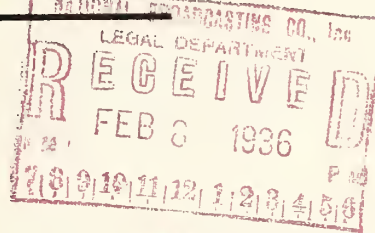


HEINL RADIO BUSINESS LETTER

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GERMANY CONDUCTS SECRET TESTS OF MILITARY TELEVISION

The secretive manner in which the Nazi Government of Germany is conducting experiments in television under the supervision of the War Department is proving disturbing to the United States and other countries.

While the State and War Departments obviously have no comments on the German efforts to adapt television to military use, the Commerce Department is not bound by diplomatic traditions.

Andrew W. Cruse, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce, has just issued a statement on German television developments that is rather bristling in comparison with the customary staid trade reviews. His facts are based on reports from Roland Welch, Assistant United States Trade Commissioner at Berlin.

"There seems to have been a subtle change in the development of television in Germany during the last six months", Cruse said. "There is very little that publicly points to this change, but the fact that television developments have been taken over by the German War Department seems to be explanation enough for an extraordinary veil of secrecy which has fallen over efforts in the German television field.

"The following facts seem self-evident:

"1. Publicity regarding television service for the general public has declined tremendously in the local press;

"2. Although many radio manufacturers had received virtual instructions from the Government to place television apparatus on sale coincident with the opening of the National Radio Exhibit, not one retail store is carrying any models and not one manufacturer has any price list to offer;

"3. It is unofficially reported that present television experiments made either by private companies or by the Post Office Department, which is in charge of all radio-technical matters in Germany, are directed toward the application of radio and television to military purposes;

"4. Among television technicians interest now seems to be directed not toward public entertainment programs but toward the development of apparatus for airplanes, especially in the development of apparatus to transmit facsimiles between airplanes and ground stations.

"When television was introduced to the public during the Autumn radio exposition it proved vastly disappointing. Newspapers during the past year had been filled with publicity regarding Germany's leadership in television developments and

flowery stories promised television developments and flowery stories promised television receivers in public homes at fair prices and daily programs broadcast from 12 different German stations. Most people who saw television receiving apparatus on display at the exposition marvelled not at the fact that they were seeing something that happened in another section of the country. They expressed disappointment at the size of the image, the flicker of the picture, and the size and tremendous cost of the apparatus itself.

"The radio show brought forth very few inquiries from prospective purchasers of television sets. The public did not seem to want them but the public seemed, nevertheless, to feel that a cheap and satisfactory television receiver, combined with a regular radio receiver, might be put on the market at any time and they held off from buying available radio sets. Radio manufacturers have complained long and loud about the very poor business they have enjoyed since the show and many of them have blamed the publicity which practically promised cheap television to the public.

"This may have been the cause of the sudden decline in television publicity in the censored press. On the other hand, the Government, after transferring the television affairs to the highly secretive War Department, may have decided against developing television for the public and for the development of television for military purposes. A fire at the radio show burned up half a dozen television sets displayed by several manufacturers and also destroyed a sending apparatus owned by the Government, and operated at that time by the Post Office Department. The destruction of this broadcaster is also given as an excuse for the sudden hush that has fallen on television developments here. But the Government owns at least one sender, including the one it formerly used for its daily broadcast. It is still in operation broadcasting television programs several times a week, but little or nothing is said about it in the daily press.

"The manufacturing companies are going ahead with the development of television for public entertainment but they seem to be under some hesitancy, possibly not knowing themselves what trend official Government interest may be taking. Since the Government controls the broadcasting, the manufacturers naturally must proceed as the Government directs.

"Several of the manufacturers have published advertising pamphlets and have produced advertising motion pictures of their television sets. But their publicity and advertising departments admit frankly that they are under orders from higher officials who tell them what nature of publicity they may undertake.

"As an example, the advertising and publicity department of Telefunken has prepared several brochures and an advertising motion picture film in sound, covering their television apparatus for home use. These advertisements familiarize the public with the theory of television and they also include some diagrammatic drawings of the Telefunken television receiver. The press department of the company states, nevertheless, that it is not allowed to make public full diagrammatic drawings or

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photographs. Oddly enough, although having gone so far as to advertise this apparatus in this form, Telefunken has no price lists available, and is frankly unable to meet any great public demand should it develop.

