

HEINL RADIO BUSINESS LETTER

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November 19, 1935

WORLD RADIO SETS NUMBER 56,221,784; U.S. HAS 25,551,569

The United States has lost slightly on its tremendous lead in the possession of radio receivers among the countries of the world, but it is still far from being threatened. Out of 56,221,784 sets in the world, this country has 25,551,569. Not so long ago the United States had more than half the radio sets in existence, then half; now it's about 3,000,000 under the half-way mark.

Statistics compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce show the United Kingdom runs a far-behind second with 7,055,464 radio-equipped homes. Actually, it doubtless has more sets than that because additional sets may be operated by a licensee with only one permit.

Germany comes third with 6,516,732; France has 2,763,123; Russia, 2,000,000; and Canada 812,335.

Japan has 2,190,040 of Asia's 2,553,396 sets although it is the smallest country territorially.

South America has 1,088,374 sets, of which 650,000 are in Argentina and 210,000 in Brazil. Mexico has 130,000 receivers; Alaska, 1,500; China 200,000; and Philippine Islands, 22,120. Ethiopia had but 25 sets on December 31, 1934, but it is likely this number has increased since the Italo-Ethiopian War started.

The United States in 1934 exported 625,667 of the sets sold over the world. The distribution of radio sets by continents follows:

North America	25,632,981
South America	1,088,374
Europe	22,897,981
Europe-Asia	2,010,000
Asia	2,553,396
Oceania	829,851
Africa	<u>209,201</u>
WORLD	56,221,784

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METROPOLITAN OPERA AUDITIONS BROADCAST HITS SNAG

A plan to broadcast auditions given to applicants for jobs with the Metropolitan Opera Company has run into a snag, it was revealed Nov. 15 when the National Broadcasting Company applied in Federal Court at Manhattan for an order to restrain Charles Henry Freeman, Jr., New York booking agent from attempting to upset an arrangement it has with the Sherwin-Williams Company, prospective sponsor of the programs.

The NBC also filed suit for \$62,308 damages against Freeman. Cecil Warwick & Cecil, New York advertising agency joined in the request for an injunction, and asked \$16,583 damages but at the request of Samuel Seabury, attorney, who appeared as counsel for Freeman, hearing was postponed until Nov. 23.

The first program, to be called "Metropolitan Auditions of the Air", was to have been broadcast Dec. 1, and repeated for thirteen consecutive Sunday afternoons.

On Oct. 26, however, Mr. Freeman wrote a letter to G. A. Martin, President of the Sherwin-Williams Company, saying that he would make the company co-defendant in an action for violation of copyright and breach of confidence, if it acted as sponsor.

Mr. Freeman contended that he had submitted the idea of broadcasting auditions of the Metropolitan to Cecil, Warwick & Cecil in May, 1935. An affidavit submitted by Jack R. Warwick, a member of the advertising concern, contradicted this statement and asserted that Mr. Warwick had thought of the idea and had taken it up with Earl Lewis, Treasurer of the Metropolitan Opera Association.

As a result of the letter written by Mr. Freeman, the company in Cleveland decided not to proceed with the arrangement until the situation had been cleared up.

Negotiations, it was explained, had been conducted with Wilfred Peleltier, conductor, and Miss Geraldine Farrar, as the programs were also to include recognized talent.

The arrangement, the petitioners explained, called for the payment of \$1,000 a week to the Metropolitan Opera Association. The NBC Artists Service, said to control all radio operations of the Metropolitan Opera Association, was to have received \$250 each week, Mr. Warwick asserted in the affidavit. The advertising agency was to receive a commission of \$10,422.06 and the program, including the talent, was to have cost \$116,719.

Script for an audition of a proposed program for a prospective client was submitted to John Erskine, Chairman of the Management Committee of the Association. This later was used last July 17 and Deems Taylor acted as announcer, but no sponsor for the program was found until the Sherwin-Williams Company became interested.

ZENITH PRESIDENT MAKES SPECIAL OFFER TO RADIO EDITORS

In order to increase the familiarity of radio editors with reception of foreign short-wave stations, E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, has offered to supply all radio editors who write to him personally a 50 per cent reduction on any all-wave set f.o.b. Chicago.

