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# HEINL RADIO BUSINESS LETTER

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## CLEAR CHANNEL RESULT TO BE KNOWN JANUARY 1

The work of the radio engineers who are seeking to ascertain the efficiency and necessity for maintaining 40 clear channels for coast-to-coast broadcasting has been completed and a careful analysis is now being made of the record. Also thousands of replies are being indexed that were received as a result of the Broadcast Division of the Federal Communications Commission sending 100,000 post-card questionnaires to farmers and others living in rural or remote sections of the country seeking information with regard to reception in all parts of the United States. It is expected that the result of the entire clear channel survey will be made known about January 1st. Upon this conclusion may rest the decision as to whether or not the present clear channel setup should be maintained or broken down.

For the past six months, ten observation posts especially established throughout the country to secure first hand engineering data in a survey of the clear channel, regional and local stations during the Winter and Spring months, have been in constant use.

The engineering survey involved four lines of endeavor as follows - Continuous field intensity recordings of clear channel stations, the records being made at distances varying from 1000 to 3000 miles; an analysis of duplicated clear channels (such as 790 kilocycles occupied by WGY, Schenectady, and KGO, Oakland, Calif.), with complete determination of radiation characteristics of the individual stations as well as determination of the field intensities and service rendered in the areas between stations; field intensity measurements made in rural districts throughout the United States with correlation with listener habits as determined by personal investigation, and listener habit survey of rural audiences which was conducted by post-card by the Commission.

It is believed much valuable information will be received from the questionnaires to the farmers, not only of use to the Communications Commission but also of importance to the broadcasting industry. For instance, the farmers were asked the make, number of tubes, of their radio sets, when purchased, the name of their four favorite radio stations and finally for any general comment on the broadcasting situation they cared to make.

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Dr. C. B. Jolliffe, Chief Engineer of the Communications Commission was in charge of the work, assisted by Andrew D. Ring, of the Engineering Division and Dr. J. H. Dellinger of the Bureau of Standards. J. C. McNary, Technical Advisor of the National Association of Broadcasters, represented the broadcasters inasmuch as the undertaking was participated in by about 35 stations who were bearing the greater portion of the expense. The survey when finally completed will have involved an expenditure of approximately \$60,000, of which one-fifth will be paid by the Commission.

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#### ALL-WAVE SET MFRS. TO CONSIDER TRADE PRACTICE AGREEMENT

A meeting of the Board of Directors of the Radio Manufacturers' Association will be held in New York Wednesday, September 25, to consider the proposed code of practices for the all-wave set manufacturing industry, to submit to the Federal Trade Commission. Along with more than a score of other industries, the Radio Manufacturers' Association, through its Vice-President, Bond P. Geddes, applied to the Federal Trade Commission for a trade practice agreement following the expiration of the NRA codes.

The proposed trade practice agreement was considered following questions raised by the Federal Trade Commission regarding the use of "All Wave", "World Wave" and similar terms in advertising and merchandising of short-wave sets. Two years ago the Association's Board of Directors, following recommendations of its Engineering Division, formally adopted a definition for "All Wave" sets in the American market to include sets with a reception range from 540 to 18,000 kilocycles. This definition was questioned by the Federal Trade Commission but continuation of the "All Wave" term is proposed by the RMA in its conferences with the Commission. Also the "All Wave" term has received the official endorsement of the Federal Communications Commission.

A letter from Andrew Ring, Acting Chief Engineer of the Communications Commission, to Mr. Geddes, supports the "All Wave" term as correct and not misleading. Individual cases involving use of the "All Wave" and similar terms have been suspended by the Trade Commission pending consideration of the proposed RMA trade practice agreement for set manufacturers. The latter covers many merchandising practices and will be presented formally to the Federal Trade Commission following its consideration by the Board of Directors at New York. It will then be submitted to all set manufacturers.

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## SCRIPPS-HOWARD NEWSPAPERS GO IN FOR RADIO

The filing of application by the Scripps-Howard newspaper alliance for broadcasting facilities in Cincinnati, Columbus and Toledo is said to be a forerunner of this organization's seeking radio affiliation in the twenty-four cities in which it publishes newspapers. A separate corporation, the Continental Radio Company, with Karl A. Bickel, former President of the United Press, as President, and James C. Hanrahan, as Vice-President, is said to have been organized to promote the broadcasting interests of Scripps-Howard.

