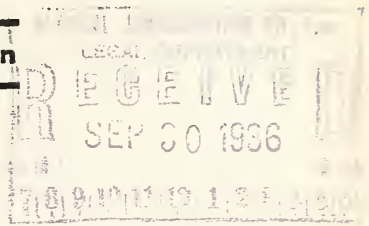


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37 GROUPS SCHEDULED FOR OCTOBER 5 FCC HEARING

Thirty-seven organizations, some of them including a score or more stations, and individuals have filed notice with the Federal Communications Commission that they wish to testify at the informal engineering hearing on the broadcast band beginning Monday, October 5.

Judge Eugene O. Sykes, Chairman of the Broadcast Division, will open the hearing, to be held in the Government auditorium between the Labor and I.C.C. buildings, with a discussion of the aims and procedure of the hearing.

T.A.M. Craven, Chief Engineer of the FCC, will next make a statement on broadcast allocation and engineering. He will be followed by A. D. Ring, Broadcast Engineer, and Dr. L. P. Wheeler, Chief of the Technical Information Section, who will discuss factual data on the FCC allocation survey.

The inquiry will delve into such policy matters as super-power, east-west coast duplication on clear channels, and horizontal power increases, and may lead to a general shakeup on the broadcast band.

Witnesses scheduled up to the beginning of this week are as follows:

NATIONAL COMMITTEE ON EDUCATION BY RADIO: S. Howard Evans; THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS: H. B. McCarty; INSTITUTE OF RADIO ENGINEERS: Harold P. Westman; RADIO MANUFACTURERS' ASSOCIATION: James M. Skinner and L. C. F. Horle; NATIONAL ASSOCIATION OF BROADCASTERS: James W. Baldwin and C. W. Myers; KFI WBAP WFAA WGN WHAM WHAS WHO WLS WLW WOAI WSB WSM WWL (Clear Channel Group): Louis G. Caldwell; STATIONS INTERESTED IN PART-TIME ASSIGNMENTS ON CLEAR CHANNELS: Ben S. Fisher, John W. Kendall and Horace L. Lohnes; CROSLEY RADIO CORPORATION: Duke M. Patrick; NATIONAL ASSOCIATION OF REGIONAL BROADCAST STATIONS: Paul D. P. Spearman.

Also, KOIN WAVE WDAY AND CONGRESS SQUARE HOTEL COMPANY: Re question so-called horizontal power increases on certain frequencies assigned to regional stations: Saul M. Segal; NATIONAL INDEPENDENT BROADCASTERS (WLVA WMBC KGFJ): Edward A. Allen; NATIONAL BROADCASTING CO.: P. J. Hennessey, Jr.; COLUMBIA BROADCASTING SYSTEM: Duke M. Patrick; WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY: Horace L. Lohnes and three other witnesses. GENERAL ELECTRIC COMPANY: Chester H. Lang; HEARST RADIO, INC.: Littlepage & Littlepage.

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BUFFALO BROADCASTING CORP., MIDLAND BROADCASTING CO., FIRST NATIONAL TELEVISION, INC., MC CLATCHY BROADCASTING CO., WNAX BROADCASTING CO.: Frank D. Scott; INTERSTATE BROADCASTING CO., INC. (Station W2XR): John V. L. Hogan and perhaps another witness); KWTO KGBX KFRU KOMO WEEU WRAW WCHS WSAZ WLVA WMBG WJAS KQV WTMV WIXBS WDGW WDNC WHJB WTOC MASON DIXON RADIO GROUP, INC., operators of WDEL WILM WEST WAZL WORK WGAL: George O. Sutton; KFOX KFWB KIEM KMED KOMO KPRC KRKD KTBS KTRH KVOB KXYZ KGMB WCOP WELI WNBC WPHR WLBG KARK KLS KOOS WORC WTFI: Ben S. Fisher; KFXM KGFJ KIT KGFV KSLM KXL WSGN KRNR KELD KORE HILL & PHILLIPS, d/b as Eugene Broadcast Station, WLBC WJBC WCBS WCMJ WSOC: Ben S. Fisher; KEX KJR KSL KWKH KFVD: Ben S. Fisher.