Explaining his reasons for the offer, McDonald said:

"A serious handicap in bringing the thrill of tuning in foreign programs to the attention of the listening public thru the newspapers is that so few radio editors themselves have sets capable of picking up these programs. In most cases it is up to the radio editor to buy his own set which frequently works a hardship on him and far from possessing the last word in a receiver he often times manages to get along with one of ancient vintage.

"This is a very unfortunate situation. It deprives the radio editor from first-hand knowledge of some of the world's finest programs now being received daily from London, Berlin, Madrid and other foreign countries. It deprives the listening public from being informed each day what the great broadcasting stations of Europe have to offer.

"Knowing what the possession of a modern all-wave receiver would mean to the radio editor, who has none, in his program work and the real joy he would get from having an up-to-the-minute tool to work with, nothing would give me more pleasure than to present every radio editor in the United States with a set. Obviously, that would be impossible for me to do, and even if it were not, such a gift might be misunderstood.

"I would, however, by way of making it possible for those radio editors who do not now possess the latest in an all-wave receiver, and as my contribution to the good of the cause, give any radio editor who will write to me personally a 50 per cent reduction on any one of our sets F.O.B. Chicago.

"I don't intend by this letter to do a selling job to you on Zenith. You probably know without me telling you what our line means this year. We have had 125 per cent increase in public acceptance since June 1st of this year which I think you will concede is far greater than that accorded any of our competitors. There is only one reason. That is merit of the product. With our new split-second hand, you can accurately log and re-locate at will any foreign station that is on the air and coming in at the time. You don't need to fish around wondering whether or not you have Zeesen, Germany, or Daventry, England. The split-second hand will tell you instantly."

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COURT DENIES COMPOSER'S MONOPOLY CLAIM ON "YOU NASTY MAN"

Joe Penner's famed phrase, "You nasty man", is not the exclusive property of any song writer, the United States District Court of the Western Pennsylvania District has held.

Dismissing a suit brought by Olga Arline Jurasovic against the National Broadcasting Company and Station KDKA, Pittsburgh, the court said the plaintiff "has acquired no exclusive right to the title 'You Nasty Man', or any title similar thereto for a musical composition".

Olga Arline Jurasovic, of New Brighton, Pa., asked for an injunction restraining the NBC and KDKA from infringing on her copyright of a song, "You Nasty Man", which had been rejected by Joe Penner and never published.

Subsequently, Irving Caesar and Jack Allen and Ray Henderson wrote "Nasty Man" for a movie production of "George White's Scandals". The court held this was an original composition in that the composers had never heard the work of Miss Jurasovic.

A few months later Joe Penner sang the latter composition in the studios of KDKA over an NBC hook-up.

Besides pointing out that there was no similarity in the musical compositions outside the titles, the court commented on the origin of the phrase as follows:

"That for many months prior to October 18, 1933, and thereafter, Joe Penner had originated, and had been the first to use, and had made constant use of, the catch-phrase, 'Oh, you nasty man', in broadcasting his radio entertainment; that said catch-phrase had become very popular, particularly, because of the peculiar intonation used by said Penner, and had become identified with said Penner as his distinguishing mark, and had acquired a secondary meaning with the public as denoting Joe Penner's radio program."

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DISMISSAL OF WBHS LICENSE RENEWAL PLEA RECOMMENDED

Dismissal of the application of WBHS, Huntsville, Ala., for renewal of its license on 1200 kc., 100 watts power, sharing time with WFBC, was recommended by Examiner P. W. Seward last week to the Federal Communications Commission. The applicant asked permission to withdraw its application following a hearing in October.

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SARNOFF ANNOUNCES SALE OF BRITISH E.M.I. SHARES

David Sarnoff, President of the Radio Corporation of America, issued the following statement November 15, verifying reports published earlier in the week:

"The Board of Directors of the Radio Corporation of America has decided to sell the 1,700,000 ordinary shares of the Electrical and Musical Industries, Ltd. of England, now held by RCA.

"These shares are being purchased by the British bankers Messrs. Morgan Grenfell & Company and Edward De Stein & Company of London.

"The price to be paid to RCA for this block of E.M.I. shares has been agreed upon and is \$10,220,000, payable in cash within three weeks, in New York funds. The shares are being sold ex dividend and the RCA will therefore receive, in addition to the above amount, the sum of approximately \$400,000 in dividends payable this month."

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CROSLEY SAYS HE PREFERS METAL RADIO TUBES

Although the Crosley Radio Corporation manufactures glass-tube radios as well as metal-tube sets and will continue to do so, Powel Crosley, Jr., President, Crosley Radio Corporation, has declared emphatically in favor of metal tubes as being superior in many respects to glass tubes.

"When metal tubes were first introduced early in the year, there was great skepticism on the part of dealers as to their performance, and there was considerable doubt in the minds of manufacturers whether metal tubes could be supplied in sufficient quantity to meet a large demand", Mr. Crosley said. "Both questions have been answered very emphatically in the affirmative. Metal tubes have proved to be outstanding in quality and performance - more efficient design of the tubes and radio sets themselves - greater durability - and in the possibility of much greater precision and performance in manufacturing. As to supply, abundant metal tubes are now available."

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INDUSTRY NOTES

Of interest to radio manufacturers, who are watching the growing farm market for radio receivers, should be the letter of Morris L. Cooke, Rural Electrification Administrator, to Senator George W. Norris, of Nebraska.

Administrator Cooke estimates that within ten years 50 per cent of all rural homes will be electrified. At present only 10.9 per cent of American farms get central electric station current.

Charles A. Wakeman, sports commentator and announcer for Josephine Gibson's "Hostess Counsel" program, has been awarded the H. P. Davis trophy, given each year to Pittsburgh's best announcer. Wakeman is a member of the announcing staff of WJAS, CBS's affiliated station in Pittsburgh, Pa.

A hearing will be held December 2 in San Francisco by the National Labor Relations Regional Board on the complaint that the Mackay Radio and Telegraph Company discharged five operators of long standing with the company because of their activity with the American Radio Telegraphists Association.

The Ford Motor Company becomes the largest individual user of radio network facilities when it begins a new series of weekly programs over a CBS coast-to-coast network, beginning Sunday, December 1, from 2:30 to 3 P.M. EST. The program, featuring Jose Manzanera and his South American Orchestra, advertises the Lincoln-Zephyr auto.

Misrepresentation in the sale of radios, refrigerators, oil burners for furnaces and air conditioners, is alleged in a complaint issued by the Federal Trade Commission against T. L. Loveland and J. L. Records, of Iowa City, Iowa, trading under the names of Commercial Manufacturing Company and Brenard Manufacturing Company.

Chairman Anning S. Prall of the Federal Communications Commission will be the principal speaker at a radio luncheon of the Downtown Athletic Club from which WOR will broadcast Thursday, December 5, from 1 to 1:30 P.M.

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On December 2 the Pompeian Company will begin a 3 days-a-week radio campaign to push its new and improved line of Pompeian cosmetics on a coast-to-coast network of the Columbia Broadcasting System. Pompeian has not used radio since the winter of '31-'32 which time it was an exclusive CBS advertiser.

In their annual report to the Minister of Telegraphs for the year 1934 the members of the New Zealand Broadcasting Board refer to the marked progress which has been made by broadcasting as witnessed by an increase of 31 per cent in the number of radio receiving licenses. They state that the most important events of the year have been the opening of a modern transmitter at Henderson to serve the Auckland district and the erection of modern studios in Auckland City.

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APPLICATIONS OF 33 DIRECTORS SET FOR HEARING BY FCC

Thirty-three officers of directors of more than one carrier under Section 212 of the Communications Act of 1934 have been granted a hearing upon their request by the Federal Communications Commission. They are:

H. D. Pillsbury, N. R. Powley, C. E. Fleager, C. S. Casassa, F. J. Reagan, M. R. Sullivan, I. F. Dix, E. D. Wise, Alfred Sutro, W. G. Kleinschmidt, G. W. Anderson, E. DeBow, G. L. Larson, C. P. Morrill, E. L. Breene, C. E. Rogers, R. M. Burley, T. H. Griffith, F. Scholl, R. E. Hambrook, S. L. King, C. F. Cole, G. H. Senger, Lloyd B. Wilson, Phillip O. Coffin, John C. Koons, Ralph A. Van Orsdel, Frank S. Evans, Marshal D. Sodam, Walter B. Clarkson, Thomas B. Clarkson, John F. Slaven and Franklin H. Kenworthy.