"The private companies say that they are continuing their efforts toward producing cheap receiver, but what else they may be doing in their experimental laboratories is not known. All developments undertaken by the Government are guarded with the utmost secrecy, but it is very plain in discussing television with the private technicians of the manufacturers that their interest is being directed toward the use of television in aviation. For example, it is impossible to talk long with any television expert before he voluntarily gets upon the subject of the part television may play in aviation."

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WARNER BROTHERS SUITS CONTINUE AS STAFF CHECKS RADIO

Reputedly organizing a staff of 112 persons to keep check on station broadcasts of songs throughout the country, Warner Brothers on February 4th filed its second suit against the Columbia Broadcasting System for alleged copyright infringement and continued preparation of several other suits.

The latest suit was filed in the name of Harms, Inc., against CBS and Station WABC, New York, key station of the network. Damages of \$895,000 were asked for the unauthorized broadcast of Rudolph Friml's "Chasonette" over 89 stations on January 18, 1936.

The suit was the twenty-fourth filed by Warner Bros. in the copyright litigation, bringing the total damages sought to \$1,750,000.

Infringement suits were reported in preparation against Stations KMOS, St. Louis; WWL, New Orleans, and KMTR, Los Angeles.

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MCCOSKER TO BE DINNER GUEST AT THE WHITE HOUSE

Alfred J. McCosker, Jr., President of WOR, Newark, and Mrs. McCosker, will be dinner guests of the President and Mrs. Roosevelt at the White House on February 11th. The McCoskers will stop off in Washington en route to Palm Beach, Fla.

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"BROOKLYN CASE" REHEARING GRANTED UNDER CAPITOL PRESSURE

After flatly rejecting applications for a rehearing in the now famed "Brooklyn case", the Federal Communications Commission on February 5th ordered a rehearing of the whole matter involving five Brooklyn stations. The case involves the previous refusal of the FCC to relicense WARD, WVFW, and WLTH, all of Brooklyn, and the granting of a new construction permit to the Brooklyn Daily Eagle Broadcasting Co. and increased time to WBBC.

Political pressure from Capitol Hill was believed responsible for the sudden turn about by the Commission. The three stations whose licenses had been held up were due to go off the air on February 6.

Chairman Connery, of the House Labor Committee, who hails from Massachusetts and therefore is not interested in Brooklyn, took occasion to assail the FCC again upon hearing of the reversal. He demanded action on his resolution calling for an investigation of the Commission.

"This is but another indication of the ineptitude of the Commission and the need for an impartial and fair investigation by Congress", he said.

The original order eliminating the three Brooklyn stations from the air was issued December 17 and was to become effective January 22. Early in January an application for rehearing was denied over the protest of Commissioner Irvin Stewart, but the license life of the three stations was extended until February 6.

Stewart's position was that the deletion of the three stations was sound but that there was no necessity for the granting of a new permit to the Brooklyn Daily Eagle.

The rehearing will be before the full membership of the FCC at a date as yet unspecified.

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WDAS FILES EXCEPTIONS IN WARING SUIT OVER RECORDING

Exceptions to Judge McDevitt's decision in the case of Fred Waring against Station WDAS, Philadelphia, over the unauthorized broadcast of a Waring phonograph record have been filed in the Philadelphia Common Pleas Court No. 1 by counsel for the station and the National Association of Broadcasters.

Arguments will be heard February 24, and an appeal is expected regardless of the decision.

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U. S. EDUCATIONAL RADIO PROJECT STAFF IS NAMED

Maurice Lowell, Production Director of the Chicago Division, National Broadcasting Company, has been appointed head of the technical staff of the Educational Radio Project being conducted by the U. S. Office of Education, United States Commissioner of Education J. W. Studebaker, announced February 6.

Mr. Lowell, on leave of absence for the duration of the project, will have charge of producing a series of educational programs made possible by a grant to the Office of Education from Emergency Relief Funds. William Dow Boutwell, Editor of School Life, official monthly journal of the U. S. Office of Education, is director of the Educational Radio Project. Mr. Boutwell, since April, 1933, has conducted "Education in the News" radio programs presented by the Office of Education every week over a nation-wide NBC network.

