

HEINL RADIO BUSINESS LETTER

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No. 975

October 27, 1936

NETWORKS PLAN MOST ELABORATE ELECTION BROADCASTS

Practically every person in the United States will be able to get up-to-the-minute returns on the presidential election through one of the twenty odd million receiving sets the night of Tuesday, November 3rd.

Commercial programs and the headliner entertainers of the air will be shunted aside for the night as radio takes over the job of reporting their most important story since 1932. The major networks will have the biggest task, but independent and local stations will strive just as zealously to inform their listeners of returns within their territories.

NBC and CBS promise to furnish the Nation's voter-listeners with the most complete and the fastest coverage since the first election returns were heard rather spasmodically over headphones attached to crystal receiving sets.

The press of the country will cooperate by furnishing bulletins through the Press-Radio Bureau.

A staff of more than 50 persons, including ace announcers, editors, rewrite men, computers, engineers and technicians, has been organized by NBC for the event. A four-room suite in NBC's headquarters in Radio City, New York, will be transformed into a combined workroom and broadcasting studio. From this point, over the nationwide, coast-to-coast Red and Blue Networks of NBC, will be flashed the election bulletins as they are received from the Press-Radio Bureau.

The focal point of the vast reporting machine of CBS will be on the twenty-second floor of the CBS Building in New York City, where Paul White, CBS special events director, will keep his finger on the pulse of the Nation's news sources.

Both networks will depend chiefly upon the news bulletins to be furnished by the Press-Radio Bureau, which, in turn, is served by the Associated Press, the United Press, the International News Service and the Universal Service.

Microphones will be installed at Governor Landon's mansion in Topeka, at the White House or Hyde Park, whichever President Roosevelt chooses, at the Republican headquarters in Chicago, and at the Democratic headquarters in New York City.

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In addition, mobile microphones will pick up color reports from crowds, and commentators will fill in gaps with interpretative accounts of the voting reports.

CBS will have a staff of 45 within its New York studio aiding Mr. White. These will include tabulators, control room engineers, page boys, comptometer operators and typists. The network's principal commentators enlisted are H. V. Kaltenborn, Bob Trout and Hugh Conrad.

"The CBS system for transmitting up-to-the-instant election returns required months of careful planning by the Special Features Department", a statement from CBS says. "The blue-printed operations chart, suggests a super-imposure of Einstein's figures proving relativity upon a diagram for building a complex radio transmitter. Yet in practice, the system promises a smooth and swift transformation of scattered election data into complete and readily intelligible information on successive stages of the election count.

"Every technical improvement of the last four years has been utilized in the broadcast set up. The refinements extend even to the blackboard which is not black at all, but white. Manufactured of a patented synthetic material, it makes returns easier to read from across the room, leaves no erasure smudges, and involves no dust."

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NBC'S NINE-MONTH REVENUE TOPS 1935 TOTAL

NBC revenue from national spot and local advertising for the first nine months of this year has already reached a figure higher than the total for the entire year of 1935.

The first six months of 1936, compared with the same period last year, shows an increase of 60% for NBC national spot and local revenue. The overall non-network revenue of all U.S. stations rose 19% during the same period.

Following are the six-month figures as estimated in NAB reports:

	<u>1st 6 Mos.</u> <u>1935</u>	<u>1st 6 Mos.</u> <u>1936</u>	<u>Change</u>
Total U. S. Non-Network Revenue	\$18,489,663	\$21,975,730	19%
Total NBC Nat'l Spot&Local Revenue	1,121,320	1,792,317	60%

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EQUIPMENT OF 19 MANUFACTURERS APPROVED BY FCC

The Federal Communications Commission this week announced its approval of the broadcasting equipment of 19 manufacturers for use by regular broadcast stations. The equipment was specified in each instance; copies of the lists may be obtained from the FCC. The manufacturers involved are as follows:

American Piezo Supply Company, Kansas City, Mo.; American Sales Company, New York City; Bliley Electric Company, Erie, Pa.; Collins Radio Company, Cedar Rapids, Iowa; Commercial Radio Equipment Company, Kansas City, Mo.; DeForest Radio Company, (now owned by RCA Victor Co., Inc., Camden, N. J.); Doolittle & Falknor, Inc., Chicago, Ill.; Hygrade Sylvania Corp., Clifton, N. J.; International Broadcasting Equipment Company, Chicago, Ill.; Kluge Radio Company, Los Angeles, Cal.; Piezo Electric Laboratoris, New Dorp, N. Y.; Precision Piezo Service, Baton Rouge, La.; Premier Crystal Laboratories, Inc., New York City.

Also, RCA Victor Co., Inc., Camden, N. J.; Radio Engineering Laboratories, Inc., Long Island City; R. C. Powell & Co., Inc. (No longer in business); D. V. Tostenson, Moorhead, Minn.; Western Electric Company, New York City and Western Radio Engineering Company, St. Paul, Minn.

