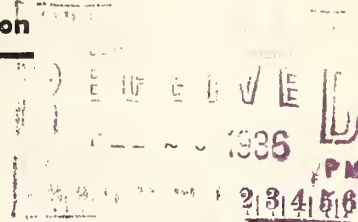


HEINL RADIO BUSINESS LETTER

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No. 905

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February 25, 1936

CONGRESSMAN PRAISES WORK OF STATION IN BLIZZARD

The service of a pioneer broadcasting station, WJAG, Norfolk, Nebr., during a recent blizzard, and its public service in general, were lauded by Representative Karl Stefan (Republican), of Nebraska, in an extension of remarks in the Congressional Record February 21.

Station WJAG has been in operation for 13 years and is now owned by the Norfolk Daily News.

"I wish to tell you of the unusual service rendered to the people of my district by this radio station during recent weeks", Stefan said, "when that part of Nebraska was in the grip of a terrible blizzard."

The Congressman cited the blizzard of 1888 and pointed out that there were then no automobiles, no telephone or telegraph lines, and no radios to keep people posted on the storm.

"Even today many of these farmers, who have been made practically penniless because of the drought, are without telephone, telegraph, or newspapers", he said, "but many of them, because of the hunger for word from the outside world, have radios. Those who are not so fortunate receive word from their more fortunate neighbors."

The report of the service of Station WJAG during the blizzard of 1936 as printed in the Record follows:

"Warnings of the storm were broadcast. Its progress was made known through reports from the Weather Bureau, Associated Press, correspondents of the Norfolk Daily News, weather scouts to the West and Northwest, and phone calls from listeners.

"Through the cooperation of the Nebraska State Highway Department district engineers in Norfolk, Ainsworth, and Lincoln, and patrolmen in various parts of the State, reports were made when roads were closed, when they were reopened. Some were opened and closed several times.

"Frequent news broadcasts were made to keep listeners informed of international, national, State, and local events.

"Many travelers who were stranded in farm homes without telephones were located for anxious relatives. In several instances farmers saddled horses and rode to the nearest telephone to report on the safety of travelers about whom appeals had been broadcast. Stranded travelers who could not reach relatives without telephones phoned the radio, and the messages were broadcast.

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"A letter was broadcast for a daughter whose mother had been snow-bound on a ranch without mail or telephone service for several weeks.

"Travelers who stopped at farm homes for shelter report that almost invariably they found the family listening to WJAG's storm and news broadcasts. Listeners write of having the radio tuned to WJAG all day during the worst of the storm.

"A minister stopped in the broadcast of his sermon to announce that three people lost for two days had been found. The director of the searching parties was stationed in a car with radio tuned to our station.

"In several instances people for whom we were searching were listening to WJAG at the time of broadcast and immediately phoned to the station. In one case we were trying to locate a basketball team and the coach called before we had completed the broadcast to the relief of relatives of the boys and coach.

"Employers broadcast orders to truck drivers to cancel or change routes. A snowbound State institution sent greetings to friends who could not reach it for a visitors' day. Schools, dances, picture shows, funerals, livestock sales, farm sales, and many other affairs were postponed by radio. Coal dealers quieted the fears of customers who feared a coal shortage. Stores closed early at night."

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ANNOUNCING AWARD GIVEN PETRIE OF NBC

Howard Petrie, of the National Broadcasting Company, is this year's winner of the "Award for Good Announcing", made annually by the advertising firm of Batten, Barton, Durstine & Osborne, Inc., Roy S. Durstine, President, revealed February 24. An engraved stop-watch and a check were presented to Mr. Petrie.

The first award was made a year ago to Carlyle Stevens of the Columbia Broadcasting staff. The aim, Mr. Durstine said, is to "encourage good announcing, free from artificial mannerisms or inflections peculiar to any particular section of the country." Recipients are chosen from the ranks of regular station announcers. Those whose reputations are based chiefly on specialties are not eligible.

Mr. Petrie has been on the NBC staff in New York since 1930; before that he was at the WBZ-WBZA studios in Boston.

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QUESTIONS OUTLINED PREPARATORY TO C.C.I.R. PARLEY

Although the fourth meeting of the International Technical Consulting Meeting will not occur until the Spring of 1937, the United States must make reports on eighteen topics having to do with international radio before May 1st of this year. This fact was made known by Judge E. O. Sykes, of the Federal Communications Commission, as the four special committees of experts began work on the program outlined at a recent meeting called by the FCC.

The reason for the haste, Judge Sykes explained, is that the reports must be translated and submitted in French to the various centralizing administrations. The conference itself is scheduled for the Spring of 1937 in Bucharest, Rumania.

Following are the four committees and members and the topics assigned to them for early reports:

Organization and Technical Committee: Dr. J. H. Dellinger, Chairman; Major J. H. Gardner, Jr., Vice Chairman; B. J. Shimeall, Secretary. Questions: Selectivity curves; Wave propagation curves; Revision and renumbering of Opinions; Radio symbols and terminology and Methods of measuring field intensity and noise.

