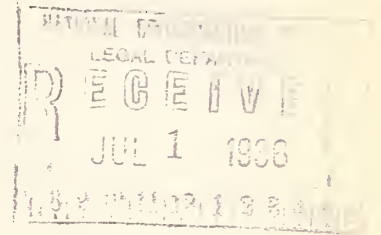


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June 30, 1936

DOCTORS ASK RADIO CHANNEL FOR EMERGENCY CALLS

It's a far cry from the telephoneless days of the old country doctor on horseback to the radio paging service for physicians planned by a New York organization.

Appearing as an applicant before the Federal Communications Commission for a single frequency anywhere in the ultra-high band from 30 to 50 megacycles, the radio paging division of the Doctors' Telephone Service, Inc., explained their proposal to set up an emergency call service that may be placed on a nation-wide scale.

Taking a cue from the police radio services, this doctors' organization proposes to send out signals for physicians so that they may be reached even while en route to or from another call. The doctor would then go to a telephone and get the complete message at once.

"Almost all doctors travel by private automobile and we frequently receive a call for a doctor five minutes after he has left his office and is perhaps travelling home to the suburbs 40 - 60 miles away", a spokesman for Doctors' Telephone Service said. "It may take him 2 hours to get home and 2 hours to come back and that 4 hours gained might frequently be the means of saving a patient's life. Contact by radio when the doctor is travelling to his home or from hospital to hospital or house call to house call is the only means by which we can bridge the gap and correct the short comings of the present system by which patients can reach their own doctor when it is most vital.

"The radio installed in police cars in large cities has been of inestimable value in combating crime. It was only the other evening that a liquor store in the neighborhood in which I live in New York was held up and robbed of \$75. In exactly one minute and a half eight radio police cars had arrived at that store and about two minutes after, the hold-up men had been captured and arrested. Important as this is, surely the response of a doctor to a human being's life which is in the balance and who might be our mother, our wife or our child, is vastly more important than the apprehending of a thief who stole \$75 in currency. The money can be replaced but the life - never.

"The Doctors' Telephone Service is the logical agency to seek a frequency and construction permit as we have had 14 years' experience in tracing doctors for their patients in the Telephone Service which we now render. Every day we have difficulty in tracing hundreds of doctors and in some cases we are unable to locate them.

"The Radio Paging Service will be a public service available to every resident of New York City and to every doctor who is interested in equipping his car with a receiving set.

"As the radius of operation will be limited to 50 or 65 miles, the same frequency used in New York City can be used in other cities throughout the United States. There are 100 cities of over 100,000 population now operating Doctors Telephone Services, however only the large cities in this group have expressed the desire of carrying on a similar plan for their particular city.

"The Radio Paging Service of the Doctors' Telephone Service will be only a method of signalling those who are wanted. No message or word of instruction is communicated to a doctor while enroute. Upon receiving a pre set signal, it is required of the doctor to leave his automobile, step to the nearest telephone and ask Radio Paging Service for his message.

"The receiving device to be carried by the doctor can be likened to the combination on a safe. Each receiving set has its own combination of numbers and when this code or series of dots, dashes is sent out over the air only the set of the doctor wanted responds by setting off a buzzer and lighting a pilot lamp.

"As the pilot lamp and buzzer remain in operation until released by the doctor it means that it is unnecessary for him to concentrate any attention on his receiver. He may be half an hour making a house call and upon returning to his automobile find his signal in operation.

"One receiving set has been built in the laboratory and successfully tried under actual operating conditions in New York City.

"The receiving set and device is in need of refinement, but inasmuch as there would be no need for it without the allocation of a frequency for this class of emergency service, its development has simply been held in abeyance.

"It is the plan of the Doctors' Telephone Service to turn the building of these receivers over to some well known radio manufacturers who are interested in placing them with doctors on a rental and service basis.

"It is therefore recommended that a single frequency anywhere in the 30 to 50 megacycle band be set aside for this Doctors' Paging Service throughout the country. The band width need be no more than 6 kc since the coding requirements are for one or more modulating tones each less than 3 kc and operating at comparatively slow speed.

"With adjacent communities having different code combinations, there is no doubt that this single channel can be duplicated every 100 miles without interference."