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FCC ASSAILED BY G.O.P. FOR ST. LOUIS GRANT

The Republican National Committee charged last week that the Federal Communications Commission, in approving the application of the St. Louis Star-Times for a new radio station, "made an outright gift of \$500,000 to the only newspaper in St. Louis to support Roosevelt's re-election."

"In the face of recommendations that the application be denied, on the grounds that the station would not serve public interest, convenience or necessity, Democratic members of the Broadcasting Division of the Commission gave approval for a new outlet of New Deal propaganda, valued at \$500,000", the Committee said.

R. H. Hyde, Commission Examiner, held a hearing last April on "conflicting applications" by the Missouri Broadcasting Corporation, operating Station WIL, and the Star-Chronicle Publishing Company, publishers of the Star-Times, for permits to construct a station and for use of the same frequency, the Republicans said.

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The Committee quoted Mr. Hyde's report as saying that "the record in this case does not afford satisfactory proof of a public need for additional facilities in the area proposed to be served" and recommending that both applications be denied.

The FCC on October 7 upheld the Commissioner in denying WIL's application, but granted the permit to the Star-Times on the ground that the latter proposed a program service different from that of existing stations and that there appeared to be a general need for such programs.

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MORE "WHO'S WHO" RADIO NOTABLES

In commenting recently upon the relatively few notables of the radio industry listed in the 1936-37 edition of "Who's Who In America", two important personages were omitted. "Who's Who" this year carries extended references to Orrin E. Dunlap, Jr., Radio Editor of the New York Times, and Frank E. Mason, Vice-President of the National Broadcasting Company.

Mr. Dunlap was born at Niagara Falls in 1896 and after graduating from Colgate University, was a student at the Harvard Graduate School of Business Administration. He served as radio operator in the Navy during the World War, was graduated from the U. S. Naval Radio School at Great Lakes Training Camp and the U. S. Naval Radio School at Harvard, finally operating the Navy radio station at Bar Harbor. Mr. Dunlap is the author of numerous books on radio, the last of which is a hand-book for radio speakers "Talking on the Radio", which is meeting with considerable success during the present campaign.

Mr. Mason, born in Milwaukee in 1893, formerly General Manager and President of the National News Service, distinguished himself in the World War in various capacities. Major Mason served as instructor in the Army Intelligence School at Langres, France, in 1918; Chief Censor, Advance G.H.Q. General Staff, German occupied area, 1919; Military Observer in Berlin, 1919, and finally was elected President of the Second Division Memorial Association, in which capacity he assisted Gen. J. G. Harbord in the plans for the erection of the striking monument to the Second Division, recently dedicated on Constitution Avenue in Washington.

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CBS HELD INTIMIDATED BY PUBLISHERS' ORGAN

Following is an excerpt from an editorial in the current issue of Newsdom, publishers' periodical:

"If the recent actions of the Columbia Broadcasting System are examples of freedom of the air, we might just as well close up our radio networks. Prohibiting Senator Vandenberg from reproducing the President's voice by means of a phonograph record is hardly in keeping with the lofty purposes to which Columbia's officials have been paying lip service.

"It appears to us that the Columbia Broadcasting System is either covering under the threats of receiving no more favors from the New Deal, through the Federal Communications Commission, or has taken a stand definitely in favor of that New Deal.

"When Earl Browder, Moscow henchman and indirect supporter of the present demagogic Administration, endeavored to speak on Columbia's network, he was received with welcome arms despite the protests of thousands of listeners who deplore the seditious utterances of the Reds. Columbia's publicity man delved into the records and furnished his bosses with all sorts of gibberish about the great American tradition, freedom of speech.

"When the 'March of Time' had one of its actors simulate the voice of the President, the Columbia Broadcasting System gladly permitted it to do so.

"Nor were the Columbia officials particularly startled not so long ago when the President himself stepped out of character to give his version of Landon's voice.

"But when a Republican Senator and one of the foremost foes of the New Deal attempts to throw back into the throat of the President his words of four years ago, he is summarily prohibited by these conscientious officials of the Columbia Broadcasting System.

"If radio is to be granted the freedom which the newspapers of this country have enjoyed something will have to be done to place it on a higher plane."

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COUZENS' DEATH CREATES VACANCY ON RADIO COMMITTEE

The death of Senator James Couzens (Republican), of Michigan, removes one of the foremost authorities in the Senate on radio legislation although his defeat in the Republican primary had already eliminated him from the legislative body.

As he was ranking member and a former Chairman of the Senate Interstate Commerce Committee, his removal will create a vacancy on the Committee that handles radio legislation in the Senate. Senator Jesse H. Metcalf, of Rhode Island, is next in line to move up to the position of ranking minority member.

