

HEINL RADIO BUSINESS LETTER

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January 12, 1937.

CP FOR 1,000-WATT CAPITAL STATION RECOMMENDED FOR DILL

Former Senator Clarence C. Dill, who now practices law in Washington, this week cleared the first hurdle in the race for a new broadcasting station in the National Capital. Examiner John P. Bramhall recommended to the Federal Communications Commission that his application for a construction permit to operate a station on 1390 kc., with 1 KW power, unlimited hours, be granted.

Four other applicants are seeking broadcasting facilities in Washington although only three have filed applications. They are Eugene Meyer, publisher of the Washington Post; the Continental Radio Co., subsidiary of the Scripps-Howard Newspapers, which publish the Washington Daily News; Hearst Radio, Inc., which is associated with the Washington Herald and Times; and William Dolph, who was in charge of radio relations for the Democratic National Committee during the recent presidential campaign.

Hearst has been trying to buy Station WMAL, in Washington, while the other applicants are seeking new stations.

The granting of the Dill application, it is believed, would close the door against the other applicants for the time or until other frequencies are made available for broadcasting.

Examiner Bramhall points out at the beginning of his report that while former Senator Dill "has had no experience in the actual operation of a radio station" that he was co-author of the Radio Act of 1927 and was sponsor of other important radio legislation while a member of the Senate and on the Interstate Commerce Committee.

"In 1934, as Chairman of the Interstate Commerce Committee of the Senate, he helped to prepare the measures which afterwards became known as Communications Act of 1934", the report states. "His interest in radio, however, was not limited to the legislative phase of that subject but he traveled extensively both in America and Europe investigating the operation of radio and particularly the type and character of programs. This gave him a wide perspective upon the subject of radio. He now desires to give the listening public the benefit of his experience and study of radio by engaging in the operation of a broadcast station featuring programs not now received in the area proposed to be served and by contributing something to the radio art.

"Applicant gave in his application filed with the Commission the following estimate with respect to the cost of the station: Transmitter, \$12,000; studio, \$2,000; land and

towers, \$10,000. At the hearing he revised this estimate by increasing it \$5,000. He also gave as cash set aside for station construction should this application be granted, \$30,000. This sum, however, has been increased to \$35,000 cash in bank for station construction and is immediately available.

"Applicant expects to employ an experienced progressive staff should this application be granted, consisting of a station manager, program director, engineers, announcers, continuity writers, reporters, a sales force, talent and such other assistance as may be necessary to properly operate the station. Applicant also expects to participate actively in the management and operation of the station, having in mind the development of new departures from the present day programs. At the present time there are no new ideas and few, if any, recent advancements in the matter of radio programs or their presentation as now received by the listening public in Washington.

"Washington has a vast array of talent for program material in radio work, much of which is already trained for broadcasting. In the musical world the talent ranges from sacred and classical to popular music, both vocal and instrumental. Washington has a very large number of musical academies and musical instructors thus affording a wide field of talent that may be developed for radio broadcast service. This is aside from a large number of artists in this work who are already trained and available.

"Program material in Washington, according to testimony, is not limited to the field of music but, because of the fact that Washington is the capital of the nation, many people with rare ability are attracted to the city. The field of science and fine and applied arts are available as program material for a radio station. Little or no attention has heretofore been paid to this particular type of program in this area. Applicant also proposes personally to arrange for lectures by men from foreign fields, particularly diplomats respecting their country, its government, and the habits and industries of their people. This type of program is intended for the public schools of the district. Applicant has already contacted the heads of the schools of the district with reference to radio programs and was advised that the schools are well equipped for the reception of radio programs but up to date programs of the character that are adaptable to the school room have been few. It is also proposed that a special program be rendered daily during sessions of Congress keeping the public advised as to the progress of the measures before Congress with suitable comments on pending legislation.

"It is also proposed by the applicant in this program to give time to a religious organization which has heretofore never appeared on the air, the Adventist Church. This sect conducts one of the largest sanatoriums in this section of the country and will be in a position to render excellent programs both on the subject of religion and health."