Also KGW, Oregonian Publishing Co., KHQ KGA KVI: Ben S. Fisher; WCFL, Chicago, Ill.; WRUF, Gainesville, Fla.; WBBM, Chicago, Ill.: 4 witnesses; WGAR, Cleveland, Ohio: Prof. John F. Byrne, Ohio State University and R. Morris Pierce; KFSD, San Diego, Cal.: 1 witness; WOSU, Columbus, Ohio: 2 witnesses; KVOO, Tulsa, Okla.: Lawrence W. Stinson, and David R. Milsten; WTIC, Hartford, Conn.: Duke M. Patrick; WORL, Boston, Mass.: Melvin D. Hildreth, Observer only; KECA, Los Angeles, Cal.: Louis G. Caldwell; WBNX, New York, N. Y.: R. T. Rollo and Dr. Herbert L. Wilson; WOW, Omaha, Nebr.: Paul M. Segal; Harold A. Lafount; Edgar H. Felix.

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STRATEGY SEEN IN RCA HALT TO PATENT TRIAL

The abrupt conclusion last week of the trial of the injunction suit filed by the Philadelphia Storage Battery Company against the Radio Corporation of America at Wilmington, Del., was hailed this week in industry circles as a doubly smart move by RCA.

Besides showing confidence that the Philadelphia licensee had failed to make a case, RCA's refusal to place any witnesses on the stand prevented any grilling on its own trade secrets relative to manufacturing patents.

Representatives of the Storage Battery Company and the Philco Radio & Television Corporation were questioned for almost two weeks, it was pointed out, regarding their operations, but the trial failed to shed any light on RCA policies in patent matters.

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RMA DIRECTORS VOTE TO SPONSOR TWO TRADE SHOWS

Directors of the Radio Manufacturers' Association have decided to sponsor two trade shows next year in Chicago and New York, possibly in unison with the Institute of Radio Service Men and the Institute of Radio Engineers. The object is to reduce show expense of parts and accessories and also tube manufacturers and the proposed 1937 shows would be limited to such manufacturers, with sets excluded.

Negotiations are in progress between committees of RMA, IRSM and IRE to combine and present united "industry" parts shows next Spring in Chicago and next Fall in New York. It is contemplated that these two parts shows would constitute the national show participation of parts and tube makers and relieve them from expense of exhibiting in other shows, some of which would be discontinued under the plans now before the three industry associations.

Decision of the RMA Directors to sponsor the proposed annual Spring and Fall parts shows was made at their Board meeting Thursday, September 24, at the Roosevelt Hotel in New York City. President Leslie F. Muter, of Chicago, presided and many other RMA activities in the interest of parts, tube and also set members were arranged by the Association's Board.

David Sarnoff, Chairman of the RCA Manufacturing Company joined the RMA Board at its meeting and immediately began participation in its work. Formerly the RCA Manufacturing Company was represented on the RMA Board by J. C. Warner, Vice-President, who resigned recently. Mr. Sarnoff last Thursday was elected unanimously by the RMA Board as a successor to Mr. Warner and on motion of Chairman Arthur T. Murray of the RMA Set Division.

Definite progress in improvement of radio merchandising practices was reported to the RMA Board by Director E. F. McDonald, Jr., of Chicago, Chairman of the Fair Trade Practice Committee.

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PRESIDENT'S INITIALS MEAN "AM GOING INTO DRYDOCK"

"FDR", the initials of President Franklin D. Roosevelt, translated in terms of one of the U. S. Navy codes, stands for "Am Going Into Drydock", Commdr. E. F. McDonald, Jr., President of the Zenith Radio Corporation, told a meeting of RMA Directors in New York last week, according to the New York Times.

"ML", the initials of Governor Alfred M. Landon, means in the same code, "Examining My Compasses", according to Mr. McDonald.

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PUBLISHERS' ORGAN RAPS FCC'S ORDER TO WCAE

Following, in part, is an editorial appearing in the current issue of Newsdom, a newspaper for publishers and editors:

"Early this week WCAE, a privately owned radio station in Pittsburgh, was forced to make its broadcasting facilities available to one Earl Browder, a revolutionary tool of Moscow and Communist candidate for President.

