

HEINL RADIO BUSINESS LETTER

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NEXT SIX WEEKS TO PROVE VALUE OF POLITICS TO RADIO

With only about six weeks to go before the current presidential campaign ends, broadcasters are waiting for the boom business expected from the Republican and Democratic National Committee.

While figures are not yet available on actual expenditures by either party, indications are that they are not as great as anticipated early in the Summer, when forecasts were that \$1,000,000 might be expended by each political organization for radio time alone.

President Roosevelt apparently has been responsible for much of the delay by his postponement of his actual campaign until early October at least. He has, however, shrewdly made use of national hook-ups for non-political addresses, reports to the nation, drought conferences, and the like.

The Republican National Committee has been sponsoring nightly political talks and interviews by William Hard, noted Washington correspondent, and the Democrats have bought time for supporters of Roosevelt like Secretary Ickes or Democratic Governors to answer Governor Landon.

Although Governor Landon has been more fruitful, from the broadcasters' point of view, as a result of his political tour of the East, even he has not produced as much radio revenue as anticipated.

Broadcasters are hopeful that the next few weeks will bring a change and a real campaign over the air. They recall that they patiently awaited the party conventions before charging for political talks, and now they are realizing the politicians, like most other persons, were quick to use free time on the air but are less voluble when they have to pay for broadcasting facilities.

Both the Republican and Democratic National Committees have radio divisions in operation, but even they appear to be slow about actually starting their campaigns on the air.

Both are laying plans for transcription distribution among independent stations, but broadcasters are beginning to wonder whether the disks will be available in time to be of much value or to produce much revenue.

The only antidote to the disappointing presidential campaign is the record-breaking Fall business that is rolling into networks and independent stations alike. All trade forecasts agree that the year's revenue will reach \$100,000,000 for the first time in the industry's history.

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NAB RAPS WARNER BROTHERS' OFFER OF FILM DISKS

Warner Brothers, which only recently healed a breach with the broadcasting industry by returning its music publishing subsidiaries to the fold of the American Society of Authors, Composers, and Publishers, is the object of an editorial attack in the current weekly bulletin of the National Association of Broadcasters.

Citing one of the queries in a questionnaire allegedly mailed to radio stations, the NAB bulletin reports that the broadcasters are asked by Martin Gosch, Radio Director of Warner Brothers: "Do you wish to subscribe to our free motion picture preview transcription service sent to you in advance of film release?"

The NAB bulletin, edited by James W. Baldwin, Managing Director, then comments:

"This is not unlike other propositions submitted to members from time to time by other film companies. The film people are conscious of the fact that radio offers the most efficient means for exploiting their pictures. By means of 'Hollywood News', 'Commentaries by leading film stylists', etc., the film personalities may be kept constantly before the listeners on 29,000,000 receiving sets. By means of song plugging (by special permission) and dramatizations, radio popularizes new songs and invites listeners to see their favorite performers.

"If the Warner proposition does not seek, as others do, to obtain free time - free exploitation of their pictures - why does not Mr. Gosch place an order for time and pay for that time at the rates specified in the stations' rate cards. He has all the facilities for building excellent commercial programs. He must know that talent costs are in addition to time costs. He ought to know that radio stations cannot discriminate between advertisers.

"There is even more at issue here. One fact that cannot be ignored is that while radio stations are popularizing film music, they are building a music repertory that requires an expenditure of 5 per cent of their receipts for 'time on the air' even though music is not used in certain programs. Another is that after popularizing orchestra leaders and other talent (often identified with motion pictures) radio is threatened with litigation if they do not cease broadcasting the recordings of such persons or pay heavy royalties for their use - and regardless of the fact that the musical selections involved are contained in the ASCAP repertory."

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BUCK AND McCOSKER DIFFER ON RADIO EFFECT ON MUSIC

A declaration that radio has brought a very brief life for modern popular songs by Gene Buck, President of the American Society of Authors, Composers, and Publishers, brought an immediate retort from Alfred J. McCosker, President of WOR, New York.

Returning from California, Mr. Buck told reporters upon docking in New York that Americans of future generations will probably not know the songs of today as the present generation knows "Sweet Rosie O'Grady" or "The Sidewalks of New York."

