts.

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