

# HEINL RADIO BUSINESS LETTER

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## NATIONAL 10-STATION NETWORK FOR SPAIN

A new 10-station governmental network of broadcasting stations, possibly to be supplemented later by a new 20,000 watt short-wave station for the dissemination of programs of international interest, is included in Spain's enlarged program of radio development, Assistant U.S. Trade Commissioner, Miles Hammond, at Madrid, advises.

The legislation authorizing the national network provides for a gradual elimination of existing stations as their concessions expire, with a proviso that stations will be continued where the replacing national stations are not operating by the date of such expiration.

The national chain is to include a 150,000-watt long-wave station at Madrid and nine stations on the broadcast band; a 60,000-watt station in Seville province; 50,000-watt stations in Madrid and Barcelona provinces; 30,000-watt station in Couina and Vizcaya; a 20,000-watt station in Valencia; and 5,000-watt relay stations in Murcia and Oviedo. The tenth station will be of 10,000 watts, in the Canary Islands.

With the construction of the 10 stations above described, receiving license fees will be materially increased, it is stated at Government offices. Although provision was made for license fee increases in a law passed in 1934, these have not been put into effect, pending the completion of the national "net work". Under that law crystal sets would be assessed 150 pesetas a year; one to five tube sets 12 pesetas a year; more than 5 tubes, 24 pesetas a year. A peseta is about 30 cents, U.S. Loud speakers in public places, casinos and those operated by all recreational societies and loud speakers in public places collecting entrance fees would be taxed.

A license fee of 5 pesetas a year has been in effect for sets installed in private homes and automobiles. When the set is to operate in a public place, restaurant, bar, etc., the fee is 50 pesetas a year.

Approximately 80 percent of all sets in Spain is estimated to be of the socket power receiving type and all-wave sets surpass all others in popularity, according to present sales information, and may for the present be considered the standard marketable type.

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It is estimated that since January 1, 40,000 radio receiving sets have been sold in Spain of which fully 30,000, it is stated, would be all wave sets. Of these, it is estimated fully 85 percent are portable or table type receivers. The percentage of all wave sets in operation is believed to be 25 percent of the estimated total of 500,000 receiving sets owned in Spain. It is expected that this percentage of all wave sets to total sets will markedly increase, owing to the present active demand for all wave receivers.

Generally it is estimated that American sets account for 60 percent of all sales. About 20 percent is allotted Philips of the Netherlands; about 8 percent to Germany and the remaining 12 percent among Great Britain, Belgium, and other countries. The outstanding foreign sets are "Philips," "His Master's Voice," "Telefunken," "Nora," "Seibt," "Blau - Punkt" (sold under the trade name, "Punto Azul"), and "Ericsson, S.A. This latter make, it is stated, has not obtained an appreciable amount of business as yet, inasmuch as it sells for 1,150 pesetas for the five tube set, which is higher than similar foreign products.

Tube imports by weight from the United States increased by 333.3 percent in 1934 contrasted to 1933, whereas total tube imports by weight during the same comparative period increased 187.1 percent.

Sales in automobile sets have not been active. No steps whatsoever, it is stated, have been taken by the Government to conduct any experiments in television. Private activities in this matter have been likewise negative in recent years.

A 10 page mimeographed report "Radio Markets -- Spain" may be had by sending 25 cents to Andrew W. Cruse, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce, Washington, D C.

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#### HIS FAITH IN RADIO

Paul Thiesen, the vaudeville orchestra leader, was offered the conducting job on the original A. & P. Gypsies radio program 13 years ago, but turned it down because he had three stage weeks booked and didn't want to cancel them, Variety recalls.

Harry Horlick, who got the job when Thiesen turned it down, concludes on the air show shortly after a solid run of 13 years. That's the long-time record for radio.

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## WOULD DOUBLE WDRC HARTFORD DAYTIME POWER

The daytime power of Station WDRC , Hartford, will be increased from 2,500 to 5,000 watts daytime on 1,330 kc if the favorable recommendation of George H. Hill, Examiner, is approved by the FCC.

In his conclusions, Examiner Hill sets forth:

"The applicant is legally, technically, financially, and otherwise qualified to operate Station WDRC with the proposed increase in power. The programs broadcast by the applicant have been generally meritorious and designed to serve the Hartford area.

"The proposed operation of Station WDRC would make possible the extension of its service over an area and to a population greatly in excess of that now served, and would improve the reception conditions in the area now being served. There would be no interference during actual daylight hours to areas served by Station WFEA, Manchester, N.H. on 1340 kc if this application were granted, and if there were any interference it would be during the period of an hour or two before sunset, and then only on receivers which do not have sufficiently high selective characteristics. Due to high attenuation in the Hartford area and the frequency involved, no objectionable interference would be expected to any other existing service."

Station WTIC , operating with power of 50 kilowatts at Hartford, Conn. is the only station rendering consistent service to this area in the daytime.

The balance sheet of Station WDRC as of June 1, 1935 reveals according to the Examiner's report, total assets of \$93,781.88 consisting of cash \$257,72, bank accounts \$42,097.36, accounts receivable \$14,143.47, notes receivable \$1,767.45, building \$6,135.32, furniture and fixtures \$7,053.79, transmitter radio equipment \$17,499.03, studio equipment \$2,127.74, antenna equipment \$2,700.00, liabilities exclusive of capital stock and surplus \$2,899.87, consisting of accounts payable \$1,696.30, and reserve for State Income Tax \$1,203.57. The capital of the corporation is \$5,000.00 and the surplus amounts to \$85,882.01.

Franklin M . Doolittle is President and Treasurer of WDRC, Incorporated, and is the Manager of Station WDRC, which position he has occupied since 1922. Sterling Couch has been Program Director for the past seven years. The station maintains a staff of fifteen full time employees.

The station is affiliated with both the C olumbia and Yankee networks.

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## MAP SHOWS POLICE RADIO CO-OPERATION

Frank Jenkins, Radio Editor of the Boston Herald-Traveler, has forwarded to the Federal Communications Commission a map showing the police teletypewriter system now in operation in Connecticut, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island and connections with Delaware and Ohio.

The map is most illuminating and describes in a graphic manner how extensively the police are utilizing radio in their fight against criminals and for the protection of law-abiding citizens.

Mr. Jenkins sent a copy of the map to the Federal Communications Commission where it is conspicuously displayed in the "Map Room."

In acknowledging receipt of the map, Lt. E. K. Jett, Assistant Chief Engineer, in charge of allocation of police channels, said:

"We consider this map a valuable contribution to the files of the Engineering Department and I wish to thank you for your courtesy in furnishing it."

The Bureau of Investigation of the Department of Justice also expressed considerable interest in the map.

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## CROSLEY SHOWS SUBSTANTIAL PROFIT

The Crosley Radio Corporation of Cincinnati and subsidiaries, for the quarter ended on June 30, showed a net profit after royalties, taxes, depreciation and other charges, of \$180,213, equal to 33 cents a share on 545,800 no-par capital shares compared with \$340,668 or 62 cents a share in June quarter of 1934.

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## ORGANIZE CHICAGO RADIO CLUB

Radio Club, a new organization for radio talent and advertising men connected with commercial broadcasting, has been established at 433 North Wells Street, Chicago, under the management of Jack Deynzer. The club quarters are swanky and a unique feature of the restaurant service is the ordering of food and drinks by telephones connected with every table. Membership is selective. The roster includes many famous names, such as

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Amos 'n' Andy, Edgar A. Guest, Don Ameche, Lum 'n' Abner, Vice & Sae, Harlow Wilcox and Hal Totten. An added feature of the club is its radio service bureau through which all advertising agencies, radio executives and producers can contact radio talent.

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#### DUAL TRANSMISSION OF RADIO BEACON AND VOICE TRIED

A Bureau of Air Commerce radio station now undergoing practical service trials at Pittsburgh, Pa. represents four important advances in radio transmissions for airmen. This broadcast and radio range beacon station:

- (1) Transmits voice and directional signals simultaneously, so that there is never any interruption of the radio beacon for radio telephone broadcasting.
- (2) Transmits its directional signals so that they can be received aurally in the pilot's headphones, or in an instrument which gives visual readings with a needle on a dial.
- (3) Is better for use with an airplane's radio direction finder than present standard radio range beacons.
- (4) As a result of 1 and 3, gives more efficient assistance than present standard types for an approach to an airport under conditions of poor visibility. (However, it is not an alternative to the Department's instrument approach system.)

In a demonstration for representatives of scheduled air lines and manufacturers of radio equipment recently, the Pittsburgh station gave evidence that its new features are efficient and practicable. In flights of an hour to an hour and a half each, Bureau pilots simulated conditions under which an airman might be lost and searching for the radio range course, or for the airport and in each case the equi-signal zone was found promptly and followed to the landing area.

With a station of the Pittsburgh type, the pilot would have other assistance not now available at radio range beacon stations. In addition to features already mentioned, this station is equipped with a high frequency radio marker beacon which tells the pilot when he is passing through the cone of silence by flashing on a light on the instrument panel.

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## AGREES TO FEDERAL TRADE "ALL-WAVE" STIPULATION

Hugo Gernsback, of 101 Hudson Street, New York City, doing business as Radio Trading Co., has entered into a stipulation with the Federal Trade Commission to discontinue use of the words "All-Wave" in the sale of radio sets which are not capable of reception over the entire meter range covering all broadcast and commercial transactions.

Gernsback also agrees to cease representing in substance and effect that by the use of his radio receiving sets owners thereof can have worldwide continuous reception of short wave transmissions, with loud speaker volume, as dependably and as easily tuned in or "logged" as with long-wave or broadcast transmissions.

The stipulation points out that in the present state of the art the reception of foreign short-wave bands is difficult and uncertain and that these conditions are known to experts but not generally to the purchasing public. Gernsback agrees to stop presenting the advantages of his products in such a way as to conceal their difficulties and deficiencies.

He also agrees to stop using the phrase "Manufactured by Radio Trading Company, New York", when in fact he is not a manufacturer but purchases the products he sells from the manufacturers thereof.

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## COMPARES STATION ACCURACY TO CHRONOMETER

Some interesting data were provided by M. Brailard, President of the Technical Commission of the International Broadcasting Union and Director of the Brussels Control Center, with regard to the remarkable improvement in the technical precision of the European broadcasting stations in recent years. It was shown that whereas ten years ago broadcasting stations were known to fluctuate from 1000 to 3000 cycles from their nominal frequency during the course of a few hours, today the principal European stations do not fluctuate more than one cycle in a month from their established frequency. A better impression of this high degree of accuracy may be gained when it is realized that a station operating say on 300 metres emits electrical impulses of an order of one million each second. The accuracy of the best chronometer cannot be compared in performance with the accuracy of a well-installed and well-operated modern broadcasting station.

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## SENATOR ATTACKS ASCAP IN COPYRIGHT BILL DEBATE

Senator Duffy of Wisconsin, sponsor of the Copyright bill now under consideration in the Senate, which has the endorsement of the Broadcasters, bitterly attacked the American Society of Composers, opponents of the bill.

Senator Duffy said that as the law stands now no matter how innocent an infringement the minimum damages a court can avoid is \$250. The new bill does away with that but provides a maximum from \$5000 to \$20,000 which however would be determined by the court.

"In the present law there is a protection against innocent infringement", Senator Duffy declared, "which has been developed into a racket by means of spies and snoopers going around and getting a percentage of the statutory damages of \$250, which the court has had to impose. That is what the courts objected to; that is what the United States district attorneys have written about and objected to. It is not right, and it is not fair. It is that provision to which A.S.C.A.P. objects.

"By the way, A.S.C.A.P. is being prosecuted by the Federal Government in the southern district of New York by reason of alleged violations of the anti-trust law. I do not know, of course, how the case will come out, but at least it is serious enough to invite prosecution. A.S.C.A.P. has become so monopolistic, has secured such complete control, and has become so powerful -- and it is headed by a very good friend of mine, but that does not change the situation -- that it has been able to employ a system of snoopers to divide up the \$250 minimum that the court may award.

"Sometime ago I had a case called to my attention where in a pool hall, I think it was, returns were being received from a baseball game and some copyrighted music came over the radio. The man who turned on the radio did not know copyrighted music was going to come over the air; he had no means of knowing it. Those present were there to listen to the returns of the ball game and not to listen to music; but because of that innocent infringement although the broadcasters had paid A.S.C.A.P. for the privilege of broadcasting that particular song, the proprietor of the place was subject to the \$250 minimum statutory damages.

"When evidence is presented of music coming into a particular place by radio or on a phonograph, if the person responsible has not secured a license beforehand he is subject to the \$250 minimum of damages. I think that is one of the most shameful things in the whole Federal law; it savors very much of the abuses of prohibition times.

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"I feel certain that the man who composes music or composes a song should have protection, and if someone else wants to use it, he should pay the composer for it, and if it has been deliberately infringed, adequate damages ought to be paid. Because the broadcasting companies have such great facilities, we thought we ought to raise the \$5000 limit to \$20,000. That is the way it now appears in the bill. Whereas heretofore the courts would not have been able, as statutory damages, to give judgment for more than \$5000 now under this bill the courts can go as high as \$20,000."

The following day Senator Duffy again referred caustically to the fight the Composers were making on the bill.

"I cited yesterday, but some of the Senators now present were not here then, that if it were not for the elimination of the \$250 minimum statutory damage provision, which is cut out in the pending bill, I feel that the bill would have gone through on the Unanimous-Consent-Calendar, but the American Society of Composers, Authors, and Publishers, which is being prosecuted by the Federal Government for violation of the Sherman Anti-Trust Law at the present time, has made such effective use of that provision and has gone around and held up the little people around the country". Senator Duffy continued.

"I have a letter from a man who had a little place of amusement up in northern Wisconsin, open only during a season of 3 months. He tells me the representatives of this society came around to his place, having heard one day copyrighted music come over the radio, and the first thing he knew they said, 'You are subject to a penalty of \$250, statutory damages, the minimum damages, but it will be much cheaper to get a license.' So they let him start out with a license of \$15, then they got it up to \$25, then whooped it up to \$35, and there is no limit to where they could go. They have used that as a means for having snoopers and spies going around and reporting violations, getting a proportion of the \$250, which is the minimum a court may assess, or they have used it as a club to make little concerns take out licenses at their own figure.

"They certainly have used it; and the practice has been carried on for some years, and has caused great resentment in many parts of the country. What happens is as follows: We will say that an author belongs to this organization. He assigns his copyright to the organization, and the organization sends out its "investigators", as they are called; and what occurs is much like what occurred during the old prohibition days. The system followed by the investigators is something like this: They say, 'We have the goods on you. You are subject to a penalty of \$250 for each violation. That is the minimum. You had better take out a license, no matter whether your place of business is going to be open one day or not.'

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"One case, concerning which I received a letter, had to do with a barn where a barn dance was given. I do not know whether they had more than one dance in that barn in a year. In that case it was a question of taking out a license or being haled into the Federal court and being subject to a minimum penalty of \$250."

"The Senator from Wisconsin is eminently correct in his statement" Senator Russell (D) of Georgia, interjected. "I have had any number of similar letters from persons residing in the mountain districts of Georgia. Those persons during the summer months take in boarders who come up from the southern section of the State. The organization to which the Senator refers sent agents through those mountain districts and caused those persons no end of trouble. They are persons of very moderate means, and the organization put them to very great expense and caused them a great deal of annoyance. For that reason, I strongly support the bill offered by the Senator from Wisconsin."

"I wish to ask the Senator from Georgia", Senator Barkley of Kentucky inquired, "what connection the operation of a boarding house has with the copyright law. I do not get the connection."

"The persons who operate boarding houses get programs over the radio", Senator Russell replied. "Some of the copyrighted songs are played upon the radio program, and a small dance will be given, and perhaps four or five people will dance for a short while in the dining room of the boarding house."

"Dancing to the music which comes over the radio?"

"Yes", Mr. Russell answered.

"Confirming what the Senator from Wisconsin said", put in Senator Connolly of Texas. "I know of a specific instance which occurred in my State. A woman ran a small hotel. She had a phonograph and she played music on this phonograph for her regular boarders. She was haled into the Federal Court and had to pay \$250 and there was no way in which she could avoid the payment of the \$250 in the Federal court simply because she played on her phonograph a piece of music which someone had copyrighted."

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## RMA REQUESTS SPECIAL SALES STATISTICS FROM U.S. CENSUS

Following allotment by the administration to the U.S. Census Bureau of a special appropriation for a new 1935 census of commodity sales, the Radio Manufacturers Association through Bond Geddes, Vice President, has requested the Census Bureau to make the federal statistics more valuable by securing details of radio sales from jobbers and dealers.

Separate statistics to show sales of new radios, used or second-hand radios and also built-in radio equipment have been requested by Mr. Geddes and are now under favorable consideration by the Census Bureau. The commodity sales census to be secured from radio jobbers and dealers is distinct from the annual federal radio manufacturing census.

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## RCA AHEAD OF PARIS ON FALL STYLES

Next fall's styles in Paris hats were revealed by radio to New York women long before the average woman of Paris knew what it was all about. To the exclusive openings of Paris designers, which have just started, Miss Leona Evans, millinery buyer for James McCreery & Company, took a fashion artist. "Sketch that one," she told the artist, "and that one, and that one --" as models appeared wearing hats which Miss Evans considered most distinctive, and which she intended to buy.

The artist sketched; the sketches were hurried to an airplane; hopped to London, and placed on the photoradio circuit to America. Within twenty minutes after the London station started sending, the reproduction was completed in the New York offices of R.C.A. Communications, Inc. And that is how New York women, looking through their newspaper style sections were three or four jumps ahead of the women in Paris.

The designs sketched were creations of Agnes, Suzanne Talbot, Blanche et Simonne, and Rose Descat. Mrs. Pegeen Fitzgerald, publicity director of McCreery's who completed the arrangements for the store, said today that the store's work-rooms started at once on adaptations of the styles, and that they would be offered to New York women much sooner than under the usual plan of waiting for the originals to arrive from Paris. She said it was possible that the idea of sending sketches of new style creations by photoradio would be applied to other lines of merchandise.

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APPLICATIONS GRANTED FROM BROADCAST DIVISION OF FCC

WESG, Cornell University, Elmira NY, extension of spec. exp. auth. to operate daytime to sunset at New Orleans on 850 kc with power of 1 KW for period ending Feb. 1, 1936; WBAL, The WBAL Brdcastg Co., Baltimore Md, extension of Spec. Exp. Auth. to operate simultaneously with KTHS on 1060 kc, 10 KW, from 6 am to sunset at Hot Springs, Ark. and to operate on 1060 kc, 10 KW from sunset at Hot Springs to 9 pm, EST and to synchronize with WJZ daily except Sunday on 760 kc, 2½ KW after 9 pm, EST, Sunday, after 8:45 pm EST; KTHS, Hot Springs Chamber of Commerce, Hot Springs Natl Park, Ark., extension of special exp. auth. to operate simultaneously with WBAL from 6 am to local sunset and to remain silent from LS to 8 pm, CST, and to operate from 8 pm to midnight on 1060 kc, 10 KW for period of 6 months; WTIC, the Travelers Brdcastg. Serv. Corp., Hartford, Conn., extension of special exp. auth. to operate simultaneously with station KRLD, 1040 kc, 50 KW, unlt'd. for period ending Nov. 1, 1935; KRLD, KRLD Radio Corp., Dallas Tex., extension of special exp. auth. to operate simultaneously with station WTIC from Aug 1, 1935 to Nov. 1, 1935.

Also, WJAG, the Norfolk Daily News, Norfolk, Neb., extension of spec. temp. auth. to operate on 1060 kc, with 1 KW, ltd time for the period Aug. 1, 1935 and ending Feb 1, 1936; KWJJ, KWJJ Broadcast Co. Inc. Portland Ore., extension of spec. temp. auth. to operate on 1040 kc ltd time and resume operation from 9 pm to 3 am PST for the period Aug 1 to Nov. 1, 1935; New, Carter Publications, Inc., Portable-Mobile, Fort Worth Tex., CP for broadcast pickup station in temporary service for rebroadcast over station WBAP, freqs. 1606, 2020, 2102, and 2760 kc, 50 watts; New, The Pulitzer Publisher Co., Portable-Mobile, St. Louis Mo., CP for new gen. exp. station, broadcast pickup on exp. basis, freqs 31100, 34600, 37600, 40600, 86000-400000 kc; 5 watts. unlt'd time.

Also, New, Frank O. Knoll and Julian F. McCutcheon, St. Cloud, Minn., CP for new spec. gen. exp. station; freqs. 31600, 35600, 38600 and 41000 kc, 100 watts. unlt'd. time; New, Radio-Service Corp. of Utah, Portable-Mobile, Salt Lake City, Utah, CP for broadcast pickup station in temporary service; freqs. 1646, 2090, 2190 and 2830 kc, 200 w.; New, Westinghouse E and M Co., Portable-Mobile, Chicopee Falls, Mass., CP and license for new gen. exp. broadcast pickup station on an exp. basis; freqs. 31100, 34600, 37600 and 40600 kc, 150 watts; WIOXFH, National Brdcastg. Co. Inc., New York City, renewal of spec. exp. portable-mobile station license to be used to obtain propagation data in connection with a balloon flight to the stratosphere and to transmit messages for rebroadcast purposes in order to inform broadcast listeners of the progress of this scientific undertaking; 13050 kc, 10 watts, for period of 90 days from August 1.