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EARL SAYS KNX WILL EARN \$200,000 THIS YEAR

Speaking as principal witness in a hearing before the Broadcast Division on the application of the Western Broadcast Company to sell KNX, Los Angeles, to the Columbia Broadcasting System, Guy C. Earl, Jr., President, on June 29th predicted that the station will earn a net profit of \$200,000 in 1936. The station's net income from October 1, 1935, to March 1, 1936, he said, was \$73,000.

The Broadcast Division took under advisement the application for a transfer, which involves the largest purchase price ever paid for a broadcasting station, reputedly \$1,250,000.

Because it is still smarting under Congressional criticism for alleged failures to investigate radio station deals thoroughly, the Commission may wait a few weeks before announcing its decision.

Representative Connery (D.), of Massachusetts, Chairman of the House Labor Committee, took a parting shot at Chairman Anning S. Prall and the Federal Communications Commission in the June 24th issue of the Congressional Record for permitting unrestrained "traffic in radio licenses".

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MUTUAL BECOMES A NATIONAL NETWORK

Completion of negotiations by which the Don Lee Network in California will become a member of the Mutual System was announced June 27th by W. E. Macfarlane, President of the Mutual Network.

Adding as a Rocky Mountain region outlet stations KFEL-KVOD, operating on a single channel in Denver, Mutual will begin trans-continental operations sometime not later than December 29 - perhaps earlier. Negotiations are also in progress to bring several other stations in major population centers into the Mutual chain.

Thus the Mutual System, started less than two years ago through the exchange of several programs between three powerful stations stretching from New York to Chicago, will soon become the third national network. Mutual has had by far the swiftest rise to transcontinental stature of any network in the history of radio. The present expansion project was handled by Fred Weber, General Manager of Mutual.

The Don Lee Network is the oldest and only permanent network of the Golden State. It consists of KHJ, Los Angeles, which operates at 5,000 watts daytime and 1,000 at night on the 900 kc. band - KFRC, San Francisco, same power on 610 kc. -

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KGB, San Diego, 1000 watts, 1330 kc. and KDB, Santa Barbara on 1500 kc. The Denver stations are on the 920 kc. channel. Thus these stations have several choice spots on the dial.

The Don Lee Network was the first on the Pacific slope to conduct daily television demonstrations and it owns several patents said to be of considerable importance to the development of visual radio.

The growing association of the movie industry and broadcasting is bringing more and more of radio's major programs to the Hollywood regions. On the older networks approximately half of the major evening programs are to be originated in the movie capital. Through its expansion westward, Mutual will be in a position to originate programs featuring some of the glamorous figures of the movie, music and theatrical worlds that are concentrated in Hollywood.

Member stations of Mutual are WGN, the Chicago Tribune station; WLW, Cincinnati; WOR, New York and Newark; and CKLW, Detroit-Windsor. In addition, Mutual programs are released through stations in Boston, Philadelphia, Baltimore, Cleveland, Pittsburgh and Buffalo, and additional stations may be added to meet program and client needs.

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STORY OF McDONALD'S RISE IN RADIO TOLD IN TIME

A graphic account of the entrance and rise of Commander Eugene F. McDonald, Jr., President of the Zenith Radio Corporation, in the radio industry is told in the June 29th issue of Time.

Commander McDonald got his start with two young men who had a passion for building radio receivers in 1920. Now the Zenith Radio Corporation is one of the leaders in the industry. Three moves are credited by the Time correspondent for Commander McDonald's rapid rise: (1) concentration on short-wave sending and receiving sets, together with the taking of a short-wave set to the Arctic on the McMillan expedition in 1923; (2) the enlistment of the Goodrich tire dealers in a novel sales campaign; and (3) the solution of the power problem for farmers by developing the "Winchargers."

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SCRIPPS-HOWARD CHAIN BLOCKED IN RADIO MOVES

The move of the Scripps-Howard newspaper chain to set up an auxiliary link of broadcasting stations, as is being done by William Randolph Hearst, encountered a stumbling block this week when Examiners reported adversely to the Federal Communications Commission on two applications.

Through its radio subsidiary, the Continental Radio Company, the Scripps-Howard newspapers had asked for construction permits to erect and operate new stations in Columbus and Toledo, Ohio, where it publishes newspapers. Examiners found in both cases that additional service is not needed.