Technical Problems Relating To Frequency Allocation: E. K. Jett, Chairman; Gerald C. Gross, Vice Chairman; W. N. Krebs, Secretary. Questions: Harmonics; Shared bands; Anti-fading antennas.

Operations: Capt. S. C. Hooper, Chairman; E. M. Webster, Vice Chairman; Lt. W. B. Ammon, Secretary. Questions: Wave characteristics in respect to direction finding; Field intensities necessary for reception; High-frequency mobile calling.

Broadcasting Questions: A. D. Ring, Chairman; Raymond Asserson, Vice Chairman; R. L. Clark, Secretary. Questions: Synchronization of broadcast stations; Broadcast frequency separation; Reduction of electrical interference; Single side-band in broadcasting; Measurements and tolerances, electrical interference to broadcasting; Mitigation of electrical interference in receiving equipment; Measurement and tolerances, background noise.

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KING EDWARD VIII TO SPEAK MARCH 1; VOICE WELL KNOWN

King Edward VIII will make his first radio address since succeeding to the throne on March 1, but his voice is well known to radio audiences in this and other countries because of his broadcasts as Prince of Wales.

While radio appeared only in the latter years of the reign of George V, the former British monarch made 19 addresses over the air before his death, several of which were heard around the globe. The British believe that the younger king will better his father's record by far, though it is doubtful whether he will keep abreast of the President of the United States.

Commenting on the forthcoming broadcast, the British Broadcasting Corporation says:

"The voice of King Edward VIII - clear, forceful, persuasive, and noticeably free from any trace of affectation - is well known throughout the Empire. It is impossible to enumerate here all the occasions on which his speeches delivered when Prince of Wales have been broadcast, for they number well over fifty. Yet only a complete list would fully reveal their diversity - a diversity which reflects with clear accuracy the wide range of interests and enthusiasms characteristic of the speaker. Nor is his Majesty any stranger to Broadcasting House, where he has expressed his personal preference for one of the studios known as 3B. From this studio he appealed to listeners on April 12, 1935, for support for King George's Jubilee Trust Fund. He has not broadcast since that date. How far the duties and responsibilities of kingship will necessarily curtail the broadcasting activities of an acknowledged master of the microphone is not easy to say, but millions of loyal listeners not only in this country and in the Empire, but of every nationality all over the world, now await with great expectancy to hear for the first time the voice of his Majesty King Edward VIII."

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NEWSPAPER-RADIO STATION APPROVED FOR MERCED, CALIF.

The Federal Communications Commission was advised this week by Examiner John P. Bramhall to grant a construction permit for a new broadcasting station at Merced, Calif., to be operated on 1040 kc., 250 watts power, daytime only, by the Merced Star Publishing Co. The Examiner found that there is need for additional service in the area and that the only pending application which would be affected is that of KNX, Los Angeles, for an increase in power from 50 KW to 500 KW.

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G.O.P. GROUP MAKES BID FOR SUPPORT OF BROADCASTERS

The Republican party, whose National Committee a few weeks ago was engaged in a scrap with the networks, now appears to be making a bid for support of broadcasters.

A California meeting of Republicans adopted and forwarded to the G.O.P. headquarters in Washington a resolution that the "Federal stranglehold on radio be relaxed and that licensing be extended for terms of five years" in place of the present six months.

Representative Snell, Republican floor leader in the House, recently recommended less stringent Federal control over radio in the matter of political broadcasts.

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WRBL RENEWAL URGED IF LOTTERY PROGRAMS ARE DROPPED

Renewal of the license of WRBL, Columbus, Ga., on 1200 kc., 100 watts power unlimited hours, was recommended to the Federal Communications Commission this week by Examiner George H. Hill although certain programs had violated Section 316 of the Communications Act.

"The applicant has assured the Commission that programs involving lottery or gift enterprises will not in the future be broadcast over the station", Hill said, "and that the station will, in all respects, be operated in accordance with the rules and regulations of the Commission."

Dismissal with prejudice of an application by WCMI, Ashland, Ky., for a transfer from 1310 to 1350 kc. and an increase in power from 100 watts to 1 KW and denial of the application of KFJM, Grand Forks, Nebr. to shift from 1370 to 1410 kc. and increase its power from 100 watts to 1 KW were recommended to the FCC in other reports.

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TRADE NAMES BARRED ON RADIO PAGES OF LOS ANGELES PAPERS

Firm, brand and trade names are barred from radio pages and broadcasts sponsored by the newspapers of Los Angeles under a publicity control agreement reached by all local papers.

The ban on trade publicity in radio programs is but a small phase of the broad rules drawn up by the newspapers to curb free advertising. The Los Angeles agreement is similar to a plan adopted recently in Atlanta, Ga.