The newspaper organization has already filed an application for the acquisition of its first station, WFBE, at Cincinnati, and for two new 100-watt stations at Columbus and Toledo. Where the Scripps-Howard people find it impossible to acquire a station, it will apparently be their policy to affiliate with a station already established as the New York World-Telegram is understood to have done with Station WMCA in New York City.

This is the first move on the part of the Scripps-Howard papers to ally themselves with radio though as a general thing, their news columns have been friendly and carried radio programs and comments.

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## GERMAN RADIO SHOW ATTENDED BY 480,000

The 12th Annual Radio-Exhibition which was held in Berlin during the second half of August greatly exceeded the success of its predecessors. During the 13 days which the Exhibition lasted, 480,000 visitors wandered through the 8 halls, which contained it, - nearly five times the number in 1932. This success was in no wise impaired by the fire which destroyed one of the halls, as the exhibitors who were involved had erected other standw within a few hours. The most modern reception apparatus was shown and many novelties, too, in the domain of short-wave reception, a matter of special interest to oversea listeners; while television occupied the centre of interest.

In a television "alley", transmitting and reception sets could be seen; one could see in picture one's opposite number during a telephone conversation; and could both hear and see Dr. Goebbels, the patron of the Exhibition, during his tour of inspection and opening address, which had taken place a few minutes earlier. But in particular has the Exhibition strengthened and widened the relation between broadcasting station and listener. The idea offered to every visitor the opportunity of personally stepping before the microphone and exhibiting his powers as musician, singer or speaker. Thousands availed themselves of it, and in this way much new talent from amongst the public has been gained for the radio.

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## FUTURE OF EDUCATION BY RADIO COMMITTEE IN DOUBT

With the ending of the five-year grant of \$200,000 of the Payne Fund, December 31st, the continuance of the National Committee on Education by Radio, from which Joy Elmer Morgan recently resigned as Chairman, seems to be a matter of conjecture. Dr. Tracy F. Tyler, Secretary of the Committee, said that while he had no official information on the subject, he believed the work would go on. Dr. Tyler said that although the money was paid by the Payne Fund, he had no idea as to who the actual donor was, or whether or not there would be a renewal.

This Committee has been more or less of a thorn in the side of the radio industry because of its bitter criticism of the American system of broadcasting. Therefore, the resignation of Dr. Morgan, the significance of which is not known at this time, if any, was hailed with more or less of a sigh of relief from the broadcasters.

Dr. Morgan is succeeded on the Committee by Dr. Willis A. Sutton, Superintendent of Schools, Atlanta, Ga., and past President of the National Education Association.

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## MINNEAPOLIS TELEVISION COMPANY MODIFIES CLAIMS

Under a stipulation entered into by Northwestern Television Institute, Inc., of Minneapolis, with the Federal Trade Commission, that company agrees to discontinue exaggerated and misleading representations in its advertising.

The respondent agrees to no longer assert that openings or opportunities for profitable employment in the television industry are greater than the time such representations are published, and that enrollment in its classes will solve the employment problems or brighten the outlook of prospective students.

Other representations to be discontinued in connection with the sale of its course are as follows: That television is a field that is not crowded; that the instruction given by respondent is entirely individual; that television is a gigantic industry, and that television will offer employment to students who complete the respondent's course of training.

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## INDUSTRY TO COOPERATE IN NEW RADIO CENSUS

In preparation for the U.S. biennial census of manufactures in 1935, officers of the Census Bureau and the Radio Manufacturers' Association are cooperating to develop more detailed statistics on the radio industry and its operations. New census forms for the reports of individual radio companies are being prepared to develop details of radio manufacturing operations. The classifications of products, especially of receiving sets, are being extended to cover late changes in styles and types of modern sets, including those having various frequencies beyond the standard broadcast band.

Reports on the manufacture of the new metal tubes as well as glass types also are being arranged, and the new manufactures census is expected to compile the best radio industry data which has yet been developed.

