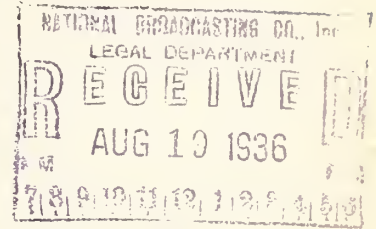


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RCA RECOUNTS HISTORY, FUTURE OF TELEVISION

Although television is not yet ready for public service in this country, the Radio Corporation of America has just published a comprehensive resume of recent technical developments in the art and a forecast of its future.

The book, covering 452 pages, consists of addresses and papers previously delivered on television by RCA officials and engineers, but altogether it gives a broad view of the newest form of communication that has the whole industry talking and wondering.

Opening with past addresses by David Sarnoff, President of the RCA, the volume presents a broad view of the possible effects of television on radio, advertising, and the listener. It then launches into a series of papers on technical aspects of the art.

The purpose of the collection of papers, published by RCA Institutes Technical Press, New York, is explained in the following foreword:

"When the Radio Corporation of America began to speed the development of television more than fifteen years ago, its engineers immediately recognized that the future of the new art lay entirely in the field of electronics.

"At that time, however, there was as yet no starting point from which progress in an electronics method could be begun. The engineers were faced with the problem of moving forward from the then existing rotating scanning-disk system to a new method lying in a totally different division of science.

"How this was done, beginning with the inventions of Dr. V. K. Zworykin for transmission and reception and proceeding by evolutionary steps until mechanical means had been entirely replaced by electron rays, is now part of the history of television. For several years, the new system has been the subject of intensive and continuous research work, carried on at the expense of many million dollars, and today it has reached a high stage of development in the laboratory. What its efficiency will be under actual service conditions is now being determined by extensive field tests through which the many problems to be solved before commercial television is a reality will be answered. Whatever further modifications may be necessary, one thing is certain; by carrying on the development of television in the field of electronics, the art has been released from the limitation of things mechanical and has been placed on a sound, fundamental base for further progress.

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It is the forward looking policy of RCA to continue this development in a spirit of cooperation with the radio industry; to achieve standards of television, not as a replacement of the present system of broadcasting but to carry the art another step forward in usefulness by adding sight to already existing facilities. Other manufacturers already have received licenses to use the results of RCA's extensive research work and its inventions in television receivers and in the tubes used in such receivers, in order that the fullest possible use and freedom may be given to the expression of the art in public service."

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FCC APPROVES HEARST PURCHASES AT SPECIAL MEETING

Reversing its previous decision to hold a public hearing, the Federal Communications Commission at a special meeting the latter part of last week approved the transfer of the two remaining stations of the Southwest Broadcasting System to Hearst Radio, Inc. No explanation was given for the abrupt action.

The sales approved were those of KOMA, Oklahoma City, for some \$ 75,000 and WACO, Waco, Texas, for \$50,000. Last spring the FCC had passed upon the sale of KTSA, San Antonio, and KNOW, Austin, Texas, to Hearst for \$180,000 and \$50,000 respectively, also without a hearing. The commission action brings the Hearst-owned radio stations to ten.

The Commission at the same time approved the sale of the fifth Southwest System station, KTAT, Fort Worth, to Raymond Buck, Fort Worth attorney.

The two new stations which Hearst acquires are CBS outlets. KOMA operates on 1480 kc., a high-power regional channel, with 5,000 watts. WACO is assigned to the local channel of 1420 kc., with 100 watts. No announcement has been made by Hearst Radio Inc. regarding personnel, but it is assumed that these stations also will be under the regional direction of Elliott Roosevelt, son of the President and Vice-President of Hearst Radio, Inc.

The ten stations now owned by Hearst are WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles, and the Southwest stations---KTSA, KNOW, KOMA, WACO.

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PRESS RADIO BUREAU EDITOR CALLS RADIO INSECURE

Speaking on the Public Service Forum over Station WOV, New York, recently, James W. Barrett, editor of the Press Radio Bureau lauded the services of both the press and the radio but asserted that the latter's existence depends upon the will of Congress.

"In America," he said, "both press and radio have taken on the character of public servants, though conducted for private profit. Each is eager to bring you the latest news and the smartest and most intelligent comment on the news; each brings you the opinions of prominent men and women on the important questions and problems of the day; each is eager to cooperate with the medical profession, the churches, the welfare agencies, with state and city and federal authorities and all the other great servants of society. We all saw recently how effectively press and radio cooperated in the national drive for safety on the streets and highways.