"Adhering to an asinine regulation, the Federal Communications Commission served notice on the station's officials that if they refused to permit this radical to mouth his subversive doctrines they would be prosecuted and liable to a heavy fine and jail terms.

"In our idealistic endeavor to uphold democracy we certainly can go to stupid extremes at times. We have had the tradition of free speech, so pounded into us that we are blind to the difference between free speech and license.

"We have listened so much to the prattling of the neo-liberals that we are no longer aware of the fact that the issue is not free speech, but sedition.

"The Communist party in the United States is a branch of the Communist International at Moscow. It is pledged to take its orders from its foreign masters whose avowed purpose is to overthrow the present form of government in the United States by force and to substitute a despotic reign of terror similar to the governmental monstrosity which rules Red Russia by fear, violence and intimidation.

"If our own officials are so conscientious about their jobs why do not they invoke our Federal statutes which prohibit seditious conspiracies to overthrow, put down or destroy the government of the United States by force?"

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J. Logie Baird, the television pioneer, has presented his first television apparatus to the Science Museum, at South Kensington, London.

Made from old bicycle parts, cocoa tins, cheap bullseye lenses, sealing wax and string, at a cost of 7s 8d, it was the forerunner of modern television, on which the British Broadcasting Corporation is now prepared to spend about £1,000,000.

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PERUVIAN RADIO NO LONGER A MONOPOLY

Peruvian broadcasting, formerly a monopoly, is now free, according to the U. S. Commerce Department. Marconi's Wireless Telegraph Company of England for several years operated Peruvian communications, including postal service. In the latter part of 1935 the Marconi Company entered into a contract with the Peruvian Government whereby the company agreed to erect a radio station on Government land to be called "Estacion oficial Radiofusora del Peru", of two transmitting units, one of 10 kilowatts in the antenna of medium wave and the other 10 kilowatts in the antenna for short wave, of the latest type. As this work is nearing completion the Government is preparing to issue new laws and regulations for broadcasting, telephony, and radio telephony which will also provide for the licensing of other broadcasters at the Government's discretion. The Marconi Company will operate the new official station until the Government completes payment.

There are nine broadcasting stations operating in Lima and five elsewhere in Peru, all but one privately-owned. The station OAX4A, owned by the Government, has discontinued regular transmission working only occasionally on 1,050 kcs., 286 meters. Broadcasting license fees are 300 soles (\$75) per year but in the near future will be increased to 1,200 soles (\$300).

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N. Y. SCHOOL HEAD ASKS \$5000 FOR RADIO AIDS

Convinced by an exhaustive study of the educational possibilities of radio that broadcasting is the greatest agency of education since the printing press, Joseph M. Sheehan, Associate Superintendent of Schools, New York City, asked the Municipal Board of Education to set aside \$5,000 this Fall to finance experimental programs.

In his survey, made by request of the Board of Superintendents, Dr. Sheehan came to Washington twice to confer with members of the Federal Communications Commission and Dr. J. W. Studebaker, Federal Commissioner of Education. Through conferences with visiting professors and authorities on educational broadcasting, he studied the adaptation of radio to school use here and abroad.

Dr. Sheehan concluded that educational broadcasting in this country had failed to keep pace with the improvement in technical processes.

"Educational broadcasting still remains amateurish on the air largely because of the fact that channels on the air are largely held by commercial interests and education on the air has been largely incidental and unorganized", Dr. Sheehan said.

"The City of New York being now in a position to get education time on the air through Station WNYC has a rare opportunity to develop educational broadcasting technique that may profoundly affect education."

To carry out this aim Dr. Sheehan asked that he be empowered to select outstanding teachers to draw up a series of broadcasts related to the regular school curriculum. These teachers and another group, specially selected for broadcasting ability, would undergo a period of training, after which their work would be carried over the air to twenty designated schools as a means of testing the material.

Properly used, radio could become an even greater instrument of instruction than the printing press, Dr. Sheehan contended, since it provided "a dramatic medium, not only because of its immediacy and directness but because it represents communication by the human voice."

"This", Dr. Sheehan added, "gives it a power which cold print cannot equal."

