

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

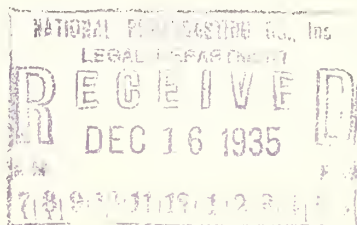
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No. 885



## U. S. EXPERT SEES MARVELS IN THE WAKE OF TELEVISION

A preview of what may follow in the wake of television was given by Andrew W. Cruse, Chief of the Electrical Division of the U. S. Bureau of Foreign and Domestic Commerce, in an address December 12 before the combined engineering societies of Schenectady, N. Y.

Among the possibilities he outlined are:

Elimination of noise by "sound conditioning" of dwellings, factories, hospitals, and public buildings.

Transmission of celestial scenes picked up by giant telescopes at widely divergent points, thus greatly aiding astronomical studies.

Utilization of television high speed transmission by communications companies.

Military and naval observation service, immediate transmission to headquarters of war scenes photographed from airplanes, and the silencing of gun fire.

Facilitation of under-water salvage operations with the assistance of illumination strong enough to permit a rapid search of the sea floor without endangering the lives of human divers.

Cruse suggested that "sound conditioning" of dwellings "may some day become as common as air conditioning through the simple expedient of placing microphones around the room, each feeding into an amplifier and thereby immediately producing a sound track on the retina of an iconoscope which as scanned would actuate an oscillator in such a fashion as to produce an out-of-phase frequency on the same level dampening the original actuating sound or noise frequency.

"Think that one over", he said, "and perhaps with development we may be able to secure zero sound level - a silence so profound you could not hear a pin drop! What an accomplishment that would be. Silent machinery without sacrificing mechanical efficiency - silent hospital rooms with windows open, silent gun fire, and I might even go so far as to say silent conference rooms and silent lecture halls."

Astronomy may benefit greatly from the development of television, he said, because of the possibility of viewing the current aspects of heavenly bodies, not only as shown by modern telescopes, but with the binocular effect resulting from the

simultaneous use of two telescopes which might be situated as much as a thousand miles apart. It would enable astronomers to study to better advantage heavenly events such as eclipses. This would also enable astronomers to gather for observation and analysis occurrences that now can be viewed from only a small portion of the earth.

The benefits of television to communications companies, Cruse pointed out, lie in the possibilities for speedier transmission. Since laboratories can now handle 60 complete pictures per second and a message could be sent complete in one picture, the 3,600 pictures a minute would greatly outstrip the present transmission speed.

Defensive use of television by armies in the field was described as being particularly helpful in revealing weak points in the offensive maneuvers. Under the plan, television "camera's" or iconoscopes would be concealed along the line of retreat and convey by wire to headquarters or to a radio transmitter for broadcasting to headquarters, actual pictures of what might be happening to the rear of retiring troops. Observation planes could fly at higher altitudes in greater safety if the observations were made by means of iconoscopes trailed far below, viewing the ground for radio transmission to tactical headquarters.

The under-water salvage operations phase suggests, he said, the possibility of scanning the bottom of the sea as the salvage ship steams on at high speed, thereby increasing vastly the territory that can be covered in search of wrecks. The service also would facilitate the exploration of new discoveries.

Quieting the fears of Hollywood that television might put the movies out of business, Mr. Cruse predicted that the new visual art would "make the motion picture industry a bigger and better industry than it has ever in its wildest dreams hoped to be."

He pointed out that the total of output and imports of films for the U.S. constitute just enough for a few hours daily entertainment. He said that at the present stage of development, television does not respond to the social purposes for which people attend the movies, but that it offers possibilities for greatly increasing theatre patronage. The necessity for perfect performance of television artists, in contrast to the retake possibilities in the motion picture industry will require the development of a higher type of talent, he added, which will result in the increase of more first class performers for the motion picture screen.

Recalling his tour of England, Germany, France, and Holland last Summer to study European television first hand, Mr. Cruse expressed confidence in the "ability of our engineers to keep this country fully abreast of other countries in this field."



In England he found work proceeding on two high definition television transmitters to be installed in Alexandra Palace, London, and scheduled to begin transmissions next March. British Post Office officials revealed ultimate plans for the erection of twelve visual broadcasting transmitters to cover the principal population centers of Great Britain. Four of five of these, they said, will be in service by the end of 1937.

"The confidence and optimism of the prospective manufacturers of television receivers is reflected in their estimate that 50,000 of these sets will be in service at the end of 1936 and from five to ten times that many more by the end of 1937", he said.

Mr. Cruse noted significantly the transfer of television experiments from the German-owned broadcasting system to the German War Ministry. The transfer "undoubtedly would not have been accomplished", he declared, "if it were not the purpose of the German government to recognize and utilize television as a very important branch of aviation, particularly military aviation."

The original German television plan called for construction of twenty-five 20 KW ultra short-wave transmitters, which will cover all of Germany.

France is striving to catch up with England and Germany in television experiments and is now working on a 10 KW transmitter for the Eiffel Tower. It is scheduled for service by March, 1936. Research is being carried on also in Russia, Italy, and Japan.

"The question which I am most frequently asked is, 'When are we going to see television over here?'" Mr. Cruse concluded. "Approximately 27 experimental television transmitters have already been licensed by the Federal Communications Commission, but I think it will be some time before we can hope to parallel our present broadcasting networks with a similar network of visual transmitters. Work is progressing rapidly, however, and I believe that within the next twelve months we may see experimental television transmissions on a fairly large scale in at least one of our centers of population.

"Television on a commercial scale - serving millions of people in all or most, of our large population centers will not, I am sure, materialize within five years. In this connection I think that within the very near future this new television industry of ours - which will probably become known as the Sixth Estate - will have to do something with regard to a program of standardization in order that the pioneer observers will be given some assurance that their receiving sets will not become obsolete before they get them out of the packing cases in which they are delivered."

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## ASCAP ADVISES USE OF W-B MUSIC; BROADCASTERS MAY DROP IT

With the Directors of the National Association of Broadcasters in recess until Monday, December 16, awaiting developments in the muddled music copyright situation, broadcasters were admittedly in a dilemma as January 1st approaches with the scheduled withdrawal of the Warner Brothers' music publishers from the American Society of Composers, Authors, and Publishers.

Members of the NAB, it was learned from a reliable source, are disposed to stop using all Warner Brothers' music after January 1st despite advice from E. C. Mills, General Manager of ASCAP, that any broadcaster holding a contract with ASCAP will be entitled to continue using the W-B compositions.

After two days' session, Monday and Tuesday, the NAB Directors left a delegation in New York City to continue conferences and to await developments. This delegation comprised Arthur Church, of KMBC; H. K. Carpenter, WHK; Joe Maland, WHO; Ed Allen, WPHR, and ex-officio members, James W. Baldwin, Managing Director of NAB, and Leo Fitzpatrick, Chairman of the Copyright Committee.

The delegation called on Mr. Mills last Tuesday and then reported back to the Board. ASCAP takes the position, it was authoritatively reported, not only that Warner Brothers cannot legally withdraw from the Society, but that many of its composers are under life contracts with ASCAP.

Mr. Mills also is understood to have told the Directors that ASCAP controls 1,200,000 musical compositions and has 1,000 new ones coming in daily, whereas Warner Brothers holds but 25,000 titles.

Considerable litigation appears almost inevitable at this stage, but broadcasters are reported to be obtaining the list of W-B controlled music so as to avoid using it after January 1st and thereby evade any possible damage suits. A reliable informant predicted that few, if any, will sign separate W-B contracts.

The Columbia Broadcasting System, it was learned, is already making up its advance sustaining recordings without W-B music as they will be released after the first of the year.

Because of the attitude of ASCAP, it is not likely that reduced rates will be offered broadcasters despite the withdrawal of Warner Brothers.

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## CONGRESSMAN'S HOME TOWN MAY GET STATION

The Federal Communications Commission this week was advised by its Examiners to authorize construction of a 100-watt station in Abilene, Texas, the home town of fiery Representative Thomas L. Blanton, and to grant another 100-watt station permit providing the station does not link itself with a network.

After listening to the arguments of Matthew Blanton, son of the Congressman, Examiner John P. Bramhall recommended that the Reporter Broadcasting Co., of Abilene, be granted a permit to operate on 1420 kc. with unlimited time. He advised denial of a similar application by William O. Ansley, Jr.

Chief Examiner David G. Arnold, in recommending the granting of a construction permit to Clark Standiford, of Visalia, Calif., attached the unusual condition "with the understanding that the station is to remain a local station and not engage in chain broadcasting."

The report explained that Visalia gets no local service at present and that its closest station is KMJ, Fresno, Calif., which devotes about 75 per cent of its time to CBS and Don Lee chain programs.

The frequency requested is 1310 kc. with unlimited time and 100 watts power.

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## QUICK SALE OF WJR STOCK POINTS TO MORE PUBLIC OWNERSHIP

The rapidity with which the 28,065 shares of \$5 par stock in WJR, Detroit, were gobbled up at \$26 a share when placed on the Stock Exchange by W. E. Hotton, stock brokers, is expected to result in other stations following the lead and more widespread public investments in broadcasting outlets.

As listeners acquire substantial interests in broadcasting outlets, public opposition to government-ownership of the ether frequencies will proportionally increase, broadcasters believe.

WJR gained 400 new stockholders by the sale, the average purchase being 70 shares. The block of shares went on sale at 10 A.M. and was sold out by noon.

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## WATER DAMAGES FCC OFFICES IN EARLY MORNING P. O. FIRE

The offices of Anning S. Prall, Chairman, and Herbert L. Pettey, Secretary of the Federal Communications Commission, were badly damaged by water and smoke early this morning (Friday, December 13) when fire broke out in the Interstate Commerce Department files on the sixth floor of the new \$10,000,000 Post Office Building.

Commission officials said that no valuable papers or records were damaged but the furnishings and incidental papers of the two offices were ruined. The records in the telephone investigation escaped damage as they were not in that section of the building.

The fire started around midnight and was not brought under control until about 5 A.M. Damage was estimated at \$300,000.

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## RADIO PERSONALITIES AT SEASON'S FIRST WHITE HOUSE DINNER

Among the guests at the first official dinner in the White House as the National Capital opened its social season were "Amos 'n' Andy", listed on the social list as Mr. Charles C. Correll, with Mrs. Correll, and Mr. Freeman T. Gosden, with Mrs. Gosden. The dinner was in honor of the President's Cabinet.

William S. Paley, President of the Columbia Broadcasting System, and Mrs. Paley, and Col. Sosthenes Behn, President of the International Telephone & Telegraph Co., and Mrs. Behn, were likewise the guests of President and Mrs. Roosevelt.

"Amos 'n' Andy" had to leave the White House in the midst of the party to meet their 11 o'clock broadcast over NBC for Western listeners. They were put on the air by Carlton Smith, of Washington NBC studios. After the program they returned to the White House.

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## POLITICAL SCRAP SEEN IN TEXAS FIGHT OVER STATION TRANSFER

A fight that has developed over the proposed removal of Station KGKO from Wichita Falls to Fort Worth is interpreted in Washington as a political contest for control of Texas broadcasting in which members of Congress and other leaders in the State Democratic organization are taking sides.

The Federal Communications Commission at first granted the request of Amon Carter, prominent Texas politician and newspaper publisher, to move the station and then subsequently scheduled a hearing on it in Texas in January because of vigorous objections. Carter already controls two stations in Fort Worth. KTAT, another Fort Worth station, operated by the Southwest Broadcasting Co., raised the first official protest.