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MILLS ANSWERS DEEN AS COPYRIGHT HEARINGS OPEN

As hearings on several copyright bills opened February 25 before the House Patent Committee with American Society of Composer officials as the first witnesses, E. C. Mills, General Manager of ASCAP, in a statement to the Heintz News Service replied to a broadcast address of Representative Deen (D.), of Georgia, on the Duffy Bill (See February 21 release).

Mr. Mills wrote:

"Mr. Deen emphasized the fact that the Remick Music Corp. (not a member of ASCAP) had brought suit for \$670,000.00 damages against the Columbia Broadcasting System for an alleged illegal performance over the Columbia network of the composition, 'That Old Fashioned Mother of Mine'.

"The present Copyright Law, under which suit was brought, provides for maximum damages of \$5,000.00 to a copyright owner for an infringement by public performance of his copyrighted composition. The complaint of Remick alleges 134 performances (because of a network) and asks for \$5,000.00 for each performance.

"Congressman Deen urges enactment of the Duffy Bill which provides \$20,000.00 maximum damages for an infringement by performance of a copyrighted musical work. Assuming that Remick in any case would ask for maximum damages, then, if Deen's complaint that in asking for \$5,000.00 for each infringement, Remick wants too much, why on earth would he support a bill that would afford Remick the opportunity to ask for four times as much, or \$2,680,000, instead of \$670,000.00?

"Of course, no Court has ever yet awarded, or is likely to award maximum damages as fixed by the present law at \$5,000.00. How much less liable would a Court be to award the maximum damages fixed by the Duffy Bill at \$20,000.00 per infringement? The question answers itself.

"ASCAP has never in its entire history even suggested that a Court should award maximum damages even at the rate fixed by the present law; and, I do not hesitate to say that the composers of the composition involved in the above suit, or any of the compositions involved in the other suits for huge sums recently brought by non-member publishers against broadcasters, are not at all in sympathy with the bringing of these actions, claiming what would indeed amount to exorbitant damages.

"As a matter of fact, ASCAP through the years has made it a sustained policy, when it did win suits for infringements in respect of illegal performance of compositions copyrighted by its members, to waive the damages awarded entirely, and to permit the establishment which had been sued to then take a license at the rate originally quoted and merely pay the actual costs of the action made necessary by the infringement committed after many and repeated notices of the lawful rights of the copyright-owners represented by ASCAP had been received."

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OWEN D. YOUNG SPEAKS UP FOR BEWILDERED BROADCASTERS

With broadcasters becoming more and more bewildered about their rights to censor political addresses as the 1936 campaign grows in intensity and vitriolic statements, Owen D. Young, industrialist and Chairman of the NBC Advisory Council, spoke what most of them were afraid to voice in a speech February 24.

Citing radio statements of Herbert Hoover, Alfred E. Smith, and Senator Joseph T. Robinson as examples to be condemned, Young made a plea for greater temperance of language in addresses made over the air.

Speaking on "Radio Responsibility" before the Founder's Day convocation at Rollins College, Mr. Young declared that, with the present widespread broadcasting of addresses by public figures, freedom of speech now depends on wisdom and self-restraint in utterance.

"To these great men, and even to the President of the United States, all held in such wise esteem, may we not appeal for the choice word and the measured phrase, spoken with malice toward none and with charity toward all?" he said at the end of the address.

With regard to his view that freedom of speech is endangered by intemperate radio statements, Mr. Young said earlier:

"Freedom of speech for the man whose voice can be heard a few hundred feet is one thing. Freedom of speech for the man whose voice may be heard around the world is another. We defend them both, and will to the uttermost, but we cannot be blind to the dangers of carelessness or intemperance in their use."

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BROADCASTERS WATCH DEVELOPMENT OF INSUL NETWORK

Broadcasters and the public will watch with interest the development of the Affiliated Broadcasting Company, just issued a charter by the State of Illinois, because at its head is Samuel Insull, former czar of the public utility field. Mr. Insull, who is said to have long dreamed of establishing a new network, is president of the \$200,000 organization, but hasn't a dollar invested in the venture, according to the attorney, Floyd E. Thompson.

Other officers are Ota Gygi, Vice-President, who was with the ill-fated Ed Wynn chain; Eustace J. Knight, Secretary-Treasurer, and George Roesler, Sales Director.

Negotiations are still going on with stations in Illinois, Indiana and Wisconsin to join the new network and several have already signed, while others have shown considerable interest. The stations joining with the chain are mostly of small power, 100 to 500 watts and it is said that time charges of some of the stations range as low as \$12 for 15 minutes. It has been estimated that telephone lines connecting the 15 stations in the system would cost the network approximately \$6,000 a week.

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RCA DISCLOSES PLANS FOR TELEVISION TESTS

Proