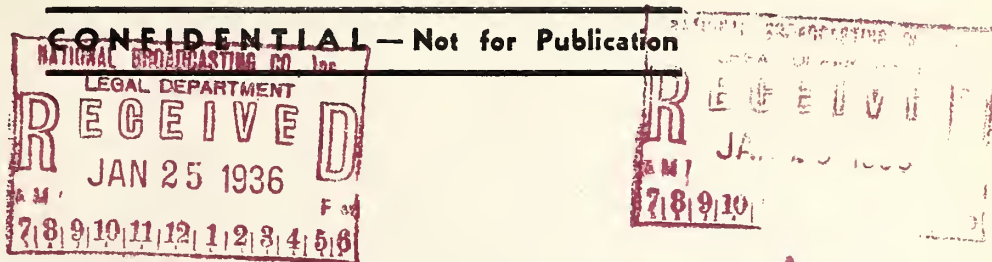


# HEINL RADIO BUSINESS LETTER

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## BRITISH WORLD COVERAGE OF KING'S DEATH SETS NEW HIGH

Never in history has there been anything more thorough than the world coverage by the British Broadcasting Corporation of the news of the death and funeral of King George V, and the accession of King Edward VIII. When it became apparent that King George was dying, all regular schedules in the British Empire were cancelled and thereafter throughout the entire night and the following day, news bulletins were continuously flashed by short-wave to the four corners of the globe keeping British subjects everywhere constantly advised with regard to the momentous event.

In the beginning the news bulletins were confined strictly to a repetition of the announcement of the King's death, with Big Ben and Bow Bells, the bells of a church in the heart of London, which rang continuously for over 24 hours, as a standby. Later the firing of minute guns in Hyde Park was heard during the intervals.

When Stanley Baldwin, the Premier, paid his memorable tribute to the late King George Tuesday morning, during the second short-wave transmission of the day, a record was made of this and it was subsequently repeated on all other transmissions during the remainder of the day and throughout the following night.

The same procedure was followed in the case of the ceremonies attending the proclaiming of King Edward VIII; the commands given to the troops were plainly heard, the clattering of horses' hoofs, and possibly most impressive of all, the saluting guns at 30-second intervals punctuating the reading of the proclamation.

Because of exceptionally good weather conditions, the short-wave broadcasts at the time of the King's death were heard with great clarity throughout the United States and no doubt were picked up by thousands of listeners inasmuch as the flash reached here at the dinner hour on the East Coast and the middle of the afternoon in the far West.

Although not used by our own networks, the method of repetition as practiced by the British by means of electrical recording, proved a great success in world coverage. As was no doubt done in other parts of the British Empire, the Canadian Radio Commission rebroadcast the recordings of the BBC. This, however, in the case of Canada, was done at a convenient evening hour where any of the original broadcasts, such as the proclamation, occurred early in the morning their time.

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## BROADCASTING IN SO. AFRICA TO BE UNDER GOVERNMENT CONTROL

Radio broadcasting in South Africa after the current year will be under the direct control of the Union Government, a report to the Commerce Department from its commercial attache at Johannesburg states.

The new organization which will take the place of the present South African Broadcasting Company, a private enterprise, will be controlled by a Board of nine governors appointed by the Governor General. The company will be in the nature of a public utility along the lines of the British Broadcasting Company, and it will operate as the exclusive licensee of broadcasting in South Africa under the Department of Posts and Telegraphs.

It is proposed to set up advisory committees at various centers in the Union, chiefly for the purpose of assisting the broadcasting company in catering to local tastes. In all other respects the Corporation will have control of its own administration and organization, and will be given full powers by a later Act of Parliament to undertake anything that may be necessary in connection with technical and other broadcasting developments. It will also be given control of any steps that may be necessary in the direction of commercial exploitation of television, it was stated.

The new broadcasting corporation will be given authority to establish subsidiary broadcasting stations when desired for advertising purposes, by means of subsidiary programs. The general policy, however, in connection with advertising is expected locally to follow that of the British Broadcasting Company.

The income of the African Broadcasting Corporation will come mainly from license fees. At present there are 120,000 licensed radio receiving sets in the Union compared with only 54,000 sets in 1933. Any profits realized from its operations will be used for further development, it is pointed out.

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## NEW RADIO SET TABULATION TO BE ISSUED IN FEBRUARY

A certified census of radio receiving sets in the United States, broken down as to States and cities, will be released around February 1 by the Bureau of Station Measurement sponsored by the National Association of Broadcasters, the American Association of Advertising Agencies, and the Association of National Advertisers. The National Broadcasting Company and the Columbia Broadcasting System also have delegates on the several committees of the Bureau.