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FILM PRODUCERS AID BBC TELEVISION TESTS

Following the closing of the 1936 Radio Exhibition in London, the experimental transmissions from the BBC high-definition television station at the Alexandra Palace have ceased temporarily. The station started operation somewhat earlier than planned to allow visitors to the Radio Exhibition from all over the world to obtain a pre-view of the new service. Now, for a period of a few weeks, the BBC engineers and others employed by the Baird and E.M.I. television companies will be allowed time to make final tests of the apparatus and minor adjustments before the inauguration of a regular program service this coming Winter.

"While being only of a highly experimental nature, the special transmissions in connection with the Radio Exhibition have provided several useful lessons, according to a BBC statement. One is that there are film producers who are prepared to cooperate with television not only willingly but handsomely. Alexander Korda, an outstanding personality in British films, and his company were specially generous. They released for television some of the best sequences of Charles Laughton's new picture "Rembrandt", which is not even finished yet, and they spent a lot of time at their Denham studios making close-ups for television of Leslie Mitchell, the television announcer. Other previews at the Exhibition were from Elisabeth Bergner's "As You Like It", and the new Jessie Matthews film "It's Love Again".

"Another producer who helped was Paul Rotha, the documentary expert, who allowed the BBC to televise part of his new film dealing with the production of books, which again has not yet been finished, much less shown. Television will have much in common with film production, and this sort of cooperation will be of mutual benefit."

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DR. TOWNSEND SEEKING TIME ON MEXICAN STATIONS

Dr. Francis E. Townsend is negotiating with the Mexican radio stations for a series of "educational" broadcasts on his pension plan, according to special correspondence to the New York Times from Chicago.

His decision followed cancellation of a broadcast scheduled for September 25 over Station WENR, Chicago, on the ground that the station refused to allow him to mention politics or to appeal to his followers for funds. He said that he had been unable to meet the requirements at Stations WLS and WJJ also.

"The attitude of WENR toward me and the Townsend National Recovery Plan made me feel that I was not wanted", he said. "They were very touchy on my politics and particularly over any reference to Roosevelt."

Niles Trammell, Vice-President of WENR, denied that the station had requested Dr. Townsend to delete political references in his original manuscript.

"We have a definite policy that prohibits us from allowing solicitation of funds except in emergencies", he explained. "Dr. Townsend begged people for money in both the opening and closing of his manuscript. We asked him to eliminate it and he refused. The radio time was then canceled."

Dr. Townsend said he believed that the opposition from radio stations in this country to his speeches came from the Democratic national headquarters.

Pointing out that radio time had been made available to Earl Browder, Communist candidate for President, he said:

"But Browder favors Roosevelt, according to the newspapers."

"Father Coughlin is having trouble getting radio time, too, but then he is also against Roosevelt", he added.

"To obtain free speech, prosperity and happiness for the American people, Roosevelt must be defeated and the Townsend plan enacted", he concluded.

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It is planned to make transcriptions of Dr. Townsend's talks in Chicago and send them to Mexico for broadcasting over Stations XEPN and XELO at Piedras Negras.

Dwight Bunnell, who is in charge of radio at the Townsend headquarters, said that these stations, with a total capacity of 150,000 watts, could be heard throughout the United States.

It was said that rates would be asked for two half-hour programs for fifty-two weeks on Sundays and Thursdays from 9:30 to 10 P.M., E.S.T.

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REPUBLICANS BROADEN CAMPAIGN OVER THE AIR

Further evidence of the Republican National Committee's apparent preference for the spoken word over the printed word was revealed last week with the start of two more radio programs in addition to the William Hard nightly broadcast over CBS.

"The Republican Volunteers", over WGN, Chicago, started last week. This program paid for by the party, will be heard three times a week until election, every Monday, Wednesday and Friday nights. Quin Ryan, WGN announcer, will interview men and women from "many walks of life" on campaign issues. He will pick persons to be interviewed from "Volunteers", who come to WGN studio. Another announcer will give the "commercial" for the party.

The Republican National Committee is also sponsoring a radio program for women over WMAQ-NBC every afternoon. It began last week and will continue each week day until election. This program is known as "Every Woman Knows." Mrs. Eugene Meyer, wife of the Washington Post publisher, will direct the program presenting guest speakers.