A graduate of New York City and Milwaukee public schools, Mr. Lowell obtained B.A. and M.A. degrees from the University of Wisconsin. He did his graduate work in speech. As a member of Eva La Gallienne's Civic Repertory Theatre, New York City, he also assisted in directing the apprentice group. In 1934 he accepted a directorship in the NBC Chicago studios.

Commissioner Studebaker also announced that Rudolf Schramm, of Washington, D. C., will be Music Director of the Educational Radio Project. Educated at Koenigliches Katoliches Gymnasium, Glogau, Germany, and at Leipzig State Conservatory, Mr. Schramm was conductor of Hirshberg Municipal Opera House and Louis Bauer German Operatic Company. Since 1928 he has served as music conductor for more than 30 nationally-known radio programs.

Other members of the Radio Project supervisory staff announced today include:

James D. Strong, Project Manager, in charge of the radio workshop. Mr. Strong is a graduate of Yale University. He served as camp educational adviser for the Civilian Conservation Corps in New York State, and later as district educational adviser, with headquarters at Fort Ontario. Throughout his service he encouraged development of radio broadcasts in CCC camps and conducted an educational radio series for one year.

B. P. Brodinsky, Station and Listener Relations Director. He is a graduate of the University of Delaware, was granted a Masters Degree in Education from the University of Pennsylvania, and later served as CCC camp educational adviser for the State of Delaware. He is on leave of absence from his position as Associate Editor of the United States Society, Washington, D. C., where he had been employed since 1934.

Philip H. Cohen, Personnel Director. He is a graduate of Harvard University. He served as camp educational adviser, Sheffield, Pa., and has had extensive professional experience in radio work.

STATE DEPARTMENT AID SEES PASSAGE OF DUFFY BILL

Prospects for the passage of the Duffy copyright bill that would make the United States a member of the International Copyright Union are "greater now than ever before", Joseph T. Keating, Assistant to the Chief of Treaty Division of the State Department, told members of the Federal Barr Association in Washington this week.

Keating pointed out that the bill has already passed the Senate and is now before the Patents Committee of the House of Representatives.

If enacted, the measure will set up in this country on a reciprocal basis the same standards governing literary and musical "piracy" that are now in force in 50-odd countries. It will also eliminate the \$250 minimum fine for copyright infringements in broadcasting.

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VIRGINIA REGIONAL BROADCASTING CHAIN IS ORGANIZED

The first regional broadcasting chain in Virginia has been organized under the name of the Virginia Broadcasting System, Inc. Stations in the network are WLVA, Lynchburg; WGH, Norfolk-Newport News; WPHR, Petersburg-Richmond; WCVA, Charlottesville, and WBTM, Danville.

Officers of the new regional chain are Hugh M. Curtler, of WHCV, President; Edward E. Bishop, of WGH, Vice-President; S. C. Ondarcho, WBTM, Secretary-Treasurer; Albert E. Heiser, WLVA, Chief Engineer. All the units with the exception of Petersburg are 250-watt daytime, 100 night. Petersburg has 500 watts daytime.

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EELS-BELLOWS ENGAGEMENT ANNOUNCED IN WASHINGTON

The engagement of Henry Adams Bellows, widely known in broadcasting circles and formerly Chairman of the Legislative Committee of the National Association of Broadcasting, and Vice-President of the Columbia Broadcasting System, and Mrs. Alice Rickey Eels, of Washington, was announced February 5 by the parents of the bride-to-be, Mr. and Mrs. Harry Norris Rickey, formerly of Cleveland, and now living at the Shoreham Hotel, Washington. The wedding will take place in the Spring.

Mrs. Eels is a graduate of Dana Hall and Pine Manor School at Wellesley, Mass., and is a member of the Washington Junior League. Mr. Bellows, a graduate of Harvard University, where he received a Ph.D. degree, is a member of the Metropolitan Club in Washington.

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NAB DIRECTORS ADOPT BULK OF BALDWIN'S COPYRIGHT REPORT

James W. Baldwin, Managing Director of the National Association of Broadcasters, presented to the Board of Directors at their Chicago meeting last Monday, February 3, his report on the copyright situation, with recommendations. This dealt with the policies of Mr. Baldwin and the Advisory Committee with respect to copyright, the advisability of seeking further amendments to the Duffy Copyright Bill, the need for the establishment of a corporation comparable to the Radio Program Foundation, the importance of the international copyright problems, the approval and ratification of actions of the Managing Director and the Advisory Committee, the printing of the report presented by the Managing Director and assistance to him.