Mr. McCosker, who had just returned from a European tour, replied that radio merely puts a quick end to worthless music but does not harm compositions worth preserving.

"The Bible and Lincoln's Gettysburg address have been repeated and reprinted again and again", he observed, "and have lost nothing in repetition. Radio reiteration of fine music does not detract from it. If it is real music it will live."

Said Mr. Buck:

"I am greatly disturbed about the future of any music written today. In the old days, prior to radio broadcasting, it took three or four years for an American song to sink into the hearts of the people. Today, with more than 600 broadcasting stations, the popularity of any song, no matter how splendid it is, lasts no more than six weeks."

Songs like "Smoke Gets in Your Eyes", by Jerome Kern, and Billy Hill's "The Last Round-Up", the latter "one of the finest American folksongs", should become a part of history, he said, but constant use may relegate them to oblivion. He paid tribute to Mr. Kern as "the tops" in modern composing, and said he was "lasting" because his songs were in such good taste.

"I do not want to see these songs killed", Mr. Buck continued. "They are too fine and beautiful. I have no solution as to how this can be met except as is being done today with some of the musical-show songs, where there is a limit placed on their broadcasting. A song surreptitiously becomes a part of us. We remember vividly the songs that were sung to us when we were babies; we recall the songs associated with our first love affairs and those that accompany wars. It is because they stayed with us a long while. Radio today lets us keep them only a few weeks."

He added that if it were not for music radio would not last, since 75 per cent of the programs depend on music in one form or another.

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CROSLEY AMONG CONTRIBUTORS TO G.O.P. FUND

The names of three personalities in the radio industry were included in the list of contributors reported to the clerk of the House of Representatives this week by the Republican National Committee. They are Powel Crosley, Jr., owner of WLW, Cincinnati, with \$2,500, and A. Atwater Kent and A. Atwater Kent, Jr. formerly radio set manufacturers of Philadelphia, with gifts of \$5,000 each.

Also among the group of contributors to the Maine Republican campaign fund, it was disclosed this week by the Senate Committee on Campaign Expenditures, were A. Atwater Kent, former Philadelphia radio manufacturer, and Senator Wallace H. White, Jr., Republican candidate for Senator, who for years has played a leading role in radio legislation on Capitol Hill. Mr. Kent's contribution was \$1,000, while Senator White gave \$2,000.

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NAB COMMITTEE CHAIRMAN NAMED BY NEW PRESIDENT

H. K. Carpenter, of WHK, Cleveland, this week was appointed Chairman of the Commercial Section of the National Association of Broadcasters by C. W. Myers, recently elected President.

Other appointments announced are: Buryl Lottridge, of KOIN-KFAB, Omaha, Chairman of the Sales Managers Division; John J. Gillin, Jr., WOW, Omaha, as Chairman of the Industry Promotion Division; Arthur B. Church, KMBC, Kansas City, Mo., was renamed Chairman of the Committee of Five to represent the NAB on the Joint Committee on Radio Research.

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"TELEVISOR" REGISTERED, BBC REMINDS CORRESPONDENTS

"In each of two paragraphs from foreign correspondents relating to the position of television in their respective countries, in a recent issue, the word 'televisor' was used in a general sense", World Radio, BBC organ states in its current issue. "It has been pointed out to us by Messrs. Baird Television, Ltd., that since the word is the registered trade-mark of that company, the use of it should be confined to the appropriate apparatus manufactured by Baird Television, Ltd."

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NEW YORK RADIO SHOW LARGEST EVER HELD

With the largest number of exhibitors in recent years, the 1936 National Electrical and Radio Exposition was opened September 9th in Grand Central Palace, New York City. All available space was sold long before the show opened.

There are twenty-five radio exhibits besides numerous electrical equipment displays.

At a luncheon-meeting at noon in the Hotel Commodore by the Electrical Association of New York, the show's sponsor, the exposition was described as the most "comprehensive in the history of the electrical industry and its radio division." Gabriel Heatter, WOR commentator, was the principal speaker. It was predicted that the number of show visitors this season would far surpass that of last year, when more than 177,000 persons attended.

The show will be open daily until the night of September 19th.

The new radio sets feature world-wide reception, even to the smallest models, which this season are larger and more impressive looking than last year's. The small models have larger loud-speakers and more accurate tuners, and consoles convey the impression of being more compact.

One manufacturer is displaying small models "built with the accuracy of a fine watch" to bring in distant short-wave programs as well as reproduce local broadcasts with the "utmost midget fidelity."

"Real high-fidelity" is the slogan of another radio maker, presenting for the first time this season a large radio-phonograph combination in the \$750 price class. Several other manufacturers also display receiver equipment at the show in this price region. One twenty-five-metal-tube radio has three loud-speakers covering the entire audible range of tone.

Tuning dials are larger, with station call letters marked. A wide variety of visual tuning aids also are employed.

One of the novelties of the show is a "beside-the-chair" radio that tunes from the top and has a plate-glass lid to keep out dust. Several receivers, their designers anticipating a rapid expansion of broadcasting to the shorter wave lengths, have dials and circuits to bring in programs on waves as short as four meters.

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NEW SOUTH AFRICAN RADIO SYSTEM LIKE AUSTRALIA'S

As a result of a governmental inquiry and action by Parliament, the South African Broadcasting Corporation was established in August, this year, and took over the African Broadcasting Company as a going concern, according to a consular report to the Department of Commerce. The corporation took over all assets, obligations, liabilities and responsibilities of every description, paying the company £150,000 in 6 per cent debentures.

Elements of the Australian broadcasting system enter into the provisions of the new act in that the Postmaster General, with the approval of the South African Broadcasting Corporation, may license independent "B" class stations which may obtain revenue by broadcasting advertising. What the attitude of the corporation may be in this respect will determine whether such stations are established.

"In the early days of broadcasting, the South African newspapers viewed radio as a competitor in the limited advertising field, and declined to carry information regarding radio programs", the consular report stated. "Broadcast popularization therefore depended entirely upon its own appeal. It may therefore be supposed that no "B" class stations will be established where services will directly compete with the monopoly stations, the latter being located in the principal publishing centers. In the meantime, as regards the monopoly stations, no change in the existing status will be made until the Board controlling the corporation will have had an opportunity to make a thorough study of the situation and the possibility for improvement. The new law does not prohibit the corporation from advertising through its own stations but it is generally considered that the corporation does not favor continuing after the existing contracts of the African Broadcasting Company have been completed."

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NEW DIRECTIONAL COMPASS USED IN RICHMAN HOP

A new type of radio directional compass, never before used outside the United States, was one of the main features of the equipment of "Lady Peace", in which Harry Richman flew from New York to Wales last week.

It is a combination directional gyro, artificial horizon and two-way radio telephone obtained from the Vincent Bendix aeronautical interests. With it Dick Merrill, the pilot, and Richman were able to tune in on any radio station, broadcasting on any wave length from 200 to 1,500 kilocycles, and to see a light flash on the instrument board, pointing out the direction of that station. The instrument also shows the directions of any two or three stations, thereby permitting the flyers to determine their exact position in a matter of seconds.

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GERMAN-AMERICAN S-W INTERFERENCE AT RIO

Reports from Rio de Janeiro are to the effect that Station W2XAF, at Schenectady, short-wave, and DJN, Berlin, on 954 kc. interfere with each other, preventing clear short-wave reception of either station at Rio. Thus the only other American station which can be heard at night down there is W8XK, Westinghouse, 11870 kc., in the 25 meter band.

There is a further complaint that the Westinghouse station does not come in with sufficient volume; therefore, it is said, no American station, is satisfactorily received at Rio. Germany, on the other hand, is said to be received there almost with the power of a local station and England about as good.

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RADIO CONTROLLED AUTO AMAZES BLASE NEW YORK

Usually blase New Yorkers strained their necks and gaped just like any yokels a few days ago when a driverless cabriolet wound its way in and out of traffic-cluttered streets. They finally learned that it was radio controlled from a preceding car.

A New York policeman, while finding no violations of traffic ordinances, took the party to a nearby police station just to be on the safe side, but the driverless car and its sponsors were later released as nothing in New York laws prohibits operation of an auto by radio.