"But there are important points of difference between these two great agencies. The press in America rests on a solid foundation of liberty, whereas radio exists by the will of the Congress and could be abolished by act of Congress. We are all familiar with the announcement that opens each radio day and closes each radio night. 'This is station so and so of the such and such company, broadcasting on a frequency of so many kilocycles by Authority of the Federal Communications Commission.'

"No such announcement appears at the masthead of your daily newspaper. But there was such a time when it did. That was back in the early days of American journalism, in the Colonial period. The newspapers, mostly weeklies, came out with the heading, 'Published by authority.' And in his history of American Journalism, Professor James Melvin Lee wrote: 'Nothing did more to hinder the development of American journalism than the requirement, "published by authority."'

"And he adds, 'Freedom of the Press came only after a hard-fought struggle.'"

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SALE OF WOV FOR \$300,000 AWAITS FCC APPROVAL

Only the approval of the Federal Communications Commission stands in the way of the transfer of WOV, New York, from John Iraci to Arde Bulova, watch manufacturer. The deal, under negotiation for several weeks, was consummated last week with a price of \$300,000.

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The transfer upsets plans whereby the Paulist Fathers, owners of WLWL, would have bought and scrapped WOV, and then leased or sold WLWL, which would have acquired full time on 11 kc., to CBS. Mr. Bulova may now acquire WLWL on somewhat the same terms.

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RADIO BOOSTS "EXTRA" ON MURDER BREAK

One of the few instances of complete cooperation between a newspaper owned station and the newspaper in producing an extra marked the break in the story, August 9, of the confession of Martin Moore, 22-year-old Negro hall boy of the Battery Park Hotel at Asheville, North Carolina, for the murder of Miss Helen Clevenger, New York University co-ed, July 16, according to Editor and Publisher.

The newspaper owned station in Asheville periodically broadcast bulletins with the announcement that an extra would be published, resulting in the sale of 25,000 copies despite the fact that a competitor had previously put out two extras.

The expected break was kept so quiet that all but Asheville newspapermen were caught unawares.

Radio station W WNC, operating in conjunction with the "Asheville Citizen-Times" its owner, broadcast a bulletin and the announcement that the newspaper would publish an extra as soon as all details were complete. The same bulletin was announced several times between broadcasts while newspapermen worked on the complete story.

The Times' extra did not get into the streets until two hours after the first bulletin which was made on the sheriff's announcement at 1:30 P. M.

When the extra did hit the streets at 3:30, the radio announcements had brought hundreds of people to the doors of the newspaper office for the edition. According to the Times, more than 25,000 copies were sold, which is believed to be a record for cities of Asheville's size.

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American exports of radio during the fiscal year ending June 30 totalled \$26,176,153, an increase of 3.76 percent over the fiscal year of 1935, according to RMA compilations of official reports of the United States Bureau of Foreign and Domestic Commerce.

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CHINESE SCHOOLS TO GET 5,000 RADIO SETS

Utilization of the radio and motion picture as a means of education forms the principal feature of a comprehensive program worked out by the Chinese Ministry of Education for the promotion of popular education, according to the United States Commercial Attache at Shanghai.

All provinces and municipalities, according to the project, will be instructed to install a total of 5,000 radio receivers within the year to receive educational broadcasts. Installation subsidies will be granted by the Ministry of those provinces and municipalities which are in need of funds. Radio operators will be trained and sent to the provinces and municipalities to take care of the radio apparatuses.

Meanwhile, different broadcasting stations will be instructed to sponsor educational programs on the air. Radio broadcasts will be arranged by the Ministry and will be published in book form afterwards.

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FIVE MORE STATIONS QUIT NAB OVER COPYRIGHT ROW

Following the lead of Isaac D. Levy, of WCAU, Philadelphia, who left the ranks of organized broadcasters in a huff in July, five more broadcasting stations have quit the National Association of Broadcasters, it was learned this week.

They are WNAC, Boston, WEAN, Providence, and WICC, Bridgeport, three of the four stations owned by John Shepard 3d, Yankee Network president; WSYR, Syracuse, headed by Harry S. Wilder, and WGST, Atlanta, principally owned by Sam Pickard, CBS vice president.

Mrs. Shepard asserted that he had withdrawn three of his four stations because he was not in sympathy with the NAB Copyright Bureau project. With one station--WAAB, Boston--remaining in the trade association, he declared he still is a member of the NAB. He said that he was in no way fostering any anti-NAB movement.