The following recommendations dealing with the first five points above, were adopted by a majority vote of the Board:

"That the actions of the Managing Director and his Advisory Committee in the Field of Copyright since the December meeting of the Board of Directors be approved and ratified, both generally and particularly with respect to the following: (a) Their attempts to negotiate a better license arrangement with ASCAP and their acceptance in the interim of a temporary arrangement cancellable on two days' notice; (b) Their attempts to negotiate a better license agreement with Music Publishers' Holding Corporation and their actions in advising broadcasters of the improved terms of the revised contract and in acting as intermediary for stations desiring to accept said contract; (c) Their adoption of the 'Tentative Program of Activity in Behalf of the NAB', as contained in the printed NAB Bulletin and issued January 13, 1936."

Policies with Respect to Copyright

"That the resolutions adopted by the NAB at its 1935 and earlier conventions, declaring in favor of the per-piece or measured service plan of compensation for performing rights be re-affirmed.

"That all discriminations in license agreements in respect of commercial stations be declared wrongful and against the best interests of the broadcasting industry and of the public, and such discriminations should be done away with.

"That, in the case of network programs, the NAB declare itself in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliate stations will be under no obligation to secure licenses with respect to such programs or to bear responsibility for any infringements that may occur therein.

"That the action of ASCAP in refusing to reduce its fees by an amount corresponding to the diminution of its repertoire consequent on the withdrawal of the Warner Brothers group be declared to be arbitrary and unjust.

"That the Officers and Directors of the NAB be authorized and instructed to take any and all necessary and proper steps to put the foregoing policies into effect."

Duffy Copyright Bill

"That the Managing Director be instructed to bend every effort to bring about enactment of the Duffy Copyright Bill (#.3047) in the form in which it passed the Senate, and to oppose any attempt to insert or restore minimum statutory damages or penalties for infringements; and, if it should appear that enactment of the bill in satisfactory form is impossible at this session, the Managing Director is further instructed to consider and to report back to the Board of Directors on the advisability of seeking further amendments to accomplish the following objectives:

"(a) To render any licensing pool illegal unless it operates on a per-piece or measured service basis, is open on fair and equitable terms to all persons owning controlling performing rights, and preserves competition between such persons; (b) To confine infringement suits, in the case of network programs, to the originating station."

Radio Program Foundation

"That the need for the immediate establishment of a corporation having substantially the same purposes and powers as the Radio Program Foundation be recognized, and that the Managing Director be instructed to prepare and submit to the Board at an early date a detailed plan and program for the establishment of such a corporation and its successful operation."

International Copyright Problems

"That the importance of the copyright questions to be discussed at the U.I.R. meeting to be held at Paris, beginning February 27, 1936, and to be determined at the conference to be held at Brussels, beginning September 7, 1936, be recognized and that the Managing Director be instructed to take any steps that may be necessary to protect the interests of American broadcasters in the questions to be discussed and decided."

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SURVEY TO SHOW USE OF RADIOS IN NATION'S SCHOOLS

The National Visual Instruction Survey, now being conducted by the U. S. Office of Education under the direction of Dr. Cline M. Koon, Specialist in Radio and Visual Education, will tabulate the number of radios, phonographs, and centralized radio-sound equipment in public and private schools.

The survey is now being devoted principally to a survey of visual aids used by schools. The final report will not be ready for six or eight months.

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WOMEN SUGGEST CHAINS CHECK FACTS IN RADIO SPEECHES

Just as the major networks were taking a breathing spell in their battle with the Republican National Committee, the National Housewives, Inc., a Baltimore organization, came through with the suggestion that they check the facts of every radio address before permitting it to be broadcast.

Just the thought of trying to check the statements made by a politician during the presidential campaign is reported to have added a few gray hairs to network executives.

The author of the letter, Miss Aimee Weber, head of the organization, previously had complained to the Federal Communications Commission against the remarks of Governor Eugene Talmadge over the air. The FCC agreed to investigate.

"It seems important", said Miss Weber in a letter to the broadcasting chains, "that public opinion in regard to public issues, especially as to governmental functions and politics, be molded from facts because in the final analysis our form of government, is the result of public opinion crystallized into legislation.