The Examiner admits that four stations are located at less than the recommended separation from the assignment requested by Mr. Dill. They are: WHK, Cleveland, on 1390 kc.; KLRA, Little Rock, 1390 kc.; WCBM, Baltimore, 1370 kc.; and KQV, Pittsburgh, 1380 kc.

He comes to the conclusion that no interference will occur by reason of this congestion in the daytime but that some trouble may be expected at night.

The applicant proposes to install a directional antenna at the transmitter plant in Bethesda, Md., and to equip studios in Washington.

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WHEELER ASKS FCC VIEWS ON NEWSPAPER CURBS

Apparently proceeding with his proposal to draft legislation aimed at curbing newspaper control of broadcasting stations, Senator Wheeler, of Montana, Chairman of the Senate Committee on Interstate Commerce, has addressed two letters in the name of the Committee to Anning S. Prall, Chairman of the Federal Communications Commission. The letters ask information concerning the ownership and control of broadcasting chains and the number of newspapers owning and operating stations.

The Senator asked also for an opinion by FCC counsel "on the question as to whether or not the Commission has the authority, at the present time, to deny an application of a newspaper for radio facilities on the ground that it is against public policy."

He further asked that FCC counsel inform his Committee "whether, if the Commission has not such authority at the present time, legislation could be passed denying the right of newspapers to acquire them in the future, and requiring all newspapers within a reasonable time to divest themselves of the ownership and control of such radio stations."

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In November, the National Broadcasting Company picked up broadcasts from 26 foreign countries - from Poland to the Honduras, from Austria to Chile, Latvia to Salvador. In all, foreign broadcasts during the month consumed 12 hours and 36 minutes - just tripling the time devoted to such programs in November of last year (1935).

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PAYNE RENEWS ATTACK ON WASHINGTON'S "RADIO LOBBY"

Renewing his attack on what he terms "Washington's radio lobby", Commissioner George Henry Payne this week in an address at Harvard University asserted that absorption of "short-wave facilities which belong to the United States government" would constitute "a public scandal redolent of the Teapot Dome."

The Commissioner said that he has documentary evidence to prove the charge that this "lobby" is attempting to take away from the government the five short-wave frequencies set aside for the Pan American station but never utilized.

Recalling an address he made a year ago at Syracuse University, Payne said that "certain unscrupulous and misguided captains of industry were attempting to block the entire project, even though they recognized its great importance from a national standpoint, merely because at some later date it might be looked upon as the entering wedge for the government operation of all broadcasting."

He recalled that an executive order had been issued by the President allocating the short-wave frequencies for the Pan American station, that the Berne Bureau had been notified, and that an engineering survey had been made. There the project apparently has ended.

"I am sorry to say this morning that my fears were fully justified", the Commissioner said, "and that not only have these same interests continued to block the development of this essentially American project, but actually within the last few months a vicious attempt has been made to take over from the Government these precious five frequencies which were allocated for this service by Executive Order of the President, to take them over for commercial operation on the spacious plea that since little progress had been made in the development of this project by the Government itself, it is now necessary for private interests to operate stations on the frequencies, in order to protect the use of these frequencies for the United States as a whole.

"It is hardly necessary for me to point out to you that the very people who are urging this are the ones who have been opposing the project all along, and who, until the present, have effectively succeeded in sabotaging it.

"I have complete documentary evidence to support all this, including the names of the persons and the organizations involved. I hope that it will not be necessary to wash all this dirty linen in public, and I am refraining from saying any more at this time, because I know that steps are being taken in the very highest administration circles to clear away all this barrage of interference and start immediately operation of the

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project. I mentioned it, however, to point out the dangers to our American system of Government of the sort of insidious back-door lobbying of the type which led to such scandals as Teapot Dome.

"Unless constructive steps are taken by the industry itself to clean up some of the flagrant violations of public confidence and support, Congress itself will be obliged to take an active hand in the matter.

"One of the first steps in the development of a national policy, particularly a policy dealing with our foreign friends, is the construction of a national broadcasting station owned and controlled solely by the United States. Every other nation in the world has such a station.