Five others have been ordered to divest themselves of one of their offices or directorship to comply with the law. They have 30 days to ask for a hearing, however. They are:

John Leonard Merrill, Samuel Gilman Ordway, Wolcott H. Pitkin, Lewis Jefferson Proctor and Joseph Anthony Redegeld.

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INDIAN RULER PLANS TO BUY 20,000 RADIOS FOR SUBJECTS

His Exalted Highness the Nizam of Hyderabad plans to celebrate the twenty-fifth year of his reign in modern style next February by enlisting radio, Syad Mahboob Ali, Wireless Director for the Hyderabad government, revealed this week in an interview in New York City.

Twenty thousand villages in the Indian state will be given radio sets by the ruler, and four modern transmitting stations will be constructed meanwhile so that the 15,000,000 subjects can listen to special broadcasts during the Silver Jubilee. The programs will be in English, Hindustani, Telgu, Marahti, and Canarese, all native dialects.

The Indian ruler is reputedly one of the wealthiest men in the world and is perfectly able to make the wholesale purchases of radio equipment. Syad Ali, who is making a tour of the world studying broadcasting methods, has about \$500,000 to purchase the apparatus for the four transmitting stations. It is presumed he will buy the receivers later.

Having inspected the most modern broadcasting centers of Europe, Syad Ali believes the United States far ahead in the radio field.

"There is no doubt that America is far in advance in the technics of broadcasting of the many other centers I have visited in Europe", he said.

After leaving this country he will inspect broadcasting equipment in Japan.

The broadcasts in Hyderabad will be patterned after those in this country, he said, and will include music, talks on health, weather reports, and news dispatches. They will be broadcast simultaneously in the different native languages, however, and there will be no advertising.

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Kathleen Wells, a featured radio soprano, was injured fatally November 17 in an auto accident in Jersey City. About six years ago billed as "Ima Whom, the Mystery Girl", she made her radio debut with station WHOM, later joined WOR, Newark, and then became a featured entertainer with NBC, appearing on the Show Boat, Fibber McGee and Molly and the Jack Pearl programs, among others.

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EXAMINER RECOMMENDS HIGHER POWER FOR STATION WBNX

Following the lead of the FCC Engineering Department, which has proposed widespread increases in broadcasting power, Examiner John P. Bramhall has recommended to the Federal Communications Commission that WBNX, New York City, be permitted to raise its power from 250 watts to 1 kilowatt. The Standard Cahill Co. is the licensee.

At the same time the Examiner recommended denial of the application of WEED, Rocky Mount, N. C., for transfer from 1420 to 1350 kc. upon which WBNX operates, and for an increase in power from 100 to 250 watts. WBNX shares time with WAWZ.

The higher power for the New York station was made despite the fact that KWK, St. Louis, which operates on the same wave, is only 885 miles away while the recommended nighttime separation of stations on the same channel is 1,000 miles. The Examiner consequently proposed a new antenna which will restrict the radiation toward St. Louis at night.

"The interests of KWK may be adversely affected by reason of interference if the applicant were granted additional power with its present antenna", Bramhall stated in his report.

No great interference is forecase for WFBL, Syracuse, N. Y., which operates on 1360 kc., 202 miles away, or for WDRC, Hartford, Conn., which broadcasts on 1330 kc. 100 miles away.

Besides WEED, Station WMBG, Richmond, Va., is seeking a transfer to 1350 kc.

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HOW THE EXPLORER II WAS EQUIPPED FOR RADIO TRANSMISSION

Since the Explorer II established a record for continual two-way radio transmission, while soaring into new heights in the stratosphere, interest has arisen on the manner in which the gondola was radio-equipped. The Radio Corporation of America offers this explanation:

The Explorer II was equipped with a specially designed RCA transmitter and receiver, each constructed with a view to giving the best performance with a minimum of size and weight. The transmitter was a 7-tube type with a capacity of eight watts. The set was crystal controlled, with a dual equipment of two crystals slightly staggered, enabling stable operation at 13046 and 13055 kc. The station call letters were WLOXFH.