Employed by a Ford agency for advertising purposes, it trailed a sedan making up to twenty miles an hour over a complicated route. It swung right and left, as required, obeyed traffic regulations and signals, made U-turns and attracted scores of pedestrians along the way who seemed uncertain of whether to gape, laugh or get out of the way.

Aside from the rectangle of wire supported by narrow posts and crossed by diagonals, the novelty machine has nothing to distinguish it from any other convertible coupe. From the diagonals, however, four strands - yellow, red, black and green - lead to a kind of cabinet between the front and rear seat, which is the center of the control mechanism.

Although sponsors of the demonstration refused to give mechanical details, there seemed no reason to believe there was anything scientifically new about the tour. But it was pretty surely the first time a radio-controlled motor vehicle had cruised through busy streets in New York.

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CHINESE PLAN TO REACH U. S. BY SHORT-WAVE

Along about next July, when American radio fans tune their all-wave sets down around the 50-meter mark, they needn't be surprised if they hear a wild jangle of Chinese music followed by a voice explaining that the next number from Station XKOX, Nanking, China, will be next Summer's current American hit.

Back of all this will be T. Y. Woo, Chinese electrical engineer and director of the station. Mr. Woo, fresh from nine months in Europe studying broadcasting methods, now is looking over the American system.

According to Mr. Woo, China hasn't had a really powerful short-wave station up to now. There are about 100 small stations, he says, which broadcast to approximately 1,500,000 radios throughout the country.

There's at least one powerful station, XGOA, at Nanking. But this, although it has 75,000 watts power, broadcasts on the higher wave lengths that aren't conducive to long-distance reception. Mr. Woo is director of XGOA and will combine its activities with the low-wave station next July.

Chinese broadcasters are literally going to have to get up early in the morning to win the American audience. Mr. Woo said that if they broadcast at 6 a.m. Washington listeners will hear the program about 7 p.m. the day before.

Besides playing both Chinese and Western music, the new station will broadcast speeches and news flashes. The announcers will speak in English.

At present Chinese stations broadcasting for home consumption use Mandarin, the official language. They offer singing and orchestral programs, but have a tendency to stress the Chinese drama, Mr. Woo said. He's mighty enthusiastic about his first trip to America and even more so about his new station. He thinks it's going to do a lot for international relations.

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ARGENTINE IN MARKET FOR BETTER RADIOS

Receiving sets and tubes are the most important American electrical exports to Argentina, according to a consular report to the Department of Commerce. Slight competition in this market is offered to radios or radio tubes of United States manufacture by similar articles of British origin, Germany and the Netherlands, both of which nations enjoy the advantage of official exchange, being the principal competitors. In 1933 and 1934 a number of small factories manufacturing inexpensive radio sets sprang up in Buenos Aires. It would appear, however, that the public is gradually growing tired of the locally manufactured sets because of their limited receiving range, and the purchasing trend is once more turning towards the more expensive models either imported complete or set up in domestically manufactured cabinets.

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FCC ORDERS PROBE OF LONG DISTANCE PHONE RATES

Investigation of the long-distance communication services of the American Telephone and Telegraph Company with a view to further reduction of its rates and charges, which are still held to be unreasonably high, was ordered September 10th by the Federal Communications Commission.

Carl I. Wheat, of California, public utilities counsel of Los Angeles since 1933, will conduct the new investigation, which will be a rate proceeding apart from the general inquiry into the affairs of A. T. & T. The general inquiry is being conducted under Samuel Becker, special counsel, and it may or may not be completed before the first hearings are held under the new order.

Resumption next month of the hearings in the investigation conducted by Mr. Becker is expected by the Commission.

The rate investigation was ordered by the Commission on a motion presented August 14th by Commissioner Thad H. Brown, who further moved the appointment of Mr. Wheat as special counsel. Approval and ratification were voted Thursday by the Telephone Division.

In announcing the new order, Commissioner Paul Walker, Chairman of the Telephone Division, said that the action was based in part on complaints received concerning the rates, charges, classifications, services and practices of the A. T. & T. with respect to the long-distance communications services; in part upon testimony introduced at the hearings conducted by Mr. Becker indicating "a record of profits over a long series of years which warrants a thorough investigation"; and on the further ground that such rate reductions and adjustments as have been voluntarily made by the American Telephone and Telegraph Company are insufficient to satisfy the complaints made to this Commission that rates and charges are unreasonable."

