

HEINL RADIO BUSINESS LETTER

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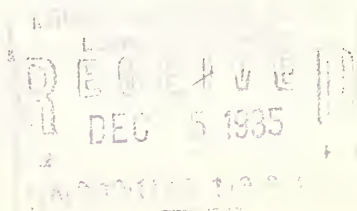
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INDEX TO ISSUE OF DECEMBER 3, 1935

Navy Dept. Reports Radio Useful In Many Fields In 1935.....	2
Decision Expected Soon In "News Piracy" Appeal Case.....	3
New Station For Pittsburgh (Kans.) Publisher Urged.....	4
Radio Service Men Hold Successful Convention, Trade Show.....	4
Movies Executives Reported Behind New Transcription Chain.....	5
Butcher's CBS V-P Appointment Proves Popular.....	6
Farnsworth Sees Television Arriving Within Six Months.....	6
Broadcasters Awaiting Developments In ASCAP-WB Scrap.....	7
Auto Radios End "Back-Seat Driving", Safer, Says Geddes.....	8
Editor Says Metal Radio Tube Is Here To Stay Despite Rumors....	9
Fool-And-Insect Proof Radios Needed For India, Says Consul....	10
Better Radio Entertainment Seen From New Receiver Design.....	10
Curb On Abuse Of Public Men On Radio Looms In Canada.....	10
CBS Issues New Rate Card With Optional Basic Cities.....	11
NBC To Open New Hollywood Studios Dec. 7.....	11
Daughter Of Paul Klugh Is Married.....	12
Industry Notes.....	12

No. 882



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December 3, 1935

NAVY DEPT. REPORTS RADIO USEFUL IN MANY FIELDS IN 1935

The far-flung services of the United States Navy Department found radio indispensable in many fields during the fiscal year 1935, Secretary Claude A. Swanson reported on December 1st to the President.

Radio direction-finders guided both ships at sea and planes in the air, time signals set the hemisphere's clocks, weather bulletins warned both mariners and land-lubbers, and 127,031,726 words were transmitted over the naval-shore radio system.

The latter item, alone, saved the Federal Government over \$3,250,000, figured at commercial rates. Fifty-three per cent of the communications traffic was handled for other government departments. The savings on Navy traffic was \$1,561,152; on other governmental communications \$1,764,330.

There are 36 naval radio-traffic stations and 43 radio direction-finder stations in active commission. There are nine traffic stations in a decommissioned status. The naval radio station at Bar Harbor, Maine, was decommissioned and in lieu thereof the naval radio station at Winter Harbor, Maine, was commissioned March 2, 1935.

"During the year the radio direction-finder stations have continued to render excellent service to Government and merchant shipping as well as to aircraft", Secretary Swanson said. "About 28,000 bearings were furnished to naval vessels and about 180,000 bearings to other craft. The value of this service is exemplified by many letters of appreciation from vessels of the merchant marine, both foreign and domestic.

"A total of 22,578 broadcasts of time signals was sent out from Navy shore stations during the fiscal year. This very large increase over previous years was necessitated by the insistant request of scientific users of this service, such as the Coast and Geodetic Survey's field parties, seismic laboratories, etc.

"Weather bulletins are broadcast daily from 26 naval radio stations and hydrographic bulletins from 21 stations. Numerous frequencies are employed to insure adequate dissemination of important information. Assistance is also rendered to the Weather Bureau in collecting information upon which these bulletins are based. This service is of particular necessity and value to all mariners.

"During the fiscal year 1935 there was deposited in the United States Treasury, to the credit of 'Miscellaneous receipts' by the Naval Communication Service, the sum of \$44,000 as earnings on commercial traffic handled during the year. Efforts have been continued to turn over, whenever possible, to commercial companies the commercial traffic now handled by the Navy. However, all the more important and profitable traffic has long since, in accordance with law, been left to the commercial interests.

"The training of the Naval Communication Reserve has continued satisfactorily. There are 29 reserve radio-control stations equipped with Government-owned transmitting and receiving equipment. During the latest fleet problem, Communication Reserve personnel were placed on temporary duty in the eleventh, twelfth, thirteenth, and fourteenth naval districts and in the Navy Department."

Reporting on the Naval Observatory, Secretary Swanson said:

"The automatic time-broadcasting apparatus has been in continuous use since May 30, 1934, and has given very satisfactory service. This, in conjunction with the photographic determination of time, has exceeded our highest expectations and has aroused considerable interest among foreign astronomers."