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A similar view was taken by Mr. Wilder, in submitting the resignation of WSYR. He said he could not go along with NAB policies and particularly disliked the "network baiting". He said also that he had no intention of joining any second association as that proposed by Mr. Levy.

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GERMAN TELEVISION STATION ON HIGH MOUNTAIN

The Reichspost has decided to transform the television broadcasting station on the Brocken (the highest mountain in the Harz, Prussian Province of Saxony) from an experimental station into a regular station, according to the American Consulate at Leipzig. The television broadcasting experiments, which were made on the Brocken during the past year, are said to have now been satisfactorily concluded. The erection of the broadcasting station, according to the report, is to be begun within the next few days. The inauguration is expected to take place next year.

The report further states that a second television broadcasting station will be erected on the Feldberg in the Taunus, Province of Hesse-Nassau, where the necessary experiments have likewise been completed.

According to the report, these two broadcasting stations will be the starting-points of a decisive development with regard to television in Germany. It is said that they will be followed by other television broadcasting stations until even the smallest place in Germany will be connected with the television service.

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Introduction of an ordinance in the Milwaukee city council to prohibit automobile radio was followed promptly by opposition from RMA and Milwaukee jobbers and dealers and further consideration of the proposed ordinance has been postponed at least until October. If revived or reintroduced the ordinance will be vigorously opposed by RMA, the automotive and also the radio trade, broadcasters', motorists' organizations and others.

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RADIO MAY REPLACE PHONE IN NATIONAL FOREST

Radio may soon replace telephone communication in the Monongahela National Forest of West Virginia. Providing experiments now under way prove successful, radio sending and receiving sets will be installed in lookout towers, ranger stations, and the supervisor's office in Elkins, making communication in case of fire more rapid and efficient.

According to M. R. Squibb, forest service radio specialist in charge of the experiments, the sets are compact enough to be carried directly to the fire line by the fighters. In this way the man on the fire can keep in communication with the central office and the forest guard on the lookout, relaying existing conditions and calls for help, without the necessity of stringing miles of emergency lines.

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G. O. P. USES "CHAIN" PLAN TO GET LISTENERS

Seeking to increase the number of listeners to Republican broadcasts, the radio division of the Republican National Committee has applied the chain-letter system over a nationwide hook-up.

The announcer for William Hard, the committee's commentator, asked his listeners to become "radio captains" or "guiding spirits" in a Republican telephone chain. This is how it works:

Whenever an important Republican program is scheduled, these radio captains will telephone five friends who in turn will call five of their friends, thereby spreading word that Mr. Hard's "news for voters" or some other important Republican utterance is to go out on the airwaves.

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HEARST SEEKS NEW WASHINGTON STATION ON 1240 KC.

B locked in an attempt to force the heirs of M. A. Leese to sell WMAL, Hearst Radio, Inc., this week filed an application for a new broadcasting station in Washington, D.C. for operation on 1240 kc., 1 kw. power, unlimited time, using a directional antenna.

Both the Washington Post and the Washington Daily News are also seeking radio outlets in the National Capitol.

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WCBD MOVE TO CHICAGO FAVORED BY EXAMINERS

The Federal Communications Commission this week was advised by Examiner George H. Hill to permit the transfer of WCBD, Waukegan, Illinois, from Wilbur Glenn Voliva, Ernest E. Harwood, and M. J. Mintern to Gene Dyer, E. M. Ringwald, L. E. Moulds, and W. F. Moss and to permit the station to designate its Chicago studio its main studio, thus in effect making it a Chicago outlet.

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NEW EDUCATIONAL PROGRAMS RELEASED BY U. S.

The crusade to improve radio broadcasting through the presentation of educational programs of quality has advanced another step under the direction of the Educational Radio Project of the United States Department of the Interior.

The latest series will be known as "Interviews With the Past" and is being prepared in finished script form for the use of local stations rather than for network presentation. Joint announcement of the series' completion comes from United States Commissioner of Education J. W. Studebaker and James W. Baldwin, managing director of the National Association of Broadcasters.

"Interviews With the Past" are imaginary interviews by a group of reporters for a school paper--the subjects being Benjamin Franklin, William Shakespeare, Queen Elizabeth, Napoleon

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Bonaparte, Catherine of Russia and George Washington. Passages placed in the mouths of these historical figures are taken faithfully from exact language recorded in history.