Senator Couzens was one of the prime movers in drafting new legislation correlating communications regulation in the Communications Act of 1934. Besides having a hand in other radio laws, he vigorously opposed the confirmation of Thad H. Brown as a member of the FCC although Brown is a Republican.

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WJSV MOVE DISCOURAGES NEW APPLICANTS IN D.C.

Authorization by the Federal Communications Commission for Station WJSV, Columbia Broadcasting System outlet in Washington, to move its studio into the National Capital from nearby Virginia, and to announce its location in Washington has been hailed by the network but is proving discouraging to a host of applicants for new stations in the District of Columbia.

For several years WJSV was forced to announce its location "At the Gateway to Washington", because of the equalization clause in the Davis Act and later in the Communications Act. With repeal of the law, however, the FCC was willing to approve the move although it put the District of Columbia far over its former quota, now no longer operative.

The fact, however, that the District of Columbia has four stations has given the FCC a good excuse for not acting upon applications submitted by the Scripps-Howard Newspaper Alliance, the Washington Post, and former Senator Clarence C. Dill, among others.

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PARTY COMMITTEES REPORT \$355,143 RADIO EXPENSES

The two major parties this week reported expenditures of \$355,143 on radio time up to a week before the presidential election, but their figures do not take into account radio time sales to State, city, and county political organizations.

The Republican National Committee reported that out of \$6,160,999 spent, \$224,641 went to broadcasters. The Democratic National Committee used \$130,502 out of \$2,856,074.

The figures do not take into account expenditures by both organizations for the last hectic week of the campaign, when both of the major networks are practically tied up by the major party committees.

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CBS NINE-MONTHS BILLING SETS ALL TIME RECORD

The Columbia Broadcasting System has established another record. Cumulative total of time sales for the first nine months of 1936 tops all figures previously set for a similar period by any single network. In this total - \$15,550,070, which is 28.5% ahead of Columbia's total at the same time in 1935 - figures for regional programs on the CBS Pacific coast hookup have not been included.

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NBC OUTLETS REACH 101 AS KVOB JOINS

Effective October 25th, KVOB, popular Denver, Colorado, station became affiliated with the National Broadcasting Company, bringing the total number of NBC outlets to 101. KVOB will broadcast both commercial and sustaining programs of the NBC-Blue network. It is owned by the Colorado Radio Corporation and operates on a frequency of 920 kilocycles with a power of 500 watts. William D. Pyle is President and General Manager. With the addition of KVOB, NBC will have two outlets at Denver - KOA continuing as the Red network station.

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AUTO SHOW TELEVISED BY BBC IN LONDON

The first motor show ever to be staged especially for broadcasting was a recent event in the British Broadcasting Corporation's television program from Alexandra Palace. Twenty different makes of cars, representative of an equivalent number of British manufacturing concerns, were drawn up outside the Palace and individually televised, the order of presentation having been previously determined by ballot. Explanatory comments by John Prioleau, a well-known motoring correspondent, accompanied each "shot".

"Another outstanding television program during October", BBC reports "was the presentation of 'Picture Page', edited by Cecil Madden, whose work as a producer of feature programs in the Empire service will be remembered by many of the BBC's overseas listeners. The contents of 'Picture Page' which began with the sounding of a call by a boy bugler from H.M.S. "Warspite", included an interview with Squadron Leader F.R.D. Swain, who recently broke the world's altitude record. Viewers not only heard his account of his experiences on his record-breaking flight, but saw the special suit that he wore and the visor that he cut open in his effort to get fresh air. John Snuggs, a street performer who demonstrated the art of paper-tearing, Mrs. Flora Drummond, the former Suffragette leader, wearing the regalia that, twenty-eight years ago, earned her the title of 'General Drummond', and Ras Prince Monolulu, the colored racing tipster of 'I got an 'horse' fame, contributed to the 'Page'. Continuity was preserved by shots of a switchboard, at which sat Joan Miller, the Canadian actress, 'plugging in' each item. 'Picture Page' will be a regular feature of the television programs, and it is intended to bring to the television screen interesting personalities from all over the world. It will, in fact, resemble the popular 'Empire Magazine' of sound broadcasting.

"Viewers were given an early opportunity of seeing Henry Hall and the BBC dance orchestra - they made their first television broadcast from Alexandra Palace on October 7th.

"The programs of this second period of public television transmissions - the first, of course, took place during the recent Radio Exhibition at Olympia, London - included a golf lesson by Archie Compston, who played several holes with a woman pupil on the miniature golf court at Alexandra Park, excerpts from the comedy with music, 'The Two Bouquets', a display of lightning drawing by Bruce Bairnsfather (the creator of 'Old Bill'), and a 'divertissement' by Marie Rambert and her Mercury Ballet, who were accompanied by the BBC's new television orchestra under its conductor, Hyam Greenbaum."