The Chief of the Bureau of Yards and Docks in a report to the Secretary stated that new radio stations are being built at Summit, Canal Zone and Lualualei, Hawaii. The work includes numerous buildings and a number of 300 and 600 foot towers. At other radio stations extensive alterations and additions have been made.

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DECISION EXPECTED SOON IN "NEWS PIRACY" APPEAL CASE

The United States Circuit Court of Appeals is expected to announce its decision very shortly in the so-called "news piracy" case of the Associated Press vs. KVOS, Inc., of Bellingham, Wash., according to former Senator C. C. Dill, counsel for KVOS.

Because the court ruling may be of far-reaching significance in the broadcasting of news, both broadcasters and press associations are watching it with keen interest. Federal Judge John C. Bowen in Seattle had previously denied an injunction asked by the Associated Press to restrain the station from broadcasting news that appeared in the Bellingham Herald and Seattle papers.

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12/3/35

NEW STATION FOR PITTSBURGH(KANS.) PUBLISHER URGED

A permit to construct a new 100-watt broadcasting station at Pittsburg, Kans., for operation on 1500 kc., unlimited hours, was recommended for award to the Pittsburg Publishing Co., which publishes two daily newspapers, by Examiner Melvin H. Dalberg in a report to the Federal Communications Commission.

At the same time the Examiner recommended that the applications of the Joplin Broadcasting Co., of Pittsburg, which operates WMBH at Joplin, Mo., for operation on 1200 kc. and of the Wichita Broadcasting Co., Wichita, Kans., for operation on 1500 kc., be denied. He held that local broadcasting needs could best be met by a local organization.

Examiner John B. Bramhall recommended that the Black Hills Broadcast Co., Rapid City, S. D., be granted a permit to build a new station for operation on 1370 kc., with 100 watts power, unlimited time, on condition that a suitable antenna be installed.

Station KID, Idaho Falls, Idaho, should be allowed to move its transmitter locally and increase its daytime power to 500 watts but denied the right to raise its nighttime power to 1 KW, Examiner Ralph H. Walker stated in another report to the Commission.

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RADIO SERVICE MEN HOLD SUCCESSFUL CONVENTION, TRADE SHOW

The third annual New York Convention and Trade Show of the Institute of Radio Service Men, recently held, was a great success, the registration reaching 2,500 and the exhibition space being sold out, the I-R-S-M News reports.

Edgar C. Arnold, President of IRSM, in his opening address assailed unscrupulous individuals who had been stabbing the radio industry in the back and the "gang action" that preceded organization of the Institute.

He also explained a new scheme by which "good service men are soon to be set apart from those whose qualifications are subject to question. The plan is to be known as the "Qualification Plan".

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12/3/35

MOVIE EXECUTIVES REPORTED BEHIND NEW TRANSCRIPTION CHAIN

The day when motion picture stars may be tuned in on the smallest broadcasting stations, as well as the major networks, is foreshadowed in an organization now taking form in Washington, D. C., and on the Pacific Coast.

Reputedly backed by executives of four large motion picture producing companies, the Transcontinental Broadcasting System will be ready for production of a transcription service to stations by January 1st.

While surrounded at present by some secrecy, the operations of the transcription chain are expected to include eventually the recording of cinema talent. There are rumors that it also will encompass the rights to use the copyrighted music controlled by the movie concerns.

Herman Starr, Vice-President of Warner Brothers, denied that the music houses controlled by Warner Brothers have been combined with those of Twentieth Century, Fox, United Artists, and Metro-Goldwyn-Mayer, and other movie concerns, all of which control about 85 per cent of the popular music.

It is understood, however, that while the companies themselves are not behind Transcontinental at this time that executives of the movie producers are tied up with it. With such a reserve of acting talent and musical compositions behind it, the transcription organization is looked upon as having great possibilities.

Transcontinental is now soliciting station tie-ups with the lure of increased spot accounts based on transcriptions. A news service and reproduction of speeches of prominent persons is to form a part of the service.

Incorporated in Delaware November 1, 1935, Transcontinental has a capital stock of \$100,000, all of which has been subscribed. James E. Waddell, of San Francisco, is General Counsel, and it is said that former Senator C. C. Dill will be retained as Washington counsel.

Washington offices are in the Munsey Building, and the West Coast headquarters are at 729 Southwestern Avenue, Los Angeles, Cal.

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BUTCHER'S CBS V-P APPOINTMENT PROVES POPULAR

Harry C. Butcher, Director of the Washington office of the Columbia Broadcasting System and General Manager of Station WJSV for the last five years, has been elected Vice-President of the network. The seventh CBS Vice-President, he will continue his present duties.

Mr. Butcher, who though one of the grey-beards of the industry, is now only 34 years old, and became interested in radio through his friend, Sam Pickard, then Radio Commissioner. When Sam left the Commission to go with Columbia, he wanted Harry to be his successor on the Commission but Charles McK. Saltzman was appointed to this position so Pickard suggested Butcher as Washington representative of Columbia and manager of their local station.

Mr. Butcher was happily cast in the position, having previously been the executive of a national trade association. He made many friends among the great and near great for Columbia in Washington. His walls are papered with autographed pictures of statesmen he has put on the air. Oddly enough one of his closest personal friends in the Capital represents the competing network, Frank Russell, Vice-President of the National Broadcasting Company. Butcher and Russell in their friendship have been likened to Damon and Pythias.

In addition to keeping an eagle eye on the legislative situation, Butcher has also developed along showmanship lines, one of his discoveries being Elder Michaux. Butcher made Michaux famous and Michaux made "Butch" an elder in the colored church. So when Mr. Butcher was elected a Director of the National Association of Broadcasters, high honors were not new to him.

Although others frequently predicted promotion, Butcher himself was taken completely by surprise when a few nights ago he received a personal telegram from William S. Paley notifying him that he had been made a full-fledged Vice-President of Columbia and offering him best wishes.

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FARNSWORTH SEES TELEVISION ARRIVING WITHIN SIX MONTHS

The testimony of Dr. Frank B. Jewett, head of Bell Laboratories, before the Federal Communications recently notwithstanding, Philo T. Farnsworth, an authority on television research, predicts that visual broadcasting will be made available to the public within six months.

Dr. Jewett in a hearing on the coaxial cable, in which Farnsworth and RCA have expressed keen interest, stated that

12/3/35

television is still in the future and not likely to attain a practical stage for several years at least.

"It is my opinion that within the next six months at least four television stations will be operating experimentally in the East under a limited program schedule", Farnsworth said at a private demonstration in Philadelphia.

Two of the stations would be in Philadelphia and two in New York, he said. While he made no mention of the coaxial cable, it is believed that the stations may have some hookup with it as the A. T. & T. proposes to build it between those two cities.

"At present I can see no real technical obstacles to television", he added. "Television's going ahead at a faster clip now than at any time in the past."

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BROADCASTERS AWAITING DEVELOPMENTS IN ASCAP-WB SCRAP

Broadcasters were still in the dark early this week as to what may develop in the muddled music copyright controversy between Warner Brothers and the American Society of Composers, Authors and Publishers.

James W. Baldwin, Managing Director of the National Association of Broadcasters, said December 3 that he had not yet ascertained what separate rates may be offered stations and networks by the Warner Brothers group of music publishers or whether ASCAP will present a reduced rate schedule because of the loss of the Warner Brothers music.

After submitting a detailed report of the copyright situation to members of the NAB Board, Baldwin wrote: "Developments in the ASCAP situation require that you hold yourself ready for a Board meeting to be called on short notice."

While ASCAP officials intimated that broadcasters could expect no reduction in schedules, some stations were reported ready to cancel ASCAP contracts just renewed on a 5-year basis, unless the rates are cut substantially and to take a chance on using Warner Brothers music alone or negotiating for a more favorable contract with ASCAP in the future.

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AUTO RADIOS END "BACK-SEAT DRIVING", SAFER, SAYS GEDDES

The increasing number of radio receivers in automobiles should prove a deterrent to traffic accidents rather than otherwise, according to Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association.

Radio reception in motor vehicles discourages "back-seat" driving and conversation, which are apt to distract the attention of the driver, he said, and it encourages drivers to drive more slowly and to refrain from cutting in and out of traffic lanes.

Attacking the proposed St. Louis ordinance to prohibit radios in motor vehicles, Mr. Geddes emphasized the safety features of an automobile radio set besides attacking the proposal as unreasonable and invalid.