"Recent charges of communism, socialism and fascism in relation to our Government as uttered over the radio by political demagogues are not reliable contributing factors toward the formation and clarification of our national thought. On the other hand, lectures or speeches on these subjects from individuals with the necessary educational qualifications for presenting the subjects accurately, would be helpful."

Miss Weber said she was making the suggestions in a "friendly spirit" in the behalf of housewives and homemakers who listen to the radio in their homes and "are not in a position to check such statements."

"We appreciate the opportunity that radio affords for entertainment, education features and its splendid efforts towards the public welfare in time of national and local disaster over land and sea", she said. "We are offering these suggestions in a spirit of helpfulness and trust that you will accept them as such."

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SARNOFF DECORATED BY GRAND DUCHY OF LUXEMBURG

The decoration of Officer of the Oaken Crown of the Grand Duchy of Luxemburg, was presented recently to David Sarnoff, President of the Radio Corporation of America, by William H. Hamilton, Charge d'Affaires and Consul General of the Grand Duchy, at the command of H.R.H. the Grand Duchess Charlotte. The ceremonies took place at the New York home of Consul General Hamilton in the presence of a small gathering. The announcement by the Consul General of the honor his government had bestowed on Mr. Sarnoff stated in part:

"This decoration is rare and distinctive. Among the few Americans who have been so honored are General Pershing, Major General Henry T. Allen, the present Under-Secretary of State, William Phillips, and the Ambassador to Brazil, Hugh Gibson.

"Mr. Sarnoff was awarded this honor in recognition of his pioneering work and contribution to the radio art."

The Cross of Chevalier of the Legion of Honor was bestowed on Mr. Sarnoff by France last year. In 1924 the Polish Government conferred on him the Order of "Polonia Restituta", Officers Grade.

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GENE BUCK IN CHARGE OF GARNER PARTY FOR PRESIDENT

Gene Buck, President of the American Society of Composers, Authors and Publishers, was again in charge of a program of entertainment at the annual party given by Vice-President Garner for the President and Mrs. Roosevelt at the Washington Hotel February 4.

George Burns and Gracie Allen were the principal radio entertainers on the program that followed the dinner. Some of the patter that the comedians engaged in went as follows:

George explained to Gracie in their act that the President was at the dinner.

Gracie replied: "Why"

George: "For entertainment."

Gracie: "What does he do, sing or croon?"

George: "The Vice President is here, too."

Gracie: "I have heard of vice, but I never knew it had a president."

Postmaster General James A. Farley, who is in Florida, came in for ribbing when George said he had seen Farley at a banquet recently.

Gracie replied: "Farley is always eating out."

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::: INDUSTRY NOTES :::
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Three officials of the Crosley Radio Corp., Cincinnati, have been added to the Board of Directors of the Mutual Broadcasting System. They are Powel Crosley, Jr., Louis M. Crosley, and John L. Clark.

David Sarnoff, President of the Radio Corporation of America, has authorized the use by all companies under the RCA banner, of the expression "A Service of RCA", or "An RCA Service". The word "Subsidiary" is to be discontinued except where the full name of the particular company and its connection must be stated, as in legal papers.

The U. S. Bureau of Standards has just issued, through the Department of Commerce's Bureau of Foreign and Domestic Commerce, a map showing the time zone divisions of the United States as of October 1, 1935. Copies are on sale at 10 cents by the Superintendent of Documents Washington, D. C.

"Understanding Advertising", a series of programs dedicated to the advertising business and produced by WOR, Newark, and the Mutual network, in conjunction with the magazines Printers' Ink, Advertising and Selling, Advertising Age and Tide, have met with critical success, not only from consumer-listeners, but the advertising and business world as well, according to the WOR Press Department. The fourth program will be heard Saturday, February 8, at 4:45 P.M., EST, and again will be produced by the editors of Printers' Ink. The other magazines will take over the program after the sixth program, in the above order.

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MORE DATA ON DIRECTIONAL ANTENNAS REQUIRED BY FCC

The Broadcast Division of the Federal Communications Commission has adopted the following policy in regard to applications for construction permits for broadcast facilities:

"No application for a construction permit specifying a directional antenna will be accepted by the Commission unless a definite site and full details of the directional antenna are given with the application. Any application not complete in these details will be returned to the applicant as 'incomplete' under Rule 104.1 and 103.9."

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