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## FCC DELAYS DECISION ON TALMADGE INQUIRY AS CBS GIVES TIME

While the Federal Communications Commission delayed decision on the politically dangerous application made in behalf of Governor Talmadge of Georgia, for permission to hookup with XEAW, Reynosa, Mexico, the Columbia Broadcasting System removed some of the pressure by deciding to carry the Governor's speech though not the convention of "Jeffersonian Democrats" on January 29th.

Previously Talmadge had complained that both the NBC and CBS declined to carry the convention's proceedings on the basis of their previous stand to bar politics per se until after the party conventions.

Morris A. Bealle, of Plain Talk, a magazine published in Washington, thereupon applied for permission to the FCC to send by telephone the proceedings to XEAW, which is operated by the famed Dr. John R. Brinkley, ousted United States broadcasters and "goat gland specialist". The plan was to have XEAW then broadcast the proceedings for United States consumption.

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## REPRESENTATIVE DALY PROMISES ACTION FOR WARING

A promise that the House Patents Committee would take action immediately upon the submission of a proposed amendment to the copyright law protecting the rights of artists to phonograph records was made in New York at a luncheon this week celebrating Fred Waring's victory in the suit against WDAS, Philadelphia.

Representative Daly (Democrat), of Pennsylvania, a member of the House Patents Committee, before which the Duffy copyright suit is pending, made the promise that hearings would be started within 48 hours after such a bill was introduced.

Paul Whiteman was host at the luncheon to some 200 recording artists, writers, music publishers, and the like in honor of Waring.

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## HARTFORD MERCHANTS TRYING TO HOLD ON TO WTIC

Hartford business men are reported to be soliciting funds to keep Station WTIC in Hartford rather than allow it to be moved to Boston as allegedly contemplated by Cherry & Webb, department store proprietors, who have obtained an option on it.

The Hartford Chamber of Commerce and business men feel that the loss of the 50,000-watt outlet would be a distinct civic and trade loss to the city. Among other things, it is said, the station has brought an increasing number of conventions to Hartford.

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## WINTERBOTTOM CITES RCA EXPANSION IN MACKAY HEARING

R.C.A. Communications, Inc., by means of its broad expansion of services over the world, has saved the public a \$100,000,000 in cable tolls during the last 13 years, William A. Winterbottom, Vice-President and General Manager, stated as the prolonged hearing continued before the Federal Communications Commission on the petition of Mackay Radio and Telegraph Co., Inc., to add Oslo, Norway, to its point-to-point radio communication service.

Mr. Winterbottom pointed out that most of the world cables are controlled by British companies and might easily be withdrawn in case of international difficulties. He declared that RCA competition had forced down cable rates to a point where the public has benefitted substantially.

The Mackay Company would be unable to provide as reliable service at Oslo as RCA, he told the Commission, because it proposes to establish only a short-wave circuit, while RCA has both long-wave and short-wave circuits. The former, while not used often, sometimes proves a better carrier than the latter, especially when the Aurora Borealis causes fading.

The hearing, which started out innocently enough on the petition of Mackay for permission to open an Oslo office, has developed into a long drawn-out and rather bitter battle between RCA and Mackay for ultimate control of the world radio communications.

Charges of "monopolistic control" were hurled at RCA by Ellery W. Stone, Operating Vice-President of Mackay, and answered as "pure demagoguery" by Frank W. Wozencraft, RCA counsel. At one time the verbal battle became so intense that the lie was passed.

Howard Kern, Mackay representative, accused Wozencraft of disseminating "inflammatory propaganda" while contending that the Mackay duplication of RCA services would cause the United States to lose control of the world-wide radio-telegraph service.

"I say you cannot do this dirty work", Kern said.

"You are a liar", shouted Wozencraft.

Both sides realize that while the Oslo petition is in itself of minor importance that upon the FCC decision may depend the question of whether Mackay will be allowed to challenge RCA's domination of the world radio communications field or whether RCA will be permitted to hold what it has built up over the last 13 years. The issue, according to Commissioner Irvin Stewart, who is presiding at the hearing, is one that must be decided by the whole Commission as a matter of policy.

The Communications Commission is exercising its rather odd jurisdiction over universal operations of American radio communications companies on the basis of the "convenience and necessity" clause, the slender theory being that the remote offices will have an effect on the American public. Last year the FCC sought to amend the Communications Act to make its authority in such cases more definite, but nothing came of its efforts.