Continental Radio Company now owns and operates WNOX, at Knoxville, and WCPO, at Cincinnati.

"It is the desire of the applicant to acquire or establish broadcast stations in communities in which this organization owns newspapers", the Examiner's report stated, "and where adequate service is not being rendered, or in communities where a station may be acquired by the applicant and improved and developed as a broadcast station; the newspaper and the broadcast station being operated independently of each other."

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FCC HEARING ENDS; AMATEURS ASK FOR MORE CHANNELS

Culminating two weeks of testimony-taking, the Federal Communications Commission's engineering hearing ended last week with a plea from organized radio amateurs for more channels in the ultra-high frequencies.

Because of the mass of testimony submitted, the FCC will need weeks, if not months, to digest it and to reach any general conclusions.

Chief demands of representatives of the American Radio Relay League, speaking for 40,000 amateurs, were for additional channels in the radio right-of-ways.

F. E. Handy, Communications Manager, before the session said that although "92 per cent of the stations in the United States" were operated by amateurs, only "7 per cent of the frequencies" now assigned have been given them. In the present channels "used internationally, there are over 400 stations jammed in every channel", he added.

Supporting their plea, the amateurs noted that President Roosevelt had lauded their emergency service in protecting lives and property during the recent floods.

"Countless lives and property of untold value have been saved by amateur radio", said K. B. Warner, Secretary of the organization.

He declared that radio amateurs had been the "backbone" of the Signal Corps during the World War.

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SECREC Y MARKS DEBUT OF RCA TELEVISION TESTS

Cloaked in secrecy, pending definite reports on its effectiveness, the Radio Corporation of America on June 29th inaugurated its \$1,000,000 field tests of a 10 KW television transmitter mounted atop the Empire State Building, New York City.

Instead of the customary fanfare of publicity that accompanies innovations in the radio field, the experiments in the visual broadcasting field kept newspapermen and the general public guessing. Engineers said it may be weeks or months before they will be ready to report on the results of the tests upon which the practicability of television for public entertainment may depend.

Public interest in the tests was widespread, but inquirers got no information to satisfy their curiosity.

Amateur experimenters eavesdropped on the six-meter wave band to "hear" what television sounded like while those with all-wave receivers which can tune down to six meters reported the signal strong in the metropolitan area, but they had only sound receivers and could not "see".

No report was available as to how far the images traveled, but the perfect June day was considered to be a clue that the broadcast covered a wide radius.

Official observers equipped with receiving sets installed in about 100 homes and offices watched the performance and will report on the reception. At the same time mobile receivers endeavored to pluck the motion pictures from space in various parts of the metropolitan area. Much will depend upon how images behave amid the skyscrapers when it comes to deciding whether or not television is to reach the mass production scale within a year or five years, according to the experts who for years have been developing the apparatus in the laboratories.

The transmitter high up in the skyscraper is one of the most modern and powerful of its type in the world. It is based to a great extent upon the inventions of Dr. Vladimir K. Zworykin, noted for his research achievements in electrical scanning.

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ARMY AIR STATIONS SPEND MILLION ON RADIO

A \$1,000,000 radio improvement program for Army air stations throughout the country, Panama and Hawaii is to be put into effect under the direction of the United States Signal Corps in the next fiscal year. The program, which will link the Army's 31 air fields not only into a more intimate network of military communication, but with the commercial airway system as well, will fall into three parts.

1. Setting up of simultaneous radio beacons and weather broadcasting systems at 18 fields.

2. Installation of traffic control transmitters at 20 of the busiest Army airports.

3. Replacement of existing low-frequency radio equipment at each of the Army's 31 fields with high-frequency equipment.

Buildings to house the new simultaneous radio beacon-weather broadcasting equipment have already been erected at Langley Field, Va.; Maxwell Field, Ala., and Patterson Field, Ohio. Bids for the equipment for all 18 stations, which is expected to cost about \$400,000 are to be advertised in the next few weeks.

Successfully tested by the Bureau of Air Commerce at Pittsburgh, the simultaneous radio beacon and weather broadcasting systems permit the sending out of the weather broadcasts without interfering with the constancy of the radio beam. With the prevailing equipment, to flash weather news the station operator must break the beam, which often proves confusing to fliers near the field.