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INDUSTRY NOTES

The National Broadcasting Company is sending out invitations for a dinner in celebration of its tenth anniversary to be given at the Waldorf-Astoria, New York City, on Monday, November 9th.

Alleging false and misleading advertising in the sale of a medicinal preparation called "Biotone", the Federal Trade Commission has issued a complaint against Biotone Laboratories, Inc., and Rocky Mountain Laboratories, Inc., Salt Lake City, Utah. The respondent advertised in newspapers, magazines and over the radio.

The National Broadcasting Company weekday daytime revenue for the four Summer months - June, July, August and September - this year amounted to \$2,308,912 - an increase of 72.5% over last year's \$1,338,151. The total NBC Summer revenue this year was \$10,062,507 - a gain of 14.7% over the same period last year, when the total was \$8,774,463.

The October issue of "Education by Radio", published by the National Committee on Education by Radio, inaugurates a series of articles on basic problems of broadcasting as they relate to education and culture.

Under the title "Radio Myth Becomes A Merchandising Reality", the National Broadcasting Company devoted the entire October number of its monthly publication, "Broadcast Merchandising", to completely cover the merchandising ten strikes scored by the mythical paddle wheeler of the NBC airwaves in dozens of cities during the past four years.

William S. Paley, President of the Columbia Broadcasting System, has been named co-chairman of radio broadcasting of the United Hospitals Campaign Committee in New York City

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DON LEE CONTINUES TELEVISION EXPERIMENTS

Having experimented satisfactorily for several weeks with night time conditions, Harry B. Lubcke, Director of Television for the Don Lee network, has designated Sundays, 7 P.M., E.S.T., as the new time for the combined experimental broadcasts over KHJ and W6XAO.

The first of the new series of daytime experiments was broadcast October 18, with KHJ broadcasting the sound accompaniment of the sight program going out simultaneously from the transmitting studios of W6XAO. Both transmitters are located in Don Lee's Los Angeles building. The combined sight-and-sound receiver is at a private residence about $3\frac{1}{2}$ miles from the point of origin.

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N. Y. RADIO DEALER SIGNS FTC STIPULATION

Misrepresentation of radio sets by a New York City dealer will be discontinued under a stipulation entered into with the Federal Trade Commission.

Walter Spiegel, trading as Regal Manufacturing Company and Playland Supply Company, 118 East 28th St., New York, has signed an agreement to cease use of the word "Majestic" alone or with the word "International", or with any other words, as a brand for radio sets which are not products manufactured by Grigsby-Grunow Company, and from use of the word "Majestic" in any manner implying that his radio sets are manufactured by Grigsby-Grunow Company, when such is not a fact. According to the stipulation, the Grigsby-Grunow Company, makers of "Majestic" radio sets, acquired a valuable good-will in that name, which name, used in connection with radio receiving sets, is now vested in Frank McKey, trustee in bankruptcy for the creditors of Grigsby-Grunow Company.

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NBC'S PROMOTIONAL LITERATURE WINS AWARD

Following close upon the heels of a recent award by the Direct Mail Advertising Association, the National Broadcasting Company has been informed by The American Institute of Graphic Arts that its two promotion books, "Straight Across the Board" and "The Good New Summer Time" have received an award of Merit and will be exhibited to the public at the

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Galleries of the Architectural League, 115 East 40th Street, New York, from October 21 to November 7. Later in the season, the exhibition will tour leading cities.

NBC's four promotions were adjudged worthy of inclusion in the Fifty Direct Mail Leaders of 1936 recently. The four units in NBC's campaign to sell broadcast advertising over its facilities were: the "Early Bird" daytime promotion, "The Good New Summer Time" promotion, "Radio Takes to the Road" auto promotion and the now-famous department store tie-in promotion, "Mr. Holcomb Thinks It Through!"

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CANADIAN RADIO SALES SHOW SHARP ADVANCE IN AUGUST

A sharply increased demand for radio receiving sets in Canada during August as compared with the corresponding month of last year is shown in a report to the Commerce Department from the American commercial attache at Ottawa.

Aggregate sales of receiving sets by Canadian manufacturers in August, 1936, amounted to 24,715 units, valued at \$2,396,091, compared with 15,024 units, valued at \$1,438,283, in August, 1935, a volume increase of 65 percent and a value increase of 67 percent. As compared with the preceding month of July the August, 1936, total registered an advance of 16 percent in number and .5 percent in value, the Commercial Attache reported.

Inventories reported by Canadian radio jobbers and manufacturers' branches as of August 31 amounted to 45,588 units compared with 43,582 units at the end of July. Projected production by manufacturers in Canada for the period, September 1 to November 30, 1936, calls for an output of 92,116 units, of which 75,457 units will be alternating current chassis, the report shows.

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