Power was obtained from 36 A and B dry batteries which served both for the sending and receiving apparatus. The battery compartment was 15" x 14" x 8" deep. On account of the shifting position of the men in the gondola, who were obliged to operate the scientific instruments while broadcasting at the same time, an audio automatic gain control was installed, which kept the modulation level close to 100 percent regardless of the position of the broadcaster.

The transmitter as well as the receiver was constructed largely of dow metal. Their combined weight was approximately 60 pounds.

The receiver was a six tube superheterodyne, designed to cover a frequency band of 6000 to 6500 kc., all ground transmitters having been adjusted to operate within these limits. The dimensions of the receiver were 7" x 9" x 9 $\frac{1}{2}$ ". It was a single control device, and earphones instead of loudspeaker were used; however, the signals were so loud that, with the exception of one period during the flight, it was possible for the observers to copy all signals with headphones hanging loose from the receiver.

The transmitting antenna was a quarter-wave radiator suspended from the lower catenary band of the balloon, with a pulley arrangement to draw it taut. It was fed by a two-wire transmission line from the transmitter. The receiving antenna was of the ordinary airplane type, dropped out from the bottom of the gondola about 70 feet. The entering insulator was of soft rubber so that air pressure within the gondola would tend to seal the entrance.

In order to insure that the dry batteries used both in sending and receiving would be absolutely fresh at the start of the flight, these were kept in cold storage until just a short time before the take-off. The RCA Radiotron transmitter and receiver vacuum tubes were energized three-quarters of an hour before the balloon left the ground, so that a constant temperature and hence maximum stable operation would be reached.

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PRESS-RADIO RIVALRY REPORTED TENSE IN HOLLAND

Rivalry between newspapers and radio over their respective rights to the distribution of news has reached a tense point in Holland, despite the fact that commercial broadcast advertising does not exist, according to S. L. F. Vaz Dias of Amsterdam, son of the director of Holland's principal press services, Editor and Publisher reports. Mr. Vaz Dias is making a study of broadcasting in this country, as well as other news and publishing problems.

"News for broadcasts in Holland is furnished by the Algemeen Nederlandsch Persbureau, or A.N.P., which is sometimes compared to the Associated Press of this country. But except for news of 'transcendent importance', the broadcasts are confined to two 15-minute periods late in the evening. And on brief flashes of important news it is the practice to delay the radio announcement a few minutes to give the newspapers opportunity to post bulletins or to get extras under way. Broadcasters may get their first information through such newspaper channels.

"Governmental restrictions on the use of news except from most responsible sources have thus far operated to prevent any news-gathering by the broadcast associations themselves. Such a project has been discussed by the broadcasters, however, and remains a possibility in case of too great dissatisfaction with the amount of news released for broadcast.

"Advertising competition is a sore spot in relations between newspapers and radio, as in this country, but the broadcasters' advertising is carried in their weekly program magazines, not over the air. Some of these program weeklies have waxed prosperous, and in the view of the newspapermen have taken lineage away from the dailies. It is only recently that some newspapers have undertaken to publish the radio programs, taking their material from the radio weeklies, and lengthy legal controversy is expected over the right of the newspapers to do this.

"The broadcast stations are controlled by associations representing important factions of public opinion, and maintain themselves by contributions solicited over the air. While there are no advertising announcements to break into the programs, the propaganda talk supporting the aims of the associations is some times equally annoying to listeners, according to Mr. Vaz Dias."

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TELEVISION STATION BEING INSTALLED ON EIFFEL TOWER

A special station for television broadcasting is to be installed on Paris' Eiffel Tower with a wavelength and a scope that will allow the public to benefit from it to a greater extent than has been possible with the station that is there now and from which television broadcasts have taken place once a week since April, according to the U. S. Bureau of Foreign and Domestic Commerce.

The new station is to broadcast on a wavelength of seven meters with 180 scanning lines for each image. Its power will be 10 kilowatts.

Although the new station will not be ready for another six months, M. Mandel, Minister of Postes, Telegraphes et Telephones, has decided to install a provisional station which was to have started broadcasting last week.

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