In shifting radio equipment at all of the Army's airfields from low to high frequency, the Signal Corps plans to replace equipment in many cases 14 years old, with more modern radio devices and to increase the tuning-in and broadcast range of these fields. Where with low frequency radio facilities the maximum range is from 50 to 150 miles, depending on the power used and weather conditions, with high frequency equipment the range is virtually unlimited. The total cost for the new radio equipment is estimated at around \$500,000.

The installation of the simultaneous radio beacon and weather broadcasters is to be undertaken first, with the shift from low to high frequency radio equipment expected some time next Spring.

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The Chicago Federation of Labor has requested the Federal Communications Commission for authority to install new equipment at WCFL, Chicago, and increase its power from 5 to 50 KW.

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BRITISH BAN RADIO ADVERTISING FOR TEN YEARS

Direct advertising and sponsored programs in British radio broadcasting will be strictly forbidden for at least ten years more, the government announced June 29th, according to a dispatch from London in the New York Times.

"The complete exclusion of advertisements from British Broadcasting Corporation programs is widely approved", declared Postmaster General G. C. Tryon in an official memorandum accepting most of the recent recommendations by Viscount Ullswater's committee of inquiry. The Committee had suggested that sponsored programs might pay for experimental television programs, but even this was ruled out by the government with the statement that "there is no good ground for making any exception." The government, moreover, agreed "to take all steps within its power" to prevent the broadcasting by foreign stations of advertising programs intended for British listeners.

Broadcasting in Britain is made possible by a license costing 10 shillings paid annually by every owner of a radio receiving set. The revenue from this modest tax is so great that the government will receive and keep £1,050,000 from the British Broadcasting Corporation during 1936 exclusive of the hundreds of thousands of pounds paid in income taxes.

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NEW TYPE OF PARTY CONVENTION REQUIRED FOR RADIO

Misgivings were freely expressed by the political impressarios at the Democratic Convention in Philadelphia, as to the net effect of holding a party conclave exclusively for the radio audience instead of for the delegates who have to organize and carry on the campaign, Anne O'Hare McCormick wrote in the New York Times.

"Emil Hurja, for instance, scientific surveyor and chief political weather prophet for the administration, is of the opinion that the old type of convention cannot survive if given on the air", she said.

"A broadcast convention, he thinks after this experience, must be specifically prepared, abridged and dramatized for broadcasting. A new technique has to be developed. The issues shall be debated to interest the listening public, and to achieve this objective Mr. Hurja suggests the possibility of bringing to the floor, and hence to the microphone, condensed summaries of the discussions that take place in the Resolutions Committee."

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RADIO SPURS "TRUTH IN ADVERTISING", SAYS SARNOFF

Asserting that the very nature of radio advertising requires a sincerity of approach, David Sarnoff, President of the Radio Corporation of America, on June 29th told the 32nd Annual Convention of the Advertising Federation of America that broadcasting spurs "truth in advertising".

Radio owes a debt of gratitude to older advertising media for setting up established standards and ethics, he said, adding:

"Radio inherited ethical standards which had been established after a long period of discussion, experimentation and purposeful self-regulation by the advertising fraternity. It had no legacy of bad habits from an unregulated past, and was, therefore, able more easily to maintain the principles of 'Truth in Advertising'.

"It is because radio provides such an intimate and personal contact with the individual man, woman and child that it is so sensitive to truth, fairness and honest dealing. Every advertiser knows from his own experience that exaggeration is easier in impersonal, flamboyant type than in the spoken man-to-man message over the radio.

"I do not mean to imply that radio advertising is beyond criticism or improvement. But I feel justified in saying that it has been a wholesome force in maintaining that 'Truth in Advertising' to which this gathering is pledged.

"Probably more than in any other medium, the success of radio advertising depends on its command of the subtle but decisive elements of public confidence and good-will, and the direct moral responsibility of the advertiser for his claims.

"Already modern advertising has felt the impact of this radio technique. Broadcasting has encouraged a type of advertising which not only permits but requires a mass appeal, couched in the most individual terms. It speaks to members of a crowd not as a crowd on the street, but as to a friend in the seclusion of his home. The most convincing proof that industry and business have found these factors useful is provided by the extraordinary growth of radio advertising. In fifteen years it has reached an annual expenditure for broadcasting time of eighty-seven million dollars.

"Another proof may be found in the fact that the largest majority of radio advertisers tend to become permanent users of this medium. Last year, for instance, less than 15% of radio's commercial sponsors were new to the networks. More than 85% had been on the air in 1934 and the vast majority of them had used radio in the preceding years as well.

"Let me now say a word concerning the future of radio in its relation to your advertising problems. Some day we shall also have a facsimile broadcasting service to the home. The technical barriers to such a service have been overcome. Just as in the early days of sound broadcasting, it remains now to create the practical service which facsimile can render to the home. The practical genius of American business, and particularly American advertising, will know how to use this new medium to its own profit and to the nation's benefit.

"There is another subject which I am sure is in your minds and that is the part which television will play in advertising. As a commercial operation, television has not yet arrived, but we have advanced sufficiently far to say that the technical obstacles are not insuperable.

"The benefits which have resulted from the industrial sponsorship of sound broadcasting indicate that our major television programs will come from the same source. It requires little imagination to see the advertising opportunities of television. Broadcasting an actual likeness of a product, the visual demonstration of its uses, the added effectiveness of sight to sound in carrying messages to the human mind - these are only a few of the obvious applications of television to merchandising. Commercial announcement can be expanded through television to include demonstration and informational services that will be of value to the public as well as to the advertiser.

"But let no one fool himself into believing that television over a wide area or to a considerable audience is around the corner, or even around the block. Endless details of transmission, reception and program problems are still to be worked out."

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KDKA FILES REQUEST FOR 500 KW. PERMIT

Application for an increase in power from 50,000 to 500,000 watts for KDKA, NBC-Blue network outlet in Pittsburgh, was announced June 29th by the Westinghouse Electric and Manufacturing Co., owner of the station. The application was filed in Washington before the Federal Communications Commission.

If the power application is granted, a greatly improved signal will be heard from KDKA. Radio engineers say that the increased power, in conjunction with the new 700-foot vertical radiator just approved by the FCC, and now in process of construction, will provide a broadcast service of the highest quality. The new transmitting equipment, now being designed by Westinghouse engineers, will embody all the latest technical advances. The present transmitter building, at Saxonburg, Pa., 21 miles north-east of Pittsburgh, will be completely modernized to house the new equipment.

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RADIO PROBLEMS DISCUSSED AT AFA CONVENTION

The role of radio in modern advertising was being discussed by speakers before the 32nd Annual Convention of the Advertising Federation of America in Boston this week.

Besides David Sarnoff, President of the Radio Corporation of America, whose address precedes this story, the speakers and topics scheduled were:

Herman Bettinger, Assistant Professor of Marketing, Wharton School of Finance and Commerce, University of Pennsylvania, on "Effective Retail Radio Advertising" at luncheon of Sales Promotion Division of National Retail Dry Goods Association, Tuesday, June 30th.

Symposium, "What of Radio for Public Utilities", led by Will C. Grant, Advertising Director, Lone Star Gas Co., Dallas, Texas, at luncheon of Public Utilities Advertising Association today.

R. L. Harlow, Assistant to the President, Yankee Network, on "Merchandising the Radio: National and Spot", National Advertisers Conference this morning.

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INDUSTRY NOTES

The Telegraph Division of the Federal Communications Commission has issued an order (No. 23) requiring every common carrier subject to the Communications Act to file with the Commission not later than September 1st in triplicate on prescribed forms a statement showing various information relative to rates charged.

The National Broadcasting Company is advertising the results of the Radio Guide's "star of stars" poll which places NBC programs and stars first in all classifications. Some 1,250,000 votes were cast. First place winners were:

Star of stars, Jack Benny; Musical program, Maxwell House Show Boat; dance orchestra, Wayne King (also on CBS); dramatic program, One Man's Family; Children's program, the Singing Lady; male singer of popular songs, Bing Crosby; singer of operatic or classical songs, Nelson Eddy; comedian or comedy act, Jack Benny; news commentator, Lowell Thomas.

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