"Every other nation in the world is prepared to defend itself over the air from the attack of foreign or unfriendly agencies.

"Every other nation in the world is prepared to see that the world understands its point of view - and yet this nation, where the greatest development of radio has taken place, is absolutely without control over the commercial interests within its own borders and outside of its borders is at the mercy of every propagandizing nation.

"We ought to have a station through which the President of the United States could speak to the world, particularly at this time of world unrest and stress."

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WLW BROADCASTS HELD VALUABLE BY FCC

The experimental operation of the country's most powerful radio station is providing the FCC Engineering Department with valuable technical information, the Commission says in its annual report.

"As a result of the continued operation of Station WLW, Cincinnati, Ohio, on 700 kilocycles, with special experimental authority to operate with a power output of 500 kilowatts during regular broadcast hours", the FCC says, "considerable additional information concerning the effectiveness of this high power in serving the rural listener and the listener located in small urban centers remote from other broadcast service has been obtained. The use of a directional antenna at night to prevent interference to CFRB has been continued, and the effect upon the service rendered by the station appears to be slight.

"The results of the postcard questionnaire section of the allocation survey made by the Commission indicated that the first choice of the listeners in 13 States was WLW. In addition, WLW was the second choice of listeners in 6 more States."

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U. S. LONG-WAVE STATIONS ARE HEARD IN GREAT BRITAIN

American long-wave broadcasting stations are heard with "good volume, nearly every night", according to a correspondent of World-Radio, BBC Journal, who notes at the same time that reception from this hemisphere isn't as good this Winter as last, probably because of increased sun spot activity.

"However, the listener who happens to be up after midnight can switch on the receiver with a reasonable chance of striking a good-night for American stations", he adds.

"Each of the four principal United States' networks includes a station heard with good volume in Great Britain. Probably the loudest and most reliable are: WCAU, Philadelphia (CBS), 256.3 m.; WTIC, Hartford, Connecticut (NBC Red Network), 288.3 m.; WBZ-WBZA, Boston and Springfield, Massachusetts (NBC, Blue), 302.8 m.; and WOR, Newark, New Jersey (Mutual Broadcasting System), 422.3 m. At times, WBZ-WBZA suffers severe interference from LP4, Buenos Aires, and WJZ, New York City, 394.5 m., may be found to be a clearer if weaker NBC (Blue) outlet.

"Other high-powered stations easy to receive include: WPG, Atlantic City, New Jersey (CBS), 272.6 m.; WBT, Charlotte, North Carolina (CBS), 277.6 m.; WHAM, Rochester, New York (NBC, Blue), 260.7 m.; WABC, New York City (CBS), 348.6 m.; and WAAF, New York City (NBC, Red), 454.3 m. WPG broadcasts a high percentage of non-network programs, and WBT, to a smaller extent, does likewise.

"Several transmitters rated at only 500 watts or 1 KW are receivable almost as regularly as the more powerful stations. The following are some of them: WNAC, Boston, Massachusetts, 243.8 m., belongs to the CBS chain, in addition to being the key station of the Yankee Network, a group of New England stations, which, it is reported, WTIC joins when not transmitting NBC programs. Another Boston CBS outlet is WAAB, 212.6 m. This station is also a member of the Colonial Network, a New England chain affiliated to the Mutual Broadcasting System."

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FCC ENGINEERING REPORT HELD UP FOR REVISIONS

The preliminary report of the Engineering Department of the Federal Communications Commission, based on the broadcast hearing held last October, has been held up for revision, it was stated at the FCC offices this week.

The report, which was expected to be submitted to the Commission promptly upon its return from the Christmas vacation, is expected to contain recommendations as to super-power stations, clear channels, and reclassification of stations.

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FAMOUS PUBLISHER KEEPS UP WITH RADIO PROCESSION

The increase in power of WHIO, of Dayton, and the installation of the latest 5000 watt RCA transmitter is further evidence of how former Governor James M. Cox, of Dayton, Ohio, and once Democratic presidential candidate, publisher of the Dayton Daily News and the Springfield News and Sun, is successfully applying radio to the newspaper business.