While the greater part of the complaints received by the Commission antedated the recent rate reductions instituted by the A. T. & T., protests had been made since and were still coming in, Mr. Walker said.

"Those reductions were not a drop in the bucket", he declared.

Among other complaints, according to Mr. Walker, it was argued that rate reductions applying only on calls to points distant more than 234 miles left average State rates unaffected, and that as between station-to-station and person-to-person calls the higher charge for the latter service was justified only for the first three-minute period and thereafter should be the same.

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INDUSTRY NOTES

Alleging unfair competition in the sale of a product designated "Genuine Texas Mineral Crystals", the Federal Trade Commission has issued a complaint against the Dollar Crystal Co., having headquarters in the Redick Tower Building, Omaha, Nebr. The respondent is a radio advertiser.

The appointment and licensing of the Continental Carbon Co., Pty. Ltd., of Melbourne, Australia, as manufacturers of electrolytic and other condensers under Aerovox patents and using Aerovox production methods, is announced by Aerovox Corp., of Brooklyn, N. Y. The Australian concern will duplicate those units of the Aerovox line of condensers which are required by their trade. Fred W. Clarke, Managing Director of the Continental Carbon Co., has been spending the past two months in the Aerovox plant, studying the manufacture of condensers with a view to setting up similar production facilities in Australia.

Following the completion of arrangements whereby the Columbia Broadcasting System September 1 took over the ownership and management of KNX, Los Angeles, Donald W. Thornburgh, Vice-President in charge of CBS West Coast operations, announced that Paul Rickenbacker will act as Assistant Manager and C. A. Carlson as controller of the station.

Dr. Orestes H. Caldwell, editor of Radio Today, and former Federal Radio Commissioner will speak over the NBC-Blue Network on "Getting Your Radio Ready for Fall", at 8:30 p.m. EST, Wednesday, September 9, and on "Good Reception: Is Your Radio O.K.?" at 6 p.m., Friday, September 18th.

To make the country Cantor-conscious for the new Sunday evening series which it starts over a nationwide Columbia network September 20th, The Texas Company has launched an extensive merchandising campaign which will cover the country with Eddie Cantor promotional material.

A life-size cutout in 8 colors, showing Cantor as a Texaco salesman carrying a placard announcing the series, has been distributed to 25,000 Texaco dealers. The cutout also will be reproduced in full pages of the Saturday Evening Post (Sept. 26), Time (Sept. 28) and Collier's (Oct. 3). Texaco will distribute to dealers 100,000 large window strips in four colors;

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100,000 small window stickers; 100,000 large canvas banners in four colors, and 50,000 small canvas banners in two colors. In addition to these station displays, all trucks carrying Texaco products will be decorated with two banners.

C. W. Goyder, formerly of the BBC Research Department, has been transferred to India, where he will become Chief Engineer of All-India radio.

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WMCA AND FRENCH STATION TO TRADE PROGRAMS

An association with Radio Post-Parisian in France was announced by Donald Flamm, President of WMCA, upon his return from an European tour. Under the terms of the arrangement, as settled between Jean Gruenbaum of Post-Parisian, and Mr. Flamm, WMCA and associated stations of the Inter-City Group will have access to all programs of Post-Parisian, and programs originated by WMCA will be available for the French station.

Most of the programs to be exchanged will be shipped across the Atlantic recorded, but an exchange of special programs via trans-Atlantic telephone is also covered in this new arrangement.

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AMERICAN RADIOS REPORTED POPULAR IN BRITISH MALAYA

American radio receiving sets and electric refrigerators are meeting with increasing favor in British Malaya, a report to the Commerce Department from its Singapore office shows. These two items, together with flash light batteries, have made up the bulk of the electrical equipment goods imported into the Malayan market from the United States.

It is estimated that approximately 250 American radio sets and 130 American refrigerators are arriving each month in the Malayan market. Great Britain remains the outstanding supplier of electrical goods to British Malaya, accounting for 52 per cent of the total in 1935, compared with 31 per cent for the United States.

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