

HEINL RADIO BUSINESS LETTER

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No. 844

BROADCAST PROGRAMS NOW AVAILABLE TO 193 MILLIONS

At the end of 1934 there were, roughly, 48,300,000 radio receiving sets in homes throughout the world, thereby making the broadcast programs available to 193,000,000 people, according to A. R. Burrows, Director, International Broadcasting Office, Geneva. Mr. Burrows figures there is now a global potential audience of 200,000,000 persons to the world's broadcasting stations.

The Geneva table credits the United States with 20,750,000 sets (not including 2,000,000 sets installed in automobiles). According to the Geneva figures we lead the world with about three times as many sets as either Great Britain or Germany which are second and third respectively, each having approximately 6,000,000 licensed sets.

The United States also is first in the number of sets per 1,000 population, with Denmark second, and Great Britain third. Russia with a population of 168,000,000 has only 13.8 sets per 1,000 population. However, French Indo-China with a population of 22,107,000, with only 966 sets, was lowest of any country in the world.

Comments upon the compilation of the International Broadcasting Office in a statement of the British Broadcasting Company says:

"Great Britain and Northern Ireland had, on December 31 last, first position in the world in respect to the total number of licensed receiving sets, though the United States of America still holds first place on estimated returns, and also for the relation of receiving sets to the population."

The Geneva table follows, in part:

<u>Country</u>	<u>Number of Sets</u>	<u>Number of Sets Per Population(1000)</u>
U. S. A.	20,750,000	162.2
Denmark	568,175	160.0
Great Britain	6,780,569	147.2
Sweden	733,190	118.0
Holland	909,127	108.8
Australia	681,634	101.8
New Zealand	148,284	95.5
Germany	6,142,921	94.2
Switzerland	356,866	87.7
Canada	813,000	78.5
Austria	527,295	78.0
Belgium	603,860	73.5

<u>Country</u>	<u>Number of Sets</u>	<u>Number of Sets Per 1000 Population</u>
Norway	157,434	54.8
Union of S.A.	98,562	53.9
Czecho-Slovakia	693,694	47.1
France	1,755,946	41.9
Argentina	500,000	41.5
Japan	1,951,858	21.5
Ireland	60,000	20.0
U.S.S.R.	2,323,000	13.8
Italy	430,000	10.0
Newfoundland	2,632	9.9
Spain	213,004	8.9
Palestine	5,900	5.7
Hong Kong	4,201	4.9
Yugoslavia	66,530	4.7
Portugal	27,895	4.0
Siam	24,202	2.0
Honduras	1,500	1.7
Egypt	25,170	1.7
Malaya	2,526	0.8
Ceylon	2,342	0.5
Kenya	1,152	0.3
Dutch East Indies	17,950	0.2
Madagascar	269	0.07
India	18,250	0.05
French Indo-China	966	0.04

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STATION FEES BEING STUDIED BY FCC

It was denied at the Federal Communications Commission that an amendment to the Radio Act calling for the imposition of a tax on the wavelength assignments of commercial stations will be submitted to Congress for consideration as soon as the Communications Commission has developed a satisfactory scale of fees.

It was said at the Commission that while the question of taxing broadcasting stations was being studied that no decision had been reached as to whether or not the Commission would advocate to Congress that a license fee be charged to the stations.

"We are simply making a careful study of the situation", a high official of the Commission said, "so as to be ready if Congress should ask our opinion on this or if the Commission itself should decide to make any recommendations with regard to what it would consider a proper fee of stations taxed.

"You will remember sometime ago we got up a report for Senator Dill during the existence of the old Federal Radio Commission and the work we are doing now is simply bringing these figures up-to-date to be used when, if, or as needed."

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WOULD PUT A CRIMP IN PROPAGANDA BROADCASTS

Much sentiment is apparent favoring the passages of the identical bills which Senator Walsh, of Massachusetts, and Representative McKeough, of Illinois, introduced this week which would require the approval of the State Department on all speeches broadcast from stations in the United States by representatives of foreign governments. Should Congress remain in session long enough, there is just a chance that they may go through this session.

The full text of these bills follows:

"That the Communications Act be amended so that any radio address or radio program broadcast by or for or in the interest of any foreign government, or subdivision thereof, or person interested therein shall not be broadcast by any licensee until such radio address or radio program has been submitted to the Department of State and the approval of the Secretary of State has been secured in writing and is filed with such licensee. Any licensee permitting the broadcasting of any radio address or radio program by or for or in the interest of any foreign government, or subdivision thereof, or any person interested therein, without having on file, prior to such broadcast, the written approval of the Secretary of State, shall be penalized by the immediate revocation of such license."

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CALDWELL LEAVES MC GRAW-HILL TO START RADIO MAGAZINE

O. H. Caldwell, formerly Federal Radio Commissioner, along with M. Clements, founders of the McGraw-Hill radio magazines, "Radio Retailing" and "Electronics", have left the McGraw Hill Company to found a radio magazine of their own which will be called "Radio Today". In doing this, they will take with them many of the contributors to the McGraw-Hill radio publications, including John F. Rider, William Alley, Dr. F. S. Irby, R. R. Irwin, and J. W. Howe.

Mr. Caldwell said that the new magazine, "Radio Today", which has offices at 613 Grand Central Palace in New York, will bring to all groups in radio,--dealers, distributors, manufacturers, service men, and broadcasters,--the terse and complete news of the radio business, radio developments, broadcasting, television, facsimile, and the new electronic services being built around the radio tube.

"Radio Today", Mr. Caldwell concluded, "is designed to become this central industry organ of radio, serving as a clearing house for all information of importance to all the diversified business groups and workers who now supply the American public with broadcasting, radio sets, and radio service,--the men who will undoubtedly handle the new services of television and facsimile when these are ready for the public."

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N.Y. POLICE COMMISSIONER PRAISES BOSTON TWO-WAY POLICE RADIO

Police Commissioner Lewis J. Valentine of New York City, Chief Inspector John J. Seery and other New York officials gave high praise to the Boston police two-way radio communication system during a tour of inspection at the Boston headquarters this week.

The New York Commissioner while riding in the radio car in Boston expressed the desire "to talk with New York." In less time than it would take to make an ordinary telephone call, Valentine was talking with one of his secretaries in his New York office.

Speaking of his Boston experience with two-way radio, which was developed by General Electric engineers in Schenectady, he said: "It is one of the marvels of the age. It is the most astounding experience I have ever had. I'm going to thoroughly look into this two-way radio system when I get back. We haven't anything like it in New York."

Commissioner Valentine said he would send Chief Inspector Seery to Boston for a 10-day study of the two-way communication system.

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NAB SETS NEW CONVENTION ATTENDANCE RECORD

According to official figures submitted by James W. Baldwin, the new Managing Director of the National Association of Broadcasters, the 13th Annual Convention of the Association held at Colorado Springs recently was the largest convention in the history of the Association. The total registration was 485 as compared to 375 at the Cincinnati convention last year which up to that time was a record.

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COMPOSERS WAR ON DUFFY COPYRIGHT BILL

The American Society of Composers is making a hot fight against the Duffy Copyright Bill which eliminates the \$250 minimum damages for copyright infringements which bill is endorsed by the National Association of Broadcasters. Gene Buck, the President of the ASCAP has addressed the following telegram to Senator William E. Borah, of Idaho:

"Dear Senator: Every author, composer, playwright, dramatist, and writer in Nation is opposed to United States Senate bill S.3047. This bill revises entire Copyright Act, to detriment of American creative workers, and for benefit of users, such as broadcasters and other allied industries. It gives to foreign composers and playwrights rights denied American creative workers. Authors' League of America, American Society of Composers, Authors, and Publishers, Dramatists' Guild, Song Writers' Protective Association, and all other societies and organizations of creative workers of America are unanimously opposed to this legislation."

The following telegram was sent to Senator Wagner, of New York, by John Erskine, the well-known author:

"Senator Wagner: I sincerely hope you will oppose copyright bill S. 3047. The bill gives foreign authors basic copyright without formality, but denies it to American authors. The bill seems to protect chiefly the commercial enterprises which live on the authors."

Senator Wagner also received telegrams protesting against the passage of the Duffy Bill from the following songwriters: Lew Brown, formerly DeSylva, Brown and Henderson, Gus Edwards, and Irving Berlin.

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CZECHOSLOVAKIA RADIO PRODUCERS FORM A CARTEL

The 14 largest Czechoslovak producers of radio receiving sets recently formed a cartel valid as of July 1, 1935, for a period of one year, Acting Commercial Attache Basil D. Dahl, of Prague, advises the Commerce Department. The cartel agreement covers production as well as prices and discounts granted to dealers. The Radiotechna and the local Philips branch, which represent the local Patent Pool, are members of this cartel and grant to other members considerable reductions on license fees and on prices of radio tubes. These 2 members of the Patent Pool are the only producers of tubes in Czechoslovakia.

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WOULD CLOSE KANSAS STATION FOR BRINKLEY TALKS

If the recommendation of Commissioner Thad H. Brown, of the Federal Communications is followed, Station KFBI, of Abilene, Kansas, operated by The Farmers and Bankers Life Insurance Co., will be closed down for broadcasting a program of Dr. J. R. Brinkley and transmitting these programs to Station XEPN, Piedras Negras, Coahuila, Mexico, in violation of the newly enacted clause of the Radio Act which forbids programs originating in the United States to be transferred to foreign radio stations.

Station KFBI is the successor to Station KFKB, the station once owned and operated by Brinkley, but put off the air by the Radio Commission because of "monkey gland" and other objectionable medical broadcasts. It is a station of considerable size, 5000 watts power, operating on a frequency of 1050 kc. limited time.

According to evidence submitted by Mr. Brown, the licensee of the station has suffered a deficit of from \$45,000 to \$50,000 a year, with approximately \$6,000 received from the Brinkley account during 1934 when the deficit was only \$16,500. This account was characterized by the station manager as the most remunerative carried on the station.

There was a contract arranged October 1, 1934, by Howard K. Wilson, agent, and K. W. Pyle, director of KFBI, for the broadcasting of programs for the Brinkley hospital, Del Rio, Texas, over KFBI, daily except Sunday, "Till Forbidden." The series of broadcasts was started October 6, 1934, with fifteen-minute lectures daily, read by a Harry Peck.

Commissioner Brown reported that the following telegram had been dispatched by Brinkley to KFBI:

"PYLE RADIO STATION
KFBI ABILENE KANS

PLEASE WIRE RADIO STATION XEPN PIEDRAS NEGRAS COAHUILA MEXICO STATING THAT DR J R BRINKLEY IS BROADCASTING ONE HOUR DAILY OVER YOUR STATION STOP ADVISE THEM THE HOUR OF BROADCAST AND ALSO THAT MORE TIME IS AVAILABLE TO ME IF I WANT IT STOP THE REASON FOR THIS REQUEST IS THE MEXICAN STATION SAYS THEY CAN BROADCAST ANYTHING THAT IS BEING BROADCASTED IN UNITED STATES"

The manager of KFBI made the following telegraphic reply:

"RADIO STATION XEPN
PIEDRAS NEGRAS COAHUILA MEXICO

DR J R BRINKLEY IS CARRYING ONE HOUR OF PROGRAM OVER KFBI FIVE THIRTY TO SIX THIRTY AM AND WE ARE REARRANGING OUR SCHEDULE TO CLEAR MORE TIME FOR HIM

K W PYLE, DIRECTOR KFBI"

"There is no question in view of the evidence but that both Dr. Brinkley and certain of his agents did broadcast over Station XEPN, Mexico, from studios in Eagle Pass, Texas. They were seen and heard making such broadcasts in January, 1935, by witnesses who testified in this proceeding. It is a matter of record that no license or other authorization for such studio or broadcasts has been issued by the Commission", Commissioner Brown said.

"The broadcasts of one 'Omar' were carried by station KFBI from March 25, 1933, to May 14, 1933. He offered membership in the Omar Club and an Omar Birth Chart for the price of \$1.00 and also two books on 'How to Make Use of the Subconscious Mind' and 'Omar's Wonder Ritual.' The announcement of the program carried the statement that Station KFBI fully guarantees it. 'Omar' and the station participated equally in the division of the income from the programs.

"The programs from one styling himself as 'Koran' were presented over Station KFBI from June 7 to August 12, 1934, during which time 6,198 pieces of mail were received. 'Koran' answered questions relating to problems of domestic life, love, employment, buying and selling property, vocations, etc. In connection with this program he offered for sale a character analysis for \$1.00.

"There is no scientific basis for such material as was presented on these so-called astological programs. Sales of the publications of these individuals operating under the name of 'Koran' and 'Omar' have all the elements of fraud. It is to be noted that it was 'Koran's' difficulties with the Post Office Department that led to the discontinuance of this radio program at KFBI."

In conclusion recommending that the application for the renewal of the license of the Station KFBI be denied, he said:

"It must be noted that the character of the four programs, including those of Dr. Brinkley, 'Koran', 'Omar', and Dr. Ford reducing tea, are definitely not of a type that serve public interest, convenience and necessity. The Brinkley program in particular has been found on previous occasions not to be in the public interest by the Federal Radio Commission and the Commission was sustained in this action by the Court of Appeals of the District of Columbia. The applicant, as successor to KFKB Broadcasting Association, Inc. had ample notice of these findings. Any one of these programs is objectionable in itself and collectively they present strong evidence that they are not in the public interest. The licensee has been derelict in the performance of the trust imposed upon it by the licensing authority in turning over the complete control and management of the station together with the formulation of its broadcast policy to the station manager. It must also be noted that there is already abundant broadcast service available at Abilene, Kans, so that if the renewal of this license were to be denied by the Commission, the service of radio listeners in this area would not be unduly curtailed."

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LISTENER BUREAU COMMITTEE NAMED

President Leo J. Fitzpatrick of the National Association of Broadcasters, has named, with the approval of the Board of Directors, the following committee to continue the work of the Association with regard to the possible establishment of a cooperative bureau of listener data and similar information to be maintained jointly by the broadcasters, advertisers and advertising agencies: Arthur B. Church, Chairman, Edgar Kobak, J. O. Meland, H. K. Boice, and A. J. McCosker.

J. V. L. Hogan, consulting radio engineer has been appointed an advisory member of the Committee on Engineering matters. Dr. Herman S. Hettinger, NAB Research Director and University of Pennsylvania faculty member, will continue to advise the Committee on Research and similar matters.

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A NEW STATION FOR BAGDAD - MAYBE

Construction of a broadcasting station in Bagdad is now under consideration by the local authorities, it is pointed out. Two radio operators have been sent to England and the United States at the expense of the Government to qualify as radio engineers. It is understood that the station will be constructed as soon as the required funds become available, the report states.

The factors that have stimulated the demand for radio sets in Iraq, the report states, have been the opening of the Cairo broadcasting station last year and the broadcasting in Arabic from an Italian station.

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NORMAN BAKER NAILED IN IOWA

Norman C. Baker, one-time operator of KTNT, at Muscatine, Ia., and also operator of XENT in Mexico promoting a cure for cancer, ran afoul of the law when he ventured back to Muscatine to address several friends and former patients.

State has sought Baker since 1931, when he was indicted on charges of conspiracy to practice medicine without a license. The then Federal Radio Commission buttoned up his station in 1931. Since then he has been operating out of Mexico but has been angling for a spot in Muscatine or elsewhere in the States. His trial is scheduled to come up at an early date.

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 ::: INDUSTRY NOTES :::
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Examiner Ralph Walker of the Federal Communications Commission has recommended that the application of KTFI, Radio Broadcasting Corporation, of Twin Falls, Idaho, for a change of frequency from 1240 to 630 kc. be granted. This would give the station its same operating power of 500 watts at night and 1000 watts in the daytime, it now having the latter experimentally on the 1240 kc. frequency.

Jack R. Poppele, WOR's Chief Engineer set today (July 19) as "Radio Engineers Day at WOR". All of the technical executives of radio stations in the Metropolitan district were invited to visit WOR's new 50,000-watt high fidelity transmitter at Carteret, N. J., to inspect the several new features that are incorporated in the plant.

The General Electric Company received orders of \$104,542,946 in the first six months of 1935, compared with \$92,154,642 in the 1934 period. Gerard Swope, President, announced. Sales billed amounted to \$94,546,274 against \$80,983,094.

Profit available for dividends on the common stock for the six months was \$11,541,429, compared with \$8,175,557 a year before, equal to 40 cents a share, against 28 cents a share, on 28,845,927 shares outstanding in both periods.

An unfavorable recommendation was made by Commission examiner on the application of Carl C. Struble, of The Dalles, Oregon, to operate a new 100 watt station on 1200 kc. frequency.

Highlights of the RCA Manufacturing Co., Inc., convention held in Atlantic City yesterday and today, July 18 and 19, were discussed by John B. Kennedy, NBC commentator, and Ray F. Sooy, Superintendent of the Recording Division, RCA-Victor, in a special broadcast from Atlantic City over an NBC-WJZ Network last night, (July 18).

In the broadcast Kennedy gave a "Preview of Radio Art For The Coming Year" and related with Sooy, the development of sound reproduction from the days of early phonograph recordings to the present day.

David Sarnoff, President of RCA, and E. T. Cunningham, President of the RCA Manufacturing Co., Inc. addressed the RCA distributors during a meeting of the convention today.

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RCA HAS DIRECT ETHIOPIAN CONNECTION

Presumably as a result of the increasing attention centering on Ethiopia, RCA. Communications, Inc., international radiotelegraph unit of Radio Corporation of America, was notified by Cable and Wireless, Ltd., of London, its British associate, that a direct radiotelegraph circuit had been established between London and Addis Ababa, the Ethiopian capital.

The new circuit eliminates the necessity of a relay through a radio station at Cairo, which has previously been in effect. It will mean a saving of time, especially if a rush of telegraphic correspondence should come. Radiotelegraph messages to Ethiopia from the Central Radio Office of R.C.A. Communications at 64 Broad Street, New York City, go direct to the central radio office in London, and from the same office will be flashed straight to Ethiopia's capital. The same direct route is to be used in handling radiotelegraph messages from Addis Ababa to the United States.

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CONTRACTS SIGNED BETWEEN MUTUAL AND CKLW

Station CKLW will become the Detroit-Windsor outlet for the Mutual Broadcasting System on September 29, W. E. Macfarlane announced that the contract between the Mutual group and the Western Ontario Broadcasting Company, which operates CKLW, was signed Tuesday, July 16, by Malcolm Campbell, President of the Canadian organization.

CKLW replaces WXYZ as the Detroit-Windsor outlet for the Mutual Broadcasting System. The new affiliate operates on 5,000-watts power on a clear channel of 1030 kilocycles and is licensed by the Canadian Radio Commission. As a result of the replacement CKLW will, after that date, act as contact point for exchange programs between the Mutual network and the Canadian Radio Commission's coast-to-coast network, in addition to acting as the outlet in the Detroit territory for Mutual.

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APPLICATIONS GRANTED BY BROADCAST DIVISION OF FCC

WOR, Bamberger Broadcasting Service, Inc., Newark, N.J., C.P. to use present transmitter as auxiliary and move it from Kearny to Carteret, N.J.; WJAX, City of Jacksonville, Jacksonville, Fla., Mod. of CP approving transmitter site and extending commencement date to 30 days after grant and completion date to 90 days thereafter; KGBX, KGBX, Inc., Springfield, Mo., Modification of special authorization to make changes in equipment; KABC, Alamo Broadcasting Co., San Antonio, Tex., CP to make changes in equipment and increase day power from 100 to 250 watts; WNAX, The House of Gurney, Inc., Yankton, S.D., Modification of CP extending commencement date to Aug. 18, 1935, and completion date to Dec. 18, 1935; WFFB, Otis Perry Eure, Hattiesburg, Miss., Voluntary Assignment of license from Otis Perry Eure to Forrest Broadcasting Co.; WSPD, Toledo Broadcasting Co., Toledo, Ohio, Modification of CP to extend completion date from August 1 to October 1, 1935.

Also, WGH, Hampton Roads Broadcasting Corp., Newport News, Va., license to cover CP for new station; frequency 1310 kc., 100 w. night, 250 w. day, unlimited time; KIUJ, J. H. Speck, Santa Fe, New Mexico, assignment of license from J. H. Speck to W. C. Irvin; WNBC, William J. Sanders, New Britain, Conn., license to cover CP for new station, frequency 1380 kc., 250 watts, daytime; WSVA, Shenandoah Valley Broadcasting Corporation, Harrisonburg, Va., license to cover CP, 550 kc., 500 watts, daytime; KFAB, KFAB Broadcasting Co., Lincoln, Neb., license to cover CP covering installation of new equipment and increase in power from 5 to 10 KW; 770 kc., Simultaneously - day, WBBM; S-WBBM, night, Syn. WBBM LS to midnight; KAAT, Abraham Shapiro, Astoria, Ore., license to cover CP for new station, 1370 kc., 100 watts, daytime; National Broadcasting Co., Inc., New York City, authority to use studio for production of programs to Canadian radio stations.

Also, KIUP, C. Guy Shepard, Durango, Colo., involuntary assignment of CP from LeRoy Haley to C. Guy Shepard; New, G. L. Burns, Brady, Texas, amended CP for new station to operate on 1500 kc., 100 watts, daytime, and application dismissed from hearing docket; WLW, The Crosley Radio Corp., Cincinnati, Ohio, modification of special temporary experimental authorization to operate with 500 KW at night and conventional antenna for a period of 30 days.

Also, National Broadcasting Co., Inc., Portable-Mobile, license to cover CP for broadcast pickup station, exp. basis, freqs. 31100, 34600, 37600, and 40600 kc., 25 watts, for period ending Oct. 1, 1936; W3XDD, Bell Tel. Labs., Inc., New York City, renewal of license for a period of 90 days from July 29, 1935.

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