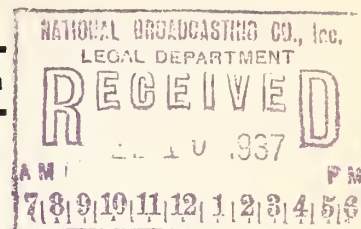


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No. 1003

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February 9, 1937.

FCC SENDS TWO AIDES INTO FLOOD AREAS; ENDS 24-HOUR WATCH

The Federal Communications Commission this week sent two Assistant Chief Engineers, A. D. Ring and A. W. Cruse, into the flooded areas of the Ohio River Valley to ascertain "what lessons have been learned which would be of benefit to the Commission in coordination of effort in the event of a future emergency."

John B. Reynolds, Secretary of the Commission, also disclosed that the Commission is planning to set up a permanent organization "which can go into instant action whenever emergencies arise in any part of the country."

In view of the improvement in conditions with reference to the flooded areas and the need for emergency communication, the special 24-hour watch being maintained at the Federal Communications Commission to handle requests for emergency communications has been discontinued. However, the special communication equipment will be retained for immediate use until after the flood has passed into the Gulf of Mexico.

"While it has been evident that the various communications agencies in the country have functioned admirably under adverse conditions, it is believed that this recent experience may offer some basis for improved coordination of effort in the future, and the Commission feels that it is its duty to cooperate with other government departments as well as private agencies in effecting a comprehensive plan for the future, based upon practical experience", Mr. Reynolds said.

The Commission also cancelled its order of January 26, which directed that no transmissions except those relating to relief work or to other emergencies be made within any of the authorized amateur bands below 4,000 kc.

"The Commission desires to express its appreciation for the splendid cooperation and excellent work of all stations and operators during the emergency", the Secretary stated.

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2/9/37

LOHR SAYS TELEVISION WILL RIVAL ENTERTAINMENT FIELD

Television within the next two or three years will become the greatest competitor of the radio broadcast, the movies, the auto and the theater for America's entertainment, according to Major Lenox R. Lohr, President of the National Broadcasting Company as quoted in a San Francisco interview by Newsdom. The story continued:

"Within this year, Major Lohr said, television would be continuously on the air within the New York radius. The extension to the rest of the nation will be made as rapidly as technical progress permits.

"Television, he admitted, will be expensive, but nevertheless he expressed a conviction that it would be brought within the reach of all families able to maintain autos.

"Present plans, he declared, are for the construction of transmitting centers in cities of 100,000 population or more of which there are about 100 in the United States.

"Major Lohr predicted that this latest form of American entertainment inevitably would cut in on every other form of entertainment from magazine reading, movies, the auto and the theater, but without harming them to any great extent.

"As regards the theater, he expressed the belief that while television will cut down immensely the number of road shows and stock companies, it will not kill the theater entirely as the best productions of New York and other large centers will constitute precisely the kind of entertainment that will be brought within the reach of everyone who can afford a television set.

"Television, he predicted, is destined to have profound social effects on the life of the nation, for it will be used not only for entertainment purposes, but also for conducting the highest educational courses of the leading universities.

"Aside from studio productions, Major Lohr said there will be moveable transmitting sets that can be taken to any great event such as the World's Series, football games of national importance, presidential inaugurations and other national events which will be carried onto the receiving set of every family that possesses one."

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MC DONALD DONATES BOAT RADIO SETS TO LOUISVILLE

While listening to appeals for rescue boats over a Louisville radio station during the height of the flood, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, realized that many of the boats were not equipped with radio receivers to receive the messages.

He consequently called Louisville by long distance telephone and offered to contribute as many boat radio sets operating only on six volt battery as were needed. He also offered to send a crew of installation men.

From subsequent reports the rescue work was materially aided by the equipment.

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NEW 1 KW STATION FOR MASSACHUSETTS RECOMMENDED

Examiner Ralph L. Walker this week recommended to the Federal Communications Commission that the application of Hildreth & Rogers Co., of Lawrence, Mass. for a construction permit to build and operate a broadcasting station on 680 kc. with 1 KW power, daytime, be granted.

At the same time Mr. Walker recommended denial of the application of the Old Colony Broadcasting Corporation, of Brockton, Mass., for a permit to use the same wavelength.

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EXTENT OF PRESS INTEREST IN RADIO SHOWN BY REPORT

The extent to which newspapers have acquired radio stations already in operation in the past two and one-half years is strikingly illustrated in a special report filed by the Federal Communications Commission with the House Appropriations Committee, Editor & Publisher points out.