Associated with Governor Cox is his son, James M. Cox, Jr. They were the first station to broadcast the proceedings in a traffic court, which program is still on the air; the county, sectional and State basket-ball tournaments; the Dayton Ducks' ball games; the circuses which appeared there (both sponsored and with pack transmitter, interviewed side-show attractions); the first to describe major holiday and convention parades; the Soap Box Derby, which originated in Dayton; the Cincinnati Reds Baseball games, which were relayed to WPAY; The Dayton Speedway dirt track races; and other important civic events.

To boost the opening of the Tarzan of the Apes series on the station, they gave a Tarzan movie preview which attracted 15,000 children - and two squads of police to keep order.

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FARNSWORTH TELEVISION BROADCASTS TO BEGIN SOON

Television for reception by engineers and amateur experimenters in the Philadelphia area is to be put on the air within two weeks by the Farnsworth Television Corporation.

From a new studio and transmitter atop the highest part of Chestnut Hill, six miles from the center of Philadelphia, an attempt will be made to cover the city with image waves of 441-line definition, according to George Everson, representative of the organization. The site was chosen to ascertain if it is easier to supply an urban area with images from a suburban station, rather than with a transmitter atop a high city building. The wave length will be about 4.70 meters (62.75 megacycles), and the power 4 kilowatts.

Telepictures comprising 2,500,000 cycles will be relayed over a coaxial cable from the studio to the transmitter, a distance of two city blocks.

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BAR GROUP URGES BAN ON COURT BROADCASTS

Asserting that the nation's courts have been subjected to "increasing public censure for indecorum in the conduct of their sessions", the Judicial Section of the American Bar Association, headed by Chief Justice Carl Weygandt of the Ohio Supreme Court, recommended at a Columbus, O., meeting last week:

"That no court permit its sessions to be interrupted by broadcasting or by taking photographs or moving pictures."

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SIX PROBLEMS STAND IN WAY OF TELEVISION'S DEBUT IN U.S.

Six problems remain to be solved before television may enter the American home, according to Albert F. Murray, Chief Television Engineer for the Philco Radio & Television Corporation, Philadelphia.

The problems are:

1. The next major step to be taken by the active workers in the field will be the conversion of transmitters to radiate 441-line signals in accordance with the recent adopted Radio Manufacturers' Association's television standards.
2. Technical standards for television transmission will have to be approved by the Federal Communications Commission, so that any receiver will receive from any transmitter within range.
3. The present limited range of television, averaging about twenty-five miles, will have to be increased. Key cities, such as New York, San Francisco, Philadelphia, Washington and Boston, will have television first.
4. Before we have commercial television the government will have to issue commercial licenses suitable for television - that is, in the 42-90 megacycle band.
5. A source of programs must be developed. In putting on a short sketch by television more is required in the way of costumes, rehearsals and stage properties than for any other known entertainment field. Actors can no longer read their scripts. Both appearance and voice are necessary for the television star. The problem of giving the American people television programs 365 days a year assumes staggering proportions, as far as personal energy and finances are concerned.
6. Reduction of cost of television receivers. Home receivers which will produce pictures of a quality equal to home movies, but smaller in size, probably will cost more than any of us care to pay. In England there is no great rush to buy television receivers now selling for from \$500 to \$600.

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TWO RADIO DEALERS SIGN FTC STIPULATIONS

Two Washington, D. C. retail radio dealers have entered into stipulations with the Federal Trade Commission to discontinue unfair trade representations in the sale of their products. The principal practice barred under the stipulations is the use of certain well known trade names in the radio manufacturing industry to designate products not made by the companies represented by such names.

Henry I. Scott, 1716 Pennsylvania Ave., N.W., trading as Gordon's Radio Shop, in his stipulation, agrees to stop using as a trade name or brand for his products, the word "Majestic", either alone or in connection with "International" or other words so as to imply that these articles are made by Majestic Radio and Television Corporation of Illinois, successor to Grigsby-Grunow Co., of Chicago, original manufacturer of "Majestic" sets.

Scott also agrees not to use the word "Victor" alone or in conjunction with "International" so as to imply that the products so designated are made by RCA Victor Co., Victor Division of the RCA Manufacturing Co., when such is not a fact.