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#### BROADCASTERS CALL BOARD MEETING FOLLOWING W-B SUITS

To be advised as to the next step in the fight between Warner Brothers and the major networks, James W. Baldwin, Managing Director, has called a meeting of the Board of Directors of the National Association of Broadcasters, to be held in Chicago, Monday, February 3rd, to consider matters concerning copyright. This followed Warner Brothers carrying the copyright matter to court this week in New York City, and at the same time a non-profit station, WNYC, of New York, filed suit against Warner Brothers.

Through its subsidiary music publishing houses, Warner Brothers filed six copyright infringement suits in the United States District Court of New York and a seventh in Philadelphia over the week-end. It was expected more suits would follow against other stations that have refused to sign W-B licenses but have, knowingly or unknowingly broadcast W-B music. The major interest, however, was centered in the W-B network scrap. The suits are:

The Remick Music Corporation vs. the National Broadcasting Company on the ground that WEAf broadcast "Put on Your Old Gray Bonnet" without authority.

M. Witmark & Sons vs WHN, owned and operated by the Marcus Loew Booking Agency, New York, and Schenley Products Co., Inc., and the William H. Ranking Co., advertising agency; unauthorized broadcast of "I Like Mountain Music".

M. Witmark & Sons vs WMCA, Knickerbocker Broadcasting Co.; unauthorized broadcast of "I Like Mountain Music";

Harms, Inc., vs Columbia Broadcasting System; unauthorized broadcast over WABC, of "I Get a Kick Out of You".

Warner Brothers, after filing the four original suits, entered two additional complaints against WNEW and WMCA and then followed with similar action against WIP in Philadelphia, the latter in the U. S. District Court in that city. WNEW was charged with unauthorized use of "Canadian Capers" and "Lullaby of Broadway", while the second WMCA complaint cited "My Buddy". WIP is alleged to have broadcast "Canadian Capers" without authority.



Warner Brothers asked \$5,000 damages in each of the infringement suits.

The networks are known to have exercised every precaution to avoid using W-B music even several weeks before January 1, when Warner Brothers formally withdrew from ASCAP, but a great deal of confusion has arisen over what music is controlled by W-B and what by ASCAP.

The basis of the WNYC suit, filed against Harms, Inc., was that the New York city-owned station conducts its broadcasts "without profit in the meaning of the copyright laws" and therefore it is entitled to use copyright music without license or the payment of copyright fees.

The suit was allegedly filed in answer to threats from the Warner Brothers that continued broadcasting of W-B controlled music without a license would bring an infringement suit.

Warner Brothers immediately made public a letter to Mayor LaGuardia by Herman Starr, Vice-President of W-B, protesting against the suit.

"The action by the City has come to us as a complete surprise", Starr wrote. "We had notified WNYC of our resignation from the American Society of Composers, Authors and Publishers and of the fact that, after December 31st last, it would be necessary to obtain from us licenses for the performance of our copyrighted music on the air.

"We assure you we would have been pleased to license WNYC upon request, but no such application was made. It is now, as it has always been, our policy to charge no fee for the performance of our music on radio stations operated by municipal, religious, educational and charitable organizations which do not sell time. Had the courtesy of a request for a license been extended to us by WNYC, instead of this rather precipitate recourse to litigation, the matter could very easily have been arranged."

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#### "ROXY" LEAVES SMALL ESTATE

Although during his lifetime he had no doubt earned the equivalent of a large fortune, "Roxy" (Samuel L. Rothafel), who died recently, left an estate valued at less than \$5,000. Up to this time no will has been found and according to Mrs. Rothafel, the rest of Roxy's personal estate consists almost entirely of a claim against the Radio-Keith-Orpheum Corporation, the value of which she did not know.

"Roxy" was survived by a daughter, Veta Bijur, in New York, and a son, Arthur R. Rothafel, 26 years old, in Hollywood, but the latter has assigned all his claims to the estate to his mother.

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## PHILCO CONDUCTS SURVEY ON EXTENT OF "FREEDOM OF THE AIR"

Presumably as a result of the national controversy that has developed over the refusal of the National Broadcasting Company and the Columbia Broadcasting System to carry anti-New Deal dramatic skits prepared by the Republican National Committee, the Philco Radio & Television Corporation, of Philadelphia, is sending out questionnaires to prominent persons with particular reference to dangers that threaten the "freedom of the air".

Sayre M. Ramsdell, Vice-President of Philco, in an accompanying letter, explains that "as the largest distributor of radios in the United States, we naturally feel a definite responsibility toward the public and the whole future of radio".

He goes on further to say that certain grave problems have grown up in radio broadcasting that deeply affect the present and future of our democracy, and that the country needs the cooperation and considered judgment of leaders to help solve them in a thoughtful and constructive way.