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RADIO SET POPULAR WITH FOREIGN LEGION

Among the 48,000 receiving sets which have just been registered throughout Algeria one is well worth mention, according to World Radio, British Broadcasting Corporation organ. This is the property of the soldiers of the Foreign Legion. It has been installed at Bel-Abbes, the cradle of the legion, where all the newly-enlisted soldiers make acquaintance for the first time with the famous regiment, and to which, after watching over the front of the French overseas Empire, they come back to rest.

This set deserves the name of "speaker-singer of all the European countries." It soon proved the best comrade to these men--to the young, as well as to the grey-headed ones--come from all parts of Europe, and serving France, more often than not under a false name.

A theatre, a band of musicians--famous even beyond Algeria--a large library equipped with books and magazines written in many tongues, and a large, comfortable leisure room were the chief attractions offered to them by their new family-in-uniform prior to the newest asset, the receiving set.

In the evening, grouped around the small magical box, a soldier will switch on, and a distant voice--the voice of the never-forgotten native land--is heard; a voice from London...from Madrid. .from Berlin...from Rome...a relay from a near-Eastern village... Perhaps there is no voice, however strange, that cannot wake an echo in some bosom in that room, and cause some hard-faced soldier to pause in a game of cards, or close the book he is reading, the better to listen to a song which perhaps he heard or sang yonder in his village. Such is this queer link with many Homelands--perhaps the only contact many of them will ever know again.

The concert lasts till, outside, the bugle sounds the curfew.

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FCC EXPLAINS DUAL USE OF ANTENNA

Because of requests from various broadcast licensees for authority to use a common radiating system for two or more radio stations, the Broadcast Division of the FCC has made the following ruling in this regard:

"Two or more broadcast stations owned by the same licensee may be permitted to use a common antenna, but different licensees will not be authorized to use the same antenna simultaneously since both licensees under such conditions of operation cannot have complete control of all the apparatus which directly controls the external effects of the station."

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PACIFIC ISLES SOON TO HAVE RADIO STATIONS

Radio stations on Baker, Howland and Jarvis Islands, 1,000 miles south of Honolulu, will be sending reports to the outside world within three months, it was reported this week when the Coast Guard cutter Itasca docked at Honolulu with a group of eight boy colonists.

W. T. Miller of the United States Department of Commerce and R. B. Black of the Department of the Interior, who made the cruises said dwellings being erected on the three mid-Pacific specks of land were virtually completed. When the Itasca sails out again in October or November, radio equipment will be taken along. Aerological stations on Jarvis and Howland Islands are now gathering upper-air data, which will be tabulated and which will be the chief subject matter transmitted when radio operation is begun.

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1926-35 RADIO TUBE EXPORTS BY U.S. ARE TABULATED

United States exports of radio receiving tubes from 1926 to 1935, inclusive, are tabulated by countries and years in tables just released by the electrical division of the Bureau of Foreign and Domestic Commerce. Copies may be obtained at 25 cents from the Commerce Department.

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INDIA TO MAKE TRANSMITTER SPECIFICATIONS

Unofficial information indicates that the Department of Posts and Telegraphs of the Government of India is shortly to issue type specifications for various sizes of radio broadcasting transmitters for future purchase in India, according to the United States Trade Commission at Calcutta.

Firms all over the world will be requested to make bids in exact accordance with these specifications and the Posts and Telegraphs Department will decide in conjunction with the Indian Stores Department which bids are the better for various individual sizes and it is then probable that purchases will be made for future requirements from the firms so selected.

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PHONOGRAPH SALES BOOSTED BY RADIO

A 150% gain in sales of phonograph records since 1933 is credited mainly to radio by executives of the music merchandising business, according to announcement by NBC. The boom in record sales as a result of broadcasting comes on the heels of a report by the National Piano Manufacturing Association that radio was largely responsible for a 300% increase in piano sales during the past year.

NBC points out that radio has not only educated listeners to appreciate music but has created in them a desire to participate to the extent of selecting their own programs and artists.

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CBS JULY SALES UP 42% IN SEVENTH RECORD MONTH

Time sales on the CBS network for July, 1936, totalled \$1,292,775, an increase of 42% over billings for July, 1935, marking the seventh consecutive month that CBS revenue has increased the gap between this and last year's figures. Cumulative total for the first seven months of 1936 is \$12,478,550, an increase of 23.1% over the same period in 1935.

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