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## BRITISH SCHOOL BROADCASTING DEVELOPS RAPIDLY

The Annual Program of Broadcasts to Schools in Great Britain by the British Broadcasting Company for the year 1935-36 has recently been issued. The facts and figures contained in this pamphlet and the projected expansion of the School Broadcasting Department indicate that the work of the Central Council for School Broadcasting is developing rapidly. The functions of broadcasting in the various school subjects are clearly stated in the pamphlet. Figures are given which show that the programs are followed regularly by a large number of schools. During the past eleven years, the broadcast program has confined itself to supplementing school work in some of the ordinary school subjects. Now that it is securely established, with twenty-two broadcasts a week, the program is to explore the world of knowledge outside the curriculum.

For rural schools, particularly, broadcasting serves "as a connecting channel with the main stream of the nation's life". The preface of this pamphlet, signed by Lord Eustace Percy, who was Chairman of the Central Council for School Broadcasting until his recent appointment as Minister without Portfolio, draws attention to the National ceremonies which have been heard during the year by school children all over the country. The village schools, however, are finding it very much more difficult to instal receiving sets than schools in the towns. Technical difficulties are greater in the country, since, in many cases, the sets must be battery-operated, but the real trouble seems to be the difficulty of raising sufficient money.

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 ::: INDUSTRY NOTES :::  
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Alfred J. McCosker, President of WOR, returned to New York last Thursday on a French liner "Lafayette" after a month's vacation in Europe.

While in London, Mr. McCosker visited Sir John Reith, Managing Director of the British Broadcasting Corporation, and in Paris he called on several French broadcasting officials.

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Station WOOD, Grand Rapids, Mich., combining stations WOOD and WASH, will be added to National Broadcasting Co. networks as an optional station available to either the NBC-WEAF or NBC-WJZ hookups beginning on September 29.

WOOD is operated, together with its sister station, by the Kunsy-Trendle Broadcasting Corp. on 1270 kc. with 500 watts power. The Kunsy-Trendle Broadcasting Corp. are also owners of WXYZ, Detroit, which becomes affiliated with the NBC-WJZ network on the same day.

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Arthur C. Broecker, for the past 12 years local display manager of the Indianapolis Star, has been named Sales Manager of radio station WIRE, Indianapolis. Before joining WIRE, Mr. Boecker had been with the Indianapolis Star in its advertising department for 15 years.

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William B. Gellatly joined the WOR local sales staff last week. Before going with WOR, Gellatly was a member of the Columbia Broadcasting System sales force, and has been an advertising sales representative for the New York American, the Herald-Examiner, of Chicago, and the New York Herald-Tribune.

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Joseph F. McMahon, composer in New York City, was in Yorkville Court as complainant accusing the Columbia Broadcasting System of violating the penal law which makes the producing of copyrighted material without the consent of the owner a misdemeanor.

McMahon based his complaint on the broadcasting of "Sabina Lane", a play, by Station WABC. The play, he said, was similar in every respect to "Junora", which McMahon copyrighted in 1929.

Sidney M. Kaye, attorney for the broadcasting company, argued that the action should have been brought in Federal Court, but the Magistrate ordered the defendendts held for a hearing in a magistrate court and special sessions October 5.

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John Meyer, Secretary of the Inland Daily Press Association states that a survey of small-town papers shows that members are using the blue pencil more vigorously on program listings. About 64 per cent are deleting the names of orchestras and 62 per cent are killing the names of celebrities.

The New England Daily Press Association is also polling its members on their action to "newscasting." A summary to date discloses 20 papers against and 8 in favor of the practice.

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The strained relations between WHAM, Rochester, and the Gannett Newspapers have been healed by a tieup with the Democrat & Chronicle by giving the station a one column ad a day in exchange for 12 fifteen-minute periods a week on the air.

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Nelson Perry, for 11 years Advertising Manager of Liberty Magazine has joined the WOR New York Sales Department. Before becoming affiliated with Liberty, Perry was New York State Advertising Manager of the Saturday Evening Post.

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#### PROSPECTS FOR RADIO SALES IN CUBA CONSIDERED GOOD

Radio sales in Cuba during July and August of this year have shown the usual seasonal decline although they have been better maintained than in previous years and the prospects for increased sales in the immediate future is considered good, according to a report to the Department of Commerce from Assistant Trade Commissioner Kathleen Molewsorth, Habana.