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## BRITISH VISITOR ASSAILS USE OF RADIO FOR PROPAGANDA

Felix Greene, representative of the British Broadcasting Company, in New York, deplored the use of broadcasting facilities abroad, in a luncheon address this week at the Radio Institute of Audible Arts gathering at the Bankers Club, New York City. He suggested that radio should be used properly to foster amity and good-will among the nations.

"Radio's use should be for the very reverse of mass suggestion, to stimulate men's minds to free and individual thought", he said. "To use its power otherwise is to my mind a prostitution of its rightful purpose. If broadcasting as a means of propaganda within the boundaries of the State has already become a reality, it will not be long before it is used as a means of national propaganda directed at countries lying beyond the boundaries of the State."

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## STEEL RIBBON USED TO RECORD FRENCH PROGRAMS

A new recording scheme for broadcasters has been tried successfully in France. Recently the speech made at the League of Nations by Mr. Pierre Laval was put on the air by all the French radio stations utilizing for the first time a new system by which programs can be recorded not only on records as has been heretofore done, but on a steel ribbon allowing an unbroken performance of long programs. The Recording Center is connected with all French stations, as well as with the newly created "Centre d'Ecoute". Since the new device has been put into regular use on the Paris P.T.T. station, three broadcasts of the morning newspaper news are given.

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## SEES SELECTIVE NEW SETS REVIVING OLD DX'ING

Because the newer radio receiving sets have achieved a high standard of selectivity and tone fidelity, Paul S. Ellison, of the Hygrade Sylvania Corporation in the New York City office, believes that they will revive interest in long distance listening and that newspaperers should be encouraged to carry more programs of independent distant stations.

"The radioindustry today is putting out the most selective and sensitive sets which have ever been built", Mr. Ellison declared. "Moreover, advanced engineering design in both broadcasting and receiving apparatus has greatly increased the degree of fidelity with which programs may be heard.

"All of which is preliminary to saying that I think people can be encouraged to get a lot more pleasure from their sets and use them more than they are at present."

Mr. Ellison thinks, for instance, that a listing of the stations carrying all football games during the season would be particularly valuable to listeners as many fans would be more interested in tuning in on their alma mater's game than on one of the Big Ten.

Citing the findings of the Cooperative Analysis of Broadcasting by Crossley, that there is a distinct falling off of listening about 10 P.M., he says:

"In fact, in many areas this falling off begins at 9:30. Aside from people's ordinary retiring habits, it is probably largely due to the cessation of important chain programs.

"Let us leave our public on the point of going to bed and consider that in almost every large city there are feature programs which are not put on the chains and which are immensely popular locally. In some cases, this may be a high-class musical organization such as the Minneapolis Symphony and other symphony groups. It may be a humorous dialogue feature or it may be a well-known dance band. The vicarious thrill of the DXer made radio commercially successful in the days when programs were poor. I believe that this DXing interest can be revived, if the public is told about high-spot programs from stations within the range of their radios but not in the local area to which they usually listen."

From the standpoint of a newspaper, Mr. Ellison is of the opinion this should be a very acceptable feature, since it means that the radio set owner will learn to consult his newspaper more frequently and for longer periods, thereby increasing its effectiveness as an advertising medium.

"I do not need to point out how desirable increased listening would be to both the radio manufacturing industry and the broadcasting interests", Mr. Ellison concluded.

"Of course, the idea in connection with football games is only one phase of the larger thought outlined above. All of our large colleges have alumni groups in every State, as well as thousands of people who follow their teams for other reasons. A graduate of Michigan, living in New York, may not be at all excited about a game between Princeton and Navy, but he would give anything to hear a broadcast of the Michigan-Ohio State game, etc., etc."

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#### ST. LOUIS STATION IS KEY FOR RELIGIOUS NET OF 7 OUTLETS

Station KFUD, owned and operated by the Evangelical Lutheran Church, St. Louis, Mo., is the key station for "The Lutheran Hour", which is carried every Sunday afternoon over a network including seven additional stations. It is the only religious station in the world with such an extensive hookup, according to Rev. Herman H. Hohenstein, Director.