"If we do this, we may help to forestall the dangers that will follow from emotional, haphazard, and contradictory methods that result when private interests and public interests clash, with no clearly defined principles set down to govern such conflicts", Mr. Ramsdell continues.

"Freedom of the press was attained in America only after years of struggle. The problem now facing America is freedom of the air. Neither radio nor the public can wait for the issue to be decided by a policy of drift. This question of freedom of the air and other problems in radio should, in the best interests of the public, be boldly faced and clearly enunciated in the public interest."

The questionnaire follows:

1. What consideration shall be given the matter of freedom of the air?
2. Shall the broadcasting stations, licenses as private-profit institutions to use a certain monopoly wave-band have the sole right to determine who is to broadcast and what is to be said on the air?
3. What shall be the criteria to govern so-called radio neutrality on controversial issues, and who shall be the guiding factor in deciding such issues?
4. What shall be the relation of the government to this great channel of communication - radio - and to what phases of it?
5. What principle shall govern the granting or withholding of licenses to broadcasting stations by governmental bodies?
6. What shall be the attitude of the government in granting licenses for broadcasting stations to labor, educational, veteran, and other non-profit groups?



7. Shall the broadcasting companies be permitted to establish their own criteria in charging for time on the air, granted to them by the government as a monopoly, for which they pay nothing?
8. Shall the editorial judgment of the broadcasting private-profit organizations be the deciding factor in determining what the American people shall be permitted to hear on the air?

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# RADIO LEAGUE OFFERS NEW INTERFERENCE SUPPRESSOR

A device which is claimed will completely obliterate both man-made interference and perhaps soften static at times, has been perfected by short-wave engineers of the American Radio Relay League at Hartford.

James J. Lamb, of the Relay League, said that it was composed of two vacuum tubes and associated circuits. When attached to the amplifier of either a long or short-wave set, Mr. Lamb declared that the circuit could be made to blot out sharp noise impulses and described it further as follows:

"This is a 'balancer circuit' for man-made interference and in no way is it a 'static eliminator'", he continued. "Ignition noise, particularly, will yield to this device; also the disturbances caused by electric refrigerators and motors on heating furnaces. It softens the crashes of static but it cannot be called a 'static eliminator.' In fact, sharp interference can be reduced by a ratio of 1,000 to 1 in power.

"The general principle comprises one radio tube paralleling a tube in the receiver's intermediate state followed by a rectifier. The rectified noise currents are fed back through a circuit and applied to a previous tube in the receiver's circuit, to block or render that tube inoperative for the duration of the noise.

"The period the device is active may be so small that the ear does not perceive any change in the program. It should prove a boon to professional telegraph or telephone radio operators, as well as to listeners who tune in foreign stations for the pleasure of hearing distant programs."

Instructions to amateur radio operators how to construct the new interference eliminator will be published in the February issue of "QST", the magazine of the American Radio Relay League, of which Mr. Lamb is Technical Editor.

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WOR's audience knew of the death of King George V before it was announced in England, according to a press statement from that station which read: "According to official timing which has now been released, WOR's flash report Monday (January 20) was issued at 7:10:30 p.m. EST, was one of the quickest ever put on the air. The nearest announcement made by other metropolitan stations was 4½ minutes after WOR's flash - at 7:15 p.m."

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Anning S. Prall, Chairman of the Federal Communications Commission, is Honorary Chairman of the National Radio Committee for the Birthday Ball for the President, with M. H. Aylesworth, Vice Chairman of the Board of NBC; William S. Paley, President of CBS; Alfred McCosker of Mutual and Leo Fitzpatrick, President of the National Association of Broadcasters, as co-Chairmen.

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The following advertisement appeared in the current issue of Variety:

"In case anyone still thinks of WLW in terms of Cincinnati coverage, we would like to point out that if WLW had not one listener in Cincinnati, it would still have 95% of its present audience."

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Edwin S. Reynolds, formerly with WOR, and Jules Dundes, newspaper writer, have been added to Columbia's sales promotion writing staff. Dan Wickenden, newcomer to radio, has been named Assistant to M. L. Gaffney, Director of Trade News.

Douglas A. Norvell has been added to the staff of Radio Sales, a CBS subsidiary.

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Mail response received by WLS, Chicago, during 1935 set a new station record and came to 1,399,312 letters. Previous high was in 1934 when 1,051,041 communications were received.

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67,799 listeners, intrigued by the mysterious goings-on of Omar the Mystic, WOR and the Mutual network's thrilling serial program, went to their neighborhood grocers from January 12 to January 18, to get applications to mail into WOR for the mystic code. This smashed the station's record for mail response - in this particular case - where the listener must first go to his merchant for application forms.