Metropolitan Radio Co., Inc., 940 F St., N.W., will also cease a similar use of the designations "Majestic" and "General Electric", and also of the word "Sparta", or any other colorable imitation of the word "Spartan", alone or in conjunction with "Junior Universal", or with other words, so as to imply that sets so branded are made by The Sparks-Withington Co. of Ohio, when this is not a fact.

The sets so designated by each dealer were not the products of the well-known companies named, according to the stipulation.

The Metropolitan Radio Co., Inc., will also cease use in advertising of the word "metal" to describe radio tubes so as to imply that they are those products which have become known to the trade and purchasing public as "metal" tubes in which the technical elements are sealed in a vacuum in steel and in which the metal functions instead of glass, when such is not a fact.

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 INDUSTRY NOTES
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WOR, New York, will open a Chicago office February 1st, to handle time sales for the station in the Chicago area and Middle West, according to announcement by Alfred J. McCosker, President of the station.

R. J. Barrett, Jr., who has had wide experience in sales, advertising and radio work, will be in charge of the Chicago office which will be located in the Tribune Tower. Mr. Barrett, who attended the University of Illinois, has been radio buyer for Blackett-Sample-Hummert, Inc.

A suit for \$25,000 and an injunction was filed last week in Federal Court, New York, by Time, Inc., publishers of Time magazine and the monthly motion picture, "The March of Time", against "The Voice of Time", 1 Park Place, New York City, a radio broadcast enterprise, charging trade-mark infringement and unfair trade practices.

Taking fullest advantage of the advertising possibilities, Station WGN, of Chicago, now carries a half-tone of the beautiful new Chicago Tribune broadcasting station on the envelopes of all letters written by the station.

Studios and offices of radio station WOL, Washington affiliate of the Mutual Broadcasting Co. last week were moved to new quarters at 1726 K Street, N. W.

Misrepresentation of the effectiveness of a medicinal preparation called "Zo-Ro-Lo" is alleged in a Federal Trade Commission complaint issued against Zo-Ro-Lo, Inc. of Ada, Ohio. The respondent was the user of radio advertising.

A favorable report on the application of A. Frank Katzentine, of Miami Beach, Fla., for a construction permit to erect and operate a broadcasting station on 1500 kc., with 100 watts power, unlimited time, was filed with the Federal Communications Commission this week by Examiner John P. Bramhall.

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ROCKEFELLER FELLOWSHIP GRANTED FOR RADIO STUDY

A fellowship for observation and training in network procedure at the National Broadcasting Company studios in Radio City, New York, has been granted to Allen Miller, head of the University Broadcasting Council of Chicago, by the General Education Board, a Rockefeller Foundation.

The fellowship, which becomes effective on January 15th, was granted under an extension of the successful arrangement by which university students and representatives of university broadcasting stations were assigned by the General Education Board to the National Broadcasting Company for study last Fall. This study included a month's work at an NBC branch station and five months' work in NBC's Radio City studios.

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SCHWANK HEADS NEW RCA MANUFACTURING DIVISION

Mr. J. L. Schwank, for more than 20 years with Atwater Kent, is now head of the Engineering Products and International Divisions of the RCA Manufacturing Co., Inc., at Camden.

Mr. Schwank began his career with the Philadelphia Electric Company, and remained there fourteen years, seven of which were spent as Chief Test Officer in the laboratory, and an additional seven in the operating engineering department.

In addition to being an engineer, Mr. Schwank studied law and was admitted to the Patent Bar.

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EX-AIDE TO LOHR WILL HEAD NBC TELEVISION

C. W. Farrier, architect and engineer, prominent among those putting over the Chicago World's Fair and at present in an important post in the TVA, with headquarters in Nashville, has been appointed by David Sarnoff to take full charge of NBC television, according to a report from Chicago. When with the Chicago Fair, he held the title of assistant to Lenox Lohr, in charge of special events.

Mr. Farrier will resign the TVA post January 16th, with his new appointment taking effect January 25th, the report stated.

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