Another "advertising effort" of the GOP was the recent sending of 28 motor trucks, all purchased by the Republican National Committee and equipped with voice amplifying apparatus, to cover the entire country, with the exception of seven southern States. The trucks are designed to bring the gospel of Republicanism to the farmer and rural communities and contain anti-New Deal agricultural product exhibits. It is estimated that each truck will cover 15,000 miles, or a total of 400,000 miles prior to Nov. 3.

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BRAZILIAN RADIO MARKET WILL CONTINUE TO EXPAND

The Brazilian market for radio receiving sets appears to be capable of considerable further expansion notwithstanding the heavy imports during the past three years, according to a report to the Commerce Department from Commercial Attache R. H. Ackerman, Rio de Janeiro.

Previous to 1935, it is pointed out, American manufacturers supplied practically all the radio sets imported into Brazil. During that year, however, the Dutch Philips radio became a serious contender for the Brazilian business, not only by offering a wide range of good sets at prices lower than some of the best known American makes, but also by attracting dealers by more liberal credit terms and by an aggressive advertising campaign. It is estimated that during 1935, Philips accounted for approximately 25 percent of the receiving sets marketed in Brazil and has apparently increased that ratio during the first half of the current year.

The anticipated increase in the Brazilian demand for radio receiving sets, the report points out, may not be reflected in imports as it is likely that production within Brazil may be undertaken on a much larger scale than is at present the case. The market has grown to a point where economical local production can be undertaken by some of the larger American suppliers and it would appear reasonable to suppose that a move in this direction will be made within a reasonably short time.

Factors which are favorably influencing the sale of radio sets in Brazil, the report states, are the increasing number of local broadcasting stations, improved local programs, and the advances made in short-wave reception which enable local fans to satisfactorily receive foreign programs.

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WOR INSTALLS ADDRESS SYSTEM ON PRESIDENT'S CAR

A public address system has been installed on board President Roosevelt's private Pullman car, the "Pioneer", by the Engineering Department of WOR at the Mott Haven yards of the New York Central Lines. A contract for this work was issued several days ago by the Radio Division of the Democratic National Committee to WOR, which maintains a department for the installation and rental of public address systems.

Lewis R. Tower, WOR staff engineer, of 15 Tower Drive, Maplewood, N. J., has been assigned to operate the equipment and will travel with the presidential party on the forthcoming trans-continental tour which is scheduled to begin next week.

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RCA STARTS NEW CLASS RADIO-TELEGRAPH SERVICE

A new class of marine radio-telegraph service by which passengers on transoceanic vessels may send radiograms to all parts of the United States at rates substantially lower than for regular service has been announced by the Radiomarine Corporation of America, a subsidiary of the RCA. This innovation has been approved by the Federal Communications Commission.

The service, which will be known as the "night radio telegram", makes it possible for voyagers to communicate with any point in this country at a flat rate of 19 cents a word instead of 21 to 29 cents, according to distance from the coast to the place addressed. Filed before midnight the night radio telegram will be delivered on the following morning through the same telegraph facilities that forward regular marine radio messages from RCA coastal stations to points in the United States.

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NEWSPAPERS TO PUBLICIZE WHIO ADVERTISERS

The Columbia Broadcasting System this week announced the affiliation of Station WHIO, Dayton, Ohio, as a member of the Basic Optional Group, effective October 1st. WHIO, owned by the Miami Valley Broadcasting Corporation, operates full time with 5,000 watts daytime and 1,000 watts at night on a frequency of 1,280 kilocycles.

The Dayton Daily News and the Springfield News and Sun are under the same ownership as Station WHIO and these three leading newspapers will publicize regularly the programs of CBS advertisers who broadcast over this station, according to H. K. Boice, CBS Vice-President in Charge of Sales.

Conservative estimates of the number of radio homes within the Primary Listening Areas of WHIO are Daytime - 203,000 radio homes, and Nighttime - 125,000 radio homes, he said.

WHO, Dayton, will be available to CBS advertisers at the base rate of \$175 per evening hour, other periods of time in proportion.

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