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1/24/36

## PAYNE SAYS U. S. TO CONTROL OWN COMMUNICATIONS

George Henry Payne, Federal Communications Commissioner who is up for reappointment next June, and who has been making quite a few speeches of late, addressing the Harvard Business School, turned his attention to the A. T. & T., saying:

"In the Telephone Division great progress has been made in the very momentous undertaking of an investigation of this very large and important company. Seemingly a mere incident in its work, it was a notable accomplishment to establish radiotelephonic communication with France, not without quite a few difficulties. Up to the time that this was done, there seemed to be a belief that the Government had very little to say in the matter because the telephone system, on this side of the water, was a private corporation. By deciding to give part of the existing facilities for radio trans-Atlantic telephone transmission to a country other than Great Britain, we established, I believe, in quarters where there was some confusion on the subject the fact that our Government intends to control its own communications.

"At a recent hearing, the attorney for the American Telephone & Telegraph Co. made an illuminating remark. He said: 'If the company has not been completely frank in the past, it will be so in the future.' Such a statement as the able attorney for the American Telephone & Telegraph made augurs well for the future."

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## ASCAP REFUSES TO LICENSE W-B STATION

ASCAP has refused to license KFWB, Warner Brothers-owned station, as an undesirable client on account of insinuations by Manager Jerry King on how the Society whipped stations into line, according to Variety. ASCAP wired warning of legal redress should the stations play numbers in its repertoire.

King, however, says the station will continue to play Society tunes and demand issuance of a license on the grounds that KFWB is included in blanket invitation to all stations to sign new five-year contract.

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APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

January 21 - KHQ, Louis Wasmer, Inc., Spokane, Wash., C.P. to make changes in equipment; WDAS, WDAS Broadcasting Sta., Inc., Philadelphia, Pa., CP to install auxiliary transmitter for emergency purposes only, at same location as main transmitter; KIRO, Queen City Brdcstg. Co., Seattle, Wash., CP to move studio and transmitter locally in Seattle, and make changes in equipment; WAAF, Drovers Journal Pub. Co., Chicago, Ill., Mod. of CP approving proposed antenna system and transmitter site; WBNY, Roy L. Albertson, Buffalo, N. Y., Mod. of CP approving antenna and studio sites, and moving transmitter in Buffalo; WPRP, Julio M. Conesa, Ponce, Puerto Rico, Mod. of CP approving transmitter site, change location of studio to Trujillo St. Ponce, and make changes in specified hours; also to extend completion date to 180 days after grant; WLW, The Crosley Radio Corp., Cincinnati, Ohio, extension of special experimental authority to operate with 500 KW employing directional antenna system at night, using transmitter of W8XO; WFBR, The Baltimore Radio Show, Inc., Baltimore, Md., Mod. of CP to make changes in equipment, and increase maximum rated carrier power, the same as regular equipment.

Also, KTRH, KTRH Broadcasting Co., Houston, Tex., license to cover CP authorizing changes in equipment, 1290 kc., 1 KW night, 5 KW day, unlt'd; WFMD, The Monocacy Broadcasting Co., Frederick, Md., license to cover CP authorizing erection of new station, 900 kc., 500 watts daytime; KTRH, KTRH Broadcasting Co., Houston, Tex., authority to determine operating power by direct measurement of antenna input in compliance with Rule 137; KOL, Seattle Broadcasting Co., Seattle, Wash., authority to determine operating power by direct measurement of antenna input; KQV, KQV Broadcasting Co., Pittsburgh, Pa., authority to install automatic freq. control; KCRJ, Chas. C. Robinson, Jerome, Ariz., renewal of license, 1310 kc., 100 watts, daytime-specified.

Also, New, Westinghouse Elec. and Mfg. Co., Portable (Chicopee Falls, Mass.), CP and license (Exp. Spec. Exp.), freqs, 31600, 35600, 38600, 41000, 55500, 60500, 86000-400000 kc.; 500 watts; W9XAA, Chicago Federation of Labor, Chicago, Ill., CP to move transmitter locally from Navy Pier Chicago to near Warwick & 39th St., York Twp. DuPage Co., Ill.; New, Conn. State College, Storrs, Conn., license to cover CP (Exp. Gen. Exp.) 86000-400000, 401000 k. and above; 500 w. unlt'd;; New, Tri-State Broadcasting System, Inc., Portable-Mobile, Shreveport, La., Cp. (Temp. Brdcst. Pickup), freqs. 1606, 2020, 2102, 2760 kc., 50 watts, also granted license covering same.

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