From July 11, 1934, to December 8, 1936, 21 newspaper interests acquired stations in 54 transactions covering changes of ownership in broadcasting corporations. In other deals, 29 newspapers acquired stations by purchasing all assets of the license holder. These were involved in 116 separate transfers, many of which were intra-family or intra-corporation transfers.

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CROSLEY'S MAIN BUILDING INTACT AFTER THE FLOOD

Contradicting reports that the main plant of the Crosley Radio Corporation in Cincinnati had been destroyed, Bill Bailey, Publicity Director for WLW and WSAI, said that the only damage was cracked windows from the excessive heat during the fire.

"It is necessary to make repairs on the heating plant", he said, "before we can resume operations there. Two of our buildings - a warehouse and the shipping department - were destroyed."

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BBC SOLICITS CRITICISM OF RADIO PLAYS

The British Broadcasting Corporation has long had various means of finding out the views of listeners, especially through its correspondence, but it is anxious to get into more personal touch with listeners, and proposes to make an experiment for this purpose. Some 200 listeners interested in radio drama, and drawn from all sections of the community, have been invited to listen carefully and as often as possible to radio plays for a trial period of four weeks. Every week a simple set of questions will be issued to these listeners and their answers should provide useful information for those engaged in the production of radio drama. If the experiment is a success, it may develop into a regular feature of the Drama Department and may be extended to other departments.

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FOUR FACSIMILE STATIONS CONTROLLED BY NEWS GROUPS

The four licensed facsimile broadcasting stations in the United States are all controlled by newspaper organizations, a tabulation by the Federal Communications Commission shows.

The stations are:

W9XAF, The Journal Company, Milwaukee, Wis., 41000 kilocycles; W9XAG, The Journal Company, Milwaukee, Wis., 1614, 2398, 3492.5, 4797.5, 6425, 8655 kilocycles; W7XBD, Oregonian Publishing Co., Portland, Ore., 1614, 2398, 3492.5 kilocycles; and W2XBH, Radio Pictures, Inc., Long Island City, N. Y., 1614, 2012-2398, 23100-41000, 86000-400000 kilocycles.

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SCOPHONY ENTERS TELEVISION FIELD IN ENGLAND

Although Scophony Television Limited was not entrusted by the Government with the provision of the first television broadcasting station of the British Broadcasting Corporation, the company has continued its researches and is now actually producing receiving sets capable of receiving the broadcasts from the Alexandra Palace, according to Henry E. Stebbins, Assistant U. S. Trade Commissioner at London. The system is different from that used by the Baird Television Company and the E.M.I. Marconi Company in that the principal involved is mechanical rather than based on the cathode ray tube.

"It is the view of the Scophony engineers that if television is to have a permanent value as entertainment, the screen must be enlarged from its present proportions", Mr. Stebbins said. "It is understood that the object is to obtain a screen about the size of the home moving picture and the Scophony engineers believe their system alone is capable of producing this. The company expects before long to hold public demonstrations of its medium screen receivers and by the middle of 1937 to have their cinema apparatus installed for public use.

"The company claims to hold certain basic patents in the optical-mechanical field of television, the number being 130 in this country and abroad not including over 100 applied for and pending.

"The main revenue of the company at this moment is from the sale of television receivers which is not large. The company hopes that before long some revenue can be obtained from the sale of transmitting apparatus not only in this country but abroad. It is also hoped that the cinema industry will prove a source of revenue in the future."

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SPONSOR TURNS OVER WEEKLY AWARD TO FLOOD SUFFERERS

The Great Atlantic & Pacific Tea Co., which every week awards \$700 for the outstanding feat of individual heroism in connection with its broadcasts over the Columbia Broadcasting System, is now turning the money over to the American Red Cross for use in flood relief, Victor M. Ratner, Director of CBS Sales Promotion, reports.

"At a time like this", reads the A. & P. notice, "when everyone in the affected (flood) areas is doing his utmost to prevent further disaster, it would be unfair to single out any individuals."

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MIXED POPULATION IN SOUTH AFRICA COMPLICATES BROADCASTING

Radio broadcasting in the Union of South Africa is complicated by the necessity of catering to the tastes of both the English and native elements of the population, according to a report to the Commerce Department from Trade Commissioner F. J. Cunningham, Johannesburg.

In a country as large as the Union and as isolated from other broadcasting areas, it is pointed out, the problem of radio broadcasting is a difficult one. Because of the lack of suitable talent, phonograph records and recorded programs occupy a large proportion of the broadcasting periods, it was stated.

The newly organized Government controlled South African Broadcasting Corporation is making every effort to improve the quality of its programs and to introduce changes designed to bring the broadcasts more in line with popular demand. However, lack of competition and high listeners' fees are factors militating against any radical change of policy, the report states.

Many owners of radio sets in the Union have been hoping that the Broadcasting Board which controls radio affairs in the country would look with favor on the licensing of commercial broadcasting stations whose revenue would come from advertising. However, the report points out, there is no indication that the Board intends to depart from its present position which is against sponsored programs, according to the report.

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CHINESE TO FIGHT ILLITERACY VIA RADIO AND FILMS

The Chinese National Government is planning to make extensive use of broadcasting, augmented by motion pictures, in a nation-wide drive to overcome China's most formidable barrier to progress - illiteracy, according to World-Radio. It is officially estimated that there are still 200,000,000 illiterates between the ages of 16 and 45 in China, and the Ministry of Education intends to launch an education campaign during the coming autumn, and is prepared to spend a large sum of money in accomplishing its purpose.

According to the scheme, each of the eighteen provinces will be divided into two or three districts, to each of which will be allotted a cinema van and operator. The Government is procuring copies of a number of foreign films treating of science, public health, industry, sport, and citizenship. Many films will also be made in China, through the University of Nanking. The dialect problem will necessitate a separate broadcasting station in every district where there is a local dialect.

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TELEVISION RAISES PROBLEMS UNKNOWN TO ANNOUNCER

The television announcer in outdoor events has many problems unknown to the radio announcer, according to World-Radio, BBC organ.

"A nice problem has arisen in regard to television's first 'outside broadcast' of a sporting event - an amateur boxing tournament to be relayed in sound and vision from the Concert hall of Alexandra Palace", the journal states.

"In effect, the commentator and his companion must decide when to talk and when to keep silence; when to augment the viewer's impressions with ringside observations, and when to let the living picture tell its own tale. Two England v. Ireland amateur contests are to be staged, each consisting of four 3-minute rounds.

"Throughout these contests an Emitron camera, connected by nearly 300 ft. of cable to the nearby television control-room, will be trained on the ring, only 11 ft. away, occasionally shifting its glance to give a glimpse of the commentator, Harry Mallin, a middle-weight amateur world champion, and Leslie Mitchell, the television announcer.

"To say the least, Mr. Mallin will have a more difficult task than a commentator in sound broadcasting. His audience, seeing nearly as much of the fun as he does himself, will be in a position to criticise, though they will, of course, miss those finer points which can be observed only from a ringside seat. Actually, it will be with this thought in mind that the commentator and his companion will approach their task. There will be a minimum of comment during the fighting but at the end of each round viewers will hear the sort of minute summing-up which a kindly expert at the ringside might give to a less fortunate friend half-way down the hall.

"Whether this method is the best remains to be seen, but whatever happens, the experiment will be valuable in establishing the first technique for television 'O.B.'s'.

"Dogs should be kept at a safe distance from the television set on February 8th, for in both the afternoon and evening transmission on that day exhibits from Cruft's Dog Show at the Agricultural Hall are being brought to Alexandra Palace to be televised. Television, in fact, offers a new problem to animal-lovers. Most dogs and cats, one imagines, are now shock-proof as regards any noises likely to issue from the ordinary loudspeaker, but when the supposedly spurious barks and miaows are supplemented by moving images of the animals concerned there may be new emotional reactions. The possibilities are interesting."

2/9/37

RCA INCOME FOR 1936 UP 11%; MEETING IS CALLED

Estimated net income of the Radio Corporation of America for 1936 was \$11,500,000, according to announcement this week by David Sarnoff, President. This is 11.2 percent more than the actual income of \$10,343,200 in 1935.

Net profit amounted to \$6,100,000, or 19 percent in excess of the \$5,126,900 of 1935. Gross income was \$101,850,000 and \$89,228,900.

"The increased profit and the consummation of the Recapitalization Plan approved by stockholders last year", Mr. Sarnoff said, "enable us to report estimated earnings on the common stock of \$2,800,000 for the year after providing \$3,300,000 for all 1936 preferred dividend requirements."

The annual meeting of stockholders was scheduled for April 6 in the RCA Building, New York.

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FARRIER JOINS NBC FOR TELEVISION RESEARCH

Clarence W. Farrier has joined the staff of the National Broadcasting Company, where he will be assigned to non-technical research in television.

For the present Mr. Farrier is attached to the office of O. B. Hanson, NBC Chief Engineer, where he is prefacing his work in television with several months intensive study of the mechanics of sound broadcasting. Later he will assemble and summarize the results of television experiments as they pertain to program, engineering and sales, for the benefit of executives concerned with television development.