"The Lutheran Hour", a 30-minute program consisting of a religious message and sacred music, is available to 75 per cent of the country's population on the basis of the coverage of the network. It is carried at 12:30 P.M., CST, in St. Louis, Chicago (WJJD), and St. Paul (KSTP), and at 1:30 P.M. EST, in Cincinnati (WLW), Cleveland (WGAR), Detroit (CKLW), Pittsburgh (WCAE), and New York (WINS).

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#### WARING-WDAS SUIT GETS UNDER WAY

The trial of the suit of Fred Waring, orchestra leader, against WDAS, Philadelphia, got under way December 12 before Judge Harry A. McDevitt in the Court of Common Pleas. The action is an initial move sponsored by the National Association of Performing Artists, an organization of stage and radio celebrities, of which Mr. Waring is president. The issue is whether the station has the legal right to broadcast phonograph recordings under ASCAP contracts without the specific authorization of the artist.

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12/18/35

APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WCAZ, Superior Broadcasting Service, Inc., Carthage, Ill., CP to move transmitter site locally in Carthage, and make changes in equipment; KWK, Thomas Patrick, Inc., St. Louis, Mo., CP to make changes in equipment, move transmitter from Kirkwood to outside city; WPRP, Julio M. Conesa, Ponce, P. R., Mod. of CP to extend completion date from 12/18/35 to 1/18/36; WIS, Station WIS, Inc., Columbia, S. C., Mod. of CP to extend completion date from 12/10/35 to 2/10/36; WFMD, The Monocacy Broadcasting Co., Frederick, Md., Mod. of CP approving composite equipment; WMTN, A. M. Rowe, Inc., Fairmont, W. Va., MOD. of CP approving transmitter and studio sites, make antenna changes, extend commencement date to 30 days after grant and completion date to 180 days thereafter; WEST, Asso. Broadcasters, Inc., Easton, Pa., Mod. of CP for antenna changes and approving transmitter site at Williams Township, Pa.; KBTM, W. J. Beard (Beard's Temple of Music), Jonesboro, Ark., license to cover CP, frequency 1200 kc., 100 w. daytime.

Also, WCOL, WCOL, Inc., Columbus, Ohio; license to cover CP, 1210 kc., 100 watts, unlimited time; KWG, Portable Wireless Tel. Co., Inc., Stockton, Cal., license to cover CP, 1200 kc, 100 watts, unlimited time; WHFC, WHFC, Inc., Cicero, Ill., Mod. of license to change specified hours to add one additional hour operating time from 7 to 8 A.M., Sundays only; WDZ, James L. Bush, Tuscola, Ill., Consent to voluntary assignment of permit and license from James L. Bush to WDZ Broadcasting Co. (freq. 1070 kc., 100 w. daytime only; CP for 1020 kc. 250 w. daytime); WDZ, WDZ Broadcasting Co., Tuscola, Ill., Mod. of CP to make changes in equipment, extend commencement date to 30 days after grant and completion date to 180 days thereafter; KUOA, John Brown University, Fayetteville, Ark., consent for transfer of control of KUOA, Inc., by number of shares of stock (200) from Roberta Fulbright, Helen Fulbright, Douglas and Roberta E. Fulbright to John Brown University.

Also, WNEL, Juan Piza, San Juan, P. R., CP to make changes in equipment and increase power from 500 w. night and day to 1 KW night, 2½ KW day; KTRH, KTRH Broadcasting Co., Houston, Tex., CP to make changes in equipment; KGVO, Mosby's, Inc., Missoula, Mont., Mod. of CP to extend completion date from 12/16/35 to 1/16/36; KFRC, Don Lee Broadcasting System, San Francisco, Cal., authority to determine operating power by direct measurement of antenna power; KMBC, Midland Broadcasting Co., Kansas City, Mo., license to cover CP, heretofore set for hearing, 950 kc., 1 KW night, 5 KW day, unlimited time.

Also, New, Oregon State Agr. College, Portable-Mobile (Corvallis, Ore.) CP (Exp. Gen. Exp.), freqs, 31100, 34600, 37600, 40600 kc., 5 watts; New, WTAR Radio Corp., Portable-Mobile (Norfolk, Va.); New, National Broadcasting Co., Portable-Mobile (New York City), CP and license (Exp. Gen. Exp.) freqs. 31100, 34600, 37600, 40600 kc., 20 watts; Radio Station WSCC, Inc., Portable-Mobile (Charlotte, N.C.) and The Reynolds Radio Co., Inc., Portable-Mobile (Denver) CP (Exp. Gen. Exp.), freqs. 31100, 34600, 37600, 40600 kc., 2 watts and 1 watt respectively.

ACTION ON EXAMINERS' REPORTS

New, Quincy A. Brackett, Lewis B. Breed & Edmund A. Laport, d/b as Connecticut Valley Broadcasting Co., Springfield, Mass., granted CP for new station to operate on frequency 1140 kc., 500 watts, limited time, sustaining Examiner Melvin Dalberg, Order effective Feb. 4, 1936; New, Worcester Broadcasting Co., Inc., Worcester, Mass., denied CP for new station to operate on 1200 kc., 100 watts, unlimited time. Examiner Dalberg sustained; New, Hartford Broadcasting Co., Inc., Hartford, Conn., denied CP for new station to operate on 1200 kc., 100 watts, unlimited time, sustaining Examiner Dalberg; New, The Hartford Times, Inc., Hartford, Conn., granted CP for new broadcast station to operate on 1200 kc., 100 watts, daytime only, sustaining Examiner Dalberg. Order effective February 4, 1936; New, Oklahoma Press Publishing Co., Muskogee, Okla., granted CP for new broadcast station to operate on 1500 kc., 100 watts, unlimited time, subject to Rules 131, 132 and 139; Examiner John P. Bramhall sustained; Order effective Feb. 11, 1936.

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## SOME RECENT NEW COLUMBIA BROADCASTING BUSINESS

The Pompeian Co., Bloomfield, N. J., started Dec. 2, 1935, Mon. Wed. & Fri., 4:45 to 5 P.M. EST; Network; 26 stations coast to coast; Originates Hotel Ritz Carlton, Palm Room, N. Y.; Program: Tea at the Ritz: Harold Stern's orchestra, Margaret Santry, interviews; Jerry Cooper, baritone; Agency: Topping & Lloyd, Inc., New York;

Mohawk Carpet Mills, Inc., Amsterdam, N. Y. (Renewal) Started Dec. 9, 1935; Air time: Mon. to Fri. 12:45 to 1 P.M. EST, network of 22 stations coast to coast; Originates WABC; Program: Five Star Jones; Agency: Blackett-Semple-Hummert, Inc., New York.

Ford Motor Co., Dearborn, Mich., Lincoln-Zephyr cars, started Dec. 1, Sun. 2:30 to 3 P.M., rebroadcast 5:30 to 6 P.M., EST; network of 43 stations coast to coast; Originates Detroit, Mich.; Program: Jose Manzanares and his South American Orchestra with Delores; Agency - N. W. Ayer & Son, Inc., New York City.

D. A. Schulte, Inc., New York, Schulte Retail Stores and Schulte products; started Dec. 3, 1935, Tues., Thurs., 7:15 to 7:30 P.M. EST, network of 16 stations; Originates WABC; Program: Rube Goldberg, Vera Van and Waldo Mayo's orchestra; Agency: Frank Presbrey Co., New York City.

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Representative Sirovich (Democrat), of New York, is quoted by the Associated Press on December 10 as accusing three groups of leading electrical corporations as holding a corner on certain patents. He listed the three groups as: (1) Western Electric, Bell Laboratories, and Electrical Research Products Corp.; (2) General Electric and Westinghouse; and (3) Radio Corporation of America.

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