Imports of radio apparatus through the Port of Habana during July totalled 1,185 units compared with 1,535 units in June and 1,792 units in July, 1934, statistics show.

Adequate stocks in some models and a tendency to clear out present types in anticipation of new Fall models in other lines are considered locally to be responsible for the decrease in imports, the report states.

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## FHA NOT TO FINANCE LOANS ON RECEIVING SETS

The National Housing Act does not authorize financing of radio sets, except built-in radio, according to a ruling received by Bond P. Geddes, Executive Vice-President of the Radio Manufacturers' Association. Loans on receiving sets, classed as "movables" by the Federal Housing Administration, would be in jeopardy and their payment by the Treasury uncertain, according to the information from the Federal Housing Administration. The Housing Commission, therefore, adheres to its previous ruling that receiving sets, except built-in radio, are ineligible for FHA financing privileges.

The adverse decision of the Commission on financing of receiving sets was made in response to a request by RMA for extension of the FHA financing privileges to receiving sets of the more expensive type, costing \$75 or more.

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## CROSLEY TO INCREASE CAPACITY TO 5,000 DAILY UNITS

Carl A. Saunders writes in the Cincinnati Post that the Crosley Radio Corporation has increased production 100% bringing it up to 5,000 radios a day.

"Of course most sets will be all-wave", Mr. Saunders goes on. "Current interest in short-wave reception will be heightened if the foreign situation continues to be as critical as it is now. Our Cincinnati producer, Crosley Radio Corp. is offering a new antenna designed to reduce signal losses to a minimum. Also, it is said, the new sets are presenting exceptional values in cabinet appearance and structure, in chassis refinements and numerous other modern features. Also it should be said that anyone who may be delaying buying of a radio with the thought that television may make it obsolete soon, should not worry on that score. We are informed by engineers that television will not appear even in infant stage for at least two more years and then only in expensive sets.

"Incidentally reports received from district managers, distributors and dealers, as well as trade paper writers, reveal that those connected with the radio industry, whether in manufacturing or distribution, anticipate the best business in years. Lewis M. Crosley, Vice-President and General Manager of the Crosley Radio Corp., informs us. Production increases of different manufacturers range from 60 to 100 per cent. Crosley has increased radio production capacity about 100 per cent, bringing it to 5,000 radios a day. The busy season, however, will not get under way until the latter part of September, continuing until the end of the year."

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## NO SUCCESSOR YET TO FILL FINCH'S PLACE

No one has been decided upon to succeed William G. H. Finch, Assistant Chief Engineer of the Federal Communications Commission, who resigned recently. Dr. C. B. Jolliffe, Chief Engineer of the Commission, said that while a number of names had been proposed, no decision had been reached and very likely would not be for some time. Dr. Jolliffe added, however, that eventually the place would be filled. In the meantime, he himself is carrying on the work of Mr. Finch, the principal part of which was directing the engineering phases of the \$750,000 investigation of the American Telephone & Telegraph Company.

No confirmation could be obtained of the report that the reason Mr. Finch had resigned was because he had a suit pending against the A. T. & T. for an infringement on some of his patents. Mr. Finch is the inventor of a device for automatically printing wire and radio messages.

According to information secured at the Federal Communications Commission, the reason Mr. Finch left the organization was to develop his patents and to open laboratories in New York to be known as the Telecommunications Laboratories to engage in experimental investigations in the automatic record communications field. He will specialize in press, aeronautical and police communications work.

Mr. Finch, who previously had been Vice-President and Chief Engineer of Hearst Radio, Inc., the broadcasting and press communication subsidiary of the Hearst newspapers, had been with the Commission about a year.

Chairman Prall, on behalf of the Commission, paid Mr. Finch a high tribute in the following letter accepting his resignation:

"The Commission accepts your resignation as Assistant Chief Engineer effective September 15th.

"On behalf of the Commission I want you to know that your resignation is accepted with great reluctance and with much regret. However, we are cognizant of the circumstances which have impelled you to tender your resignation, and we do not feel that we have the right to ask you to make the necessary sacrifices any further. Your services with the Commission have been most valuable, and you take with you the affection of the Commissioners individually and their best wishes for your future happiness and success.

"For several months you have been actively engaged in the investigation under Public Resolution No. 8, particularly the patent features thereof. The Commission appreciates your offer of your services without compensation for consultation in the further progress of this investigation."

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## LEGAL BATTLE OVER NEWS BROADCAST RIGHTS BEGINS

Arguments in the case of the Associated Press against Station KVOS, of Bellingham, Wash., were made in the Circuit Court of Appeals at Seattle, last Saturday. The case involves the right to broadcast news obtained from member newspapers of the Associated Press and was first tried before Judge John C. Bowen, in Bellingham, several months ago.

At that time Judge Bowen returned a decision favoring the radio station. At the hearing last week, both sides were represented by eminent counsel. John W. Davis, of New York, represented the Associated Press, and former Senator Clarence C. Dill, of Washington, Station KVOS. Members of the National Association of Broadcasters contributed to the cost of the Bellingham station retaining counsel because of the national aspects of the case.

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## NEW YORK MAYOR TALKS ABOUT 100,000 WATTS

At a luncheon in New York, given to the Chicago firemen's baseball team, Quinn O'Brien, Corporation Counsel of Chicago, and spokesman for Mayor Edward J. Kelly of that city, in paying tribute to Mayor LaGuardia, "wished him more power".

The mayor of New York laughed, as he rose to reply, and said, "The only power I am asking for is 100,000 watts."

This remark was taken to refer to the Municipal broadcasting station in New York, WNYC. It revived rumors that Mayor LaGuardia has in the back of his mind some idea of developing this station instead of scrapping it as he apparently intended to do when he first became mayor.

If it is true that he expects to seek anything like half the power mentioned in his speech, say, 50,000 watts, it would be necessary to find a clear channel for the municipal station which would be a very difficult thing to do. It now shares the 810 kilocycle frequency with Station WCCO, at Minneapolis. Recently an application was received from the City of New York to increase the daytime power of WNYC from 1,000 to 5,000 watts, but after sundown to resume its ordinary power.

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## WOR WITHDRAWS RELAY BROADCASTING APPLICATION

The Bamberger Broadcasting Service, of Newark, N.J., has withdrawn its application for a construction permit to conduct experimental relay broadcasting. The reason given was that investigation and preparation of the matter had disclosed a tremendous amount of additional work necessary, which had not been completed.

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## CHAIRMAN OF BBC DIES - VISCOUNT BRIDGEMAN

An announcement has been received in this country of the death of Viscount Bridgeman of Leigh, Chairman of the British Broadcasting Corporation, which took place recently in England.

Lord Bridgeman's appointment as Chairman of the BBC in succession to the late J. H. Whitley, was the last stage in a long career of public service. Born on the 31st of December, 1864, he was the son of the rector of Weston-under-Lizard.

Educated at Eton and at Trinity College, Cambridge, he began political life as private secretary to Lord Knutsford, then Colonial Secretary. At 28 he was fighting the 1892 election as Unionist candidate for North Worcestershire, and three years later contested Mid-Derbyshire. From 1915 to 1916 he was a Lord Commissioner of the Treasury and acted also as assistant director of the War Trade Department (1916) and as Parliamentary Secretary, first of the Ministry of Labour and then from 1919 to 1920, to the Board of Trade.

In the political movements which marked the end of the Lloyd George coalition Ministry, he played a notable part. He was the first secretary of the new Department of Mines under the Board of Trade. This office was created in 1920 during a period of great industrial unrest and did good service in the coal troubles of that year. Lord Bridgeman held it until the fall of the Coalition in October 1922. In the new government he was raised to the Cabinet as Home Secretary and remained there when the Ministry was re-formed by Mr. Baldwin after the death of Mr. Bonar Law. In the second Baldwin Cabinet he was First Lord of the Admiralty, and remained in that office until the defeat of the Government in 1929.

In 1929 he was raised to the peerage as first Viscount Bridgeman of Leigh and, cheerfully yielding place to the claims of younger men, dropped from the front rank of the political fight. In the Upper House he took a lesser part than he had done in the Commons, but when he did speak he was heard with that attention and respect that is granted to one who is recognized to belong to the elder statesmen. In 1932 he was Chairman of the Committee of Enquiry on the Post Office and a year later became one of the Governors of the British Broadcasting Corp.

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