Mr. Farrier comes to radio from the Tennessee Valley Authority. He was also prominently identified with the Chicago Century of Progress Exposition, first as Assistant to the President and later in charge of the promotion of special events and the management of the Hall of Science, the Hall of States and the Lagoon Theater.

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2/9/37

PANAMA PROVES GOOD MARKET FOR U. S. RADIOS

Panama continues to be a market of some importance for radios, practically all of which are manufactured in the United States, the Commerce Department reports. During the first 9 months of 1936, the total value of radios and accessories amounted to \$101,109, which was not only an increase of approximately 36.9 percent over the same period in 1935 but almost equal to the total value of the imports under this item for the entire year of 1935.

The number of complete radio sets imported during the first 9 months of 1936 was 1,928, representing an increase of 32.8 percent over the same period for 1935 when the number of sets imported was 1,451.

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NEW BIBLIOGRAPHY OF RADIO REFERENCES IS PUBLISHED

The Electrical Division of the U. S. Bureau of Foreign and Domestic Commerce has issued a revised bibliography of radio references. It was compiled by Lawrence D. Batson.

The bibliography contains titles of all publications known to the office as bearing on any phase of radio, classified according to general subjects. Prices are quoted on both government and private publications.

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NBC ISSUES NEW PUBLICATION - "NBC PROGRESS"

NBC employees, clients, advertising agencies and a large list of top-flight executives in the U. S. have received the first issue of a new weekly publication, "NBC Progress".

"NBC Progress" is intended to summarize current activities of the National Broadcasting Company with particular emphasis on its growth, developments and service.

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2/9/37

AIR LINE DEVELOPS "ANTI-STATIC" ANTENNA

Using a passenger plane as a flying laboratory for two years, United Air Lines communication engineers have achieved "significant results" in the battle against weather and radio problems, company officials announced in Los Angeles this week.

Executives said successful tests have been completed with an "anti-static" airplane radio antenna, designed to insure clear reception of voice and directive beam signals despite heavy static sometimes created by snow or rain.

The device consists of a circular copper tube in which is coiled 100 feet of antenna wire - longer than the company's standard straight-wire antenna. The tubing shields the wire from snow or rain static and permits uninterrupted reception of directive beam.

The style of mounting permits the reception of two beams - one marking the center line of the airport runway and the other the altitude in the downward glide for a landing with closed cockpit.

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BRITISH TRYING TO TAKE MALAYAN MART FROM U. S.

A recent announcement appearing in the Malayan press states that British manufacturers of radio sets are now taking a keen interest in developing short wave sets suitable for this market; at present this market is dominated by American short wave sets, according to U. S. Trade Commissioner Harold D. Robison of Singapore.

"The General Electric Company has brought out a designer to Malaya who is studying conditions here and in Netherland India" he writes. They claim that they have already developed a receiver which is as sensitive as those produced in America. They also claim to have improved the signal so that the noise ratio is better than that of American sets. This is of particular interest as the elimination of noise has been extremely troublesome."

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2/9/37

:::: INDUSTRY NOTES ::::
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Daniel R. Hodgdon and National Food Bureau, Inc., both of 328 Greenwich St., New York City, have been ordered by the Federal Trade Commission to discontinue making false and misleading representations and disparaging statements in advertising and promoting the sale of peanut oil. Engaged by a manufacturer of peanut oil to conduct a sales promotional campaign, the respondents, according to the findings, used the radio principally in advertising the product with Hodgdon broadcasting the lectures and addresses.

A 12.7 percent increase in time billings is reported for the Mutual Broadcasting System for the month of January, 1937, in comparison with the same month's figures in 1936. The total billings for January, 1937, were \$187,361.73. For the same month in 1936 they were \$166,266.18.

The Central Newspapers, Inc., including Indianapolis Broadcasting, Inc., and Broadcasting Sales Corporation of Indiana, reports the following for 1936: Net income, \$110,175, against \$79,164 in 1935.

NBC programs during 1936 drew 5,560,671 responses to establish a new all-time high for audience mail. This total marks an increase of 31.7% over last year, and 7.2% over 1934 - the previous record year. 1936 also boasts the greatest response ever received in one month. During March, 1,015,372 letters flooded NBC's mail room - over 100,000 of them coming in on a single day.

A favorable report on the application of the Golden Empire Broadcasting Co. for a permit to erect a new broadcasting station at Marysville, Cal., for operation on 1140 kc., 250 watts power, daytime, was filed with the Federal Communications Commission last week by Examiner George H. Hill. The recommendation was conditional upon the denial of the application of the Marysville-Yuba Publishers, Inc., for a similar assignment.

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