After pointing out that State Motor Vehicle Commissioners and insurance companies have failed to unearth any instances of traffic accidents that could be attributed to the distraction of drivers by radio reception, Geddes said of the safety aspects:

"Excessive speed and reckless driving are conceded to be the principal factors causing motor accidents. Automotive-radio tends to and actually does reduce driving speed and, therefore, is a safety factor. Use of automotive-radio is incompatible with high speed driving, either in the city or on rural highways. This has been demonstrated by actual years and wide use of automotive-radio. Programs cannot be enjoyed while cars are speeding. Enjoyment of music, constituting fifty per cent or more of programs, and other broadcasting, naturally and automatically reduces driving speed. In the absence of automotive-radio, the operator's speed is qualified only by traffic conditions. To enjoy automotive-radio, the pressure for speed, to get somewhere, is reduced by compulsion as well as by natural desire. Speeding while the radio set is in operation is possible but neither practicable nor enjoyable, neither for the car operator nor for companions. A tendency to reduce speed and drive more slowly both in city traffic and on country highways so that radio programs may be properly received and enjoyed is the actual result in the actual use of automobile radio. The result is attested by millions of those who enjoy automotive-radio and also by officials who have made investigation, including those of Missouri.

"Another actual safety result of automobile-radio is that it keeps motorists alert in the operation of their cars and does not dull their perception and reactions. This is especially true in long periods of driving and at night. There are many instances of accidents due to drowsiness or sleepiness of the driver, particularly in the case of chauffeurs or truck drivers.

Auto-radio for the motor operator and also for any passengers tends to promote attention, wakefulness, interest and alertness. All of these are safety factors in driving.

"Also automotive-radio reduces or eliminates the recognized hazard of 'backseat driving'. It reduces disturbing conversation with the operator. It keeps the occupants of the car entertained and, therefore, more quiet, reducing disconcerting conversation. Nothing coming from a loud speaker of an auto-radio can be as disconcerting to the driver as conversation or acts of occupants which divert his attention from his driving job. An ordinance to prohibit 'backseat driving' would be just as reasonable, as logical, as unwise and as unenforceable as the pending bill.

"Automotive-radio also promotes steadier, easier and safer driving by reducing the hazards of cutting in and out of traffic lanes, a source of innumerable accidents especially in city traffic. When enjoying an automobile-radio the driver has less desire to unnecessarily rush and hurry, cutting in and out of traffic. He is less impatient of traffic delays.

"The rear-vision mirror of an automobile tends more to divert the attention of the driver by taking his eyes from the road than does the auto-radio. Much more attention to the rear-vision mirror is required and also in manual operation of the choke, windshield-wiper and gear-shift lever. The standard apparatus of car operation and control all require more eye and manual attention and tend as much or more to divert the attention of the operator than an auto-radio."

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EDITOR SAYS METAL RADIO TUBE IS HERE TO STAY DESPITE RUMORS

M. L. Muhleman, who handles the Radio Department of the Scientific American, has this to say of metal radio tubes in the current issue:

"There have been some nasty rumors relative to metal tubes, most of which hinged upon production difficulties which are now fairly well ironed out. With the exception of the 5Z4, which has been redesigned, and the 6A8, a few of which have developed trouble in service, the metal tubes are good.

"Three metal-tube receivers have been put through their paces. On the broadcast band, these sets are the equal of receivers using the glass tubes; on the short-wave bands the metal-tube receivers certainly appear superior. In any event, the metal tube is not to be sneezed at. It is here to stay."

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FOOL-AND-INSECT PROOF RADIOS NEEDED FOR INDIA, SAYS CONSUL

Radio receiving sets sold in India must be fool-proof and insect-proof if they are to be successful, Vice Consul N. Lancaster, Jr., of Bombay, reports to the U. S. Bureau of Foreign and Domestic Commerce. While short-wave sets are becoming more popular with Europeans residing in India and Natives educated abroad, the modern receiver is still a mystery to the average Indian.

The Vice Consul lists three defects in "some American makes of radio receivers" sold in the Indian market as of interest to American manufacturers. The defects are:

"1. They are not properly tuned.

"2. They are not sufficiently fool-proof, and that frequently sets unsuitable for the tropics are sent, with the result they often prove unserviceable.

"3. The cabinets are flimsy and easily affected by climatic conditions here. Also that the cabinets are not built so as to be proof against insects. Very often insects such as cockroaches get into the sets and spoil the internal parts, which are not properly protected."

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BETTER RADIO ENTERTAINMENT SEEN FROM NEW RECEIVER DESIGN

New advances in radio set design will greatly improve the quality of radio entertainment this season, according to opinions of radio's leading technical experts as quoted in the November issue of "All-Wave Radio", a new short-wave magazine published by Manson Publication Corp., New York City. Among the experts quoted are Edwin K. Cohan, Director of Engineering of Columbia Broadcasting System, and C. W. Horn, Director of Research and Development of National Broadcasting Company.

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CURB ON ABUSE OF PUBLIC MEN ON RADIO LOOMS IN CANADA

As an aftermath of the recent elections, Canada is considering a curb on future broadcasts in which public personages are attacked, even in political campaigns.

Mackenzie King, the new Prime Minister, was stirred to wrath recently, according to the New York Times correspondent at Ottawa, by offensive statements made about him in a series of broadcasts in which a character known as "Mr. Sage" was the principal character. It developed he was an imported American actor. "In one of the sketches a Canadian girl was made to say that she would not get married if Mr. King became Prime Minister because her boy friend would not be able to make a living", the correspondent wrote.

"Stirred to wrath, Mr. King promised revision of the radio broadcasting regulations to prevent abuse of public men. This revision is now being made and it is proposed to ban all such propaganda in future."

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12/3/35

CBS ISSUES NEW RATE CARD WITH OPTIONAL BASIC CITIES

The new rate card of the Columbia Broadcasting System, effective December 1, allows advertisers to select two of five "optional" basic network cities to make up the minimum requirement of 23 basic stations. The optional cities are Akron, Columbus, Rochester, Toledo, and Worcester, all listed at the same basic rate.

The card lists WJR, the new Detroit 50,000 watt outlet, and the new 10,000 watt WWL, New Orleans.

For the convenience of agencies and advertisers the cost of some typical hookups as used by various CBS sponsors are noted on the back of the rate card.

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NBC TO OPEN NEW HOLLYWOOD STUDIOS DEC. 7

The National Broadcasting Company will formally open its new Hollywood studios on Saturday, December 7, before a brilliant gathering of stars of the screen, stage and radio. The ceremonies will be broadcast over a coast-to-coast NBC-WJZ network from 10:30 P.M. to midnight EST.

David Sarnoff, President of the Radio Corporation of America; M. H. Aylesworth, President of NBC; Will Hays, President of the Motion Picture Producers and Distributors of America; and Richard C. Patterson, Jr., Executive Vice-President of NBC, and Don Gilman, Vice-President of NBC in charge of the Western Division, will take part in the dedication.

NBC's new Hollywood studios are at 5515 Melrose Ave., in the massive building formerly occupied by the Consolidated Film Industries studio. It has been completely refinished along conservatively modern lines, and now is both fireproof and earthquake-proof.

All construction has been in accordance with the principles followed and developed in Radio City, and the latest technical, soundproofing and air-conditioning equipment installed. RCA apparatus is used throughout.

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DAUGHTER OF PAUL KLUGH IS MARRIED

Paul B. Klugh, of Chicago, well-known leader in the radio industry, and Mrs. Klugh, have announced the marriage of their daughter, Miss Constance Mercer Klugh to Mr. Gordon Peirce Stearns at Newtown, Connecticut. Mr. and Mrs. Stearns will reside at The Playhouse, River Road, Rehoboth, Massachusetts.

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 ::: INDUSTRY NOTES :::
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J. C. McNary, consulting radio engineer and Technical Director of the National Association of Broadcasters until a month ago, has purchased the consulting business of T. A. M. Craven, who on December 1 became Chief Engineer of the Federal Communications Commission. He will continue, however, to represent the clear channel group of stations, for which he took an indefinite leave of NAB.

Newspapers recently employed radio-photo to carry an advertisement across the continent. Church & Dwight, Inc., (Arm and Hammer), of New York City, rushed an advertisement urging "Buy Baking Soda in the Original Container" to Pacific Coast newspapers as an investigation of a poisoned baking soda sale in bulk was under way by San Francisco officials.

The National Association of Broadcasters has just issued a complete transcript of the proceedings of its Thirtieth Annual Convention at Colorado Springs last July.

George Bijur, for the past year Director of Advertising and Sales Promotion of the Columbia Broadcasting System, who recently resigned to head his own organization specializing in advertising, publicity and sales promotion, will relinquish his present enterprise to become a Director and Vice-President of Fletcher & Ellis, Inc., well-known advertising agency. He will assume his new duties, in charge of the agency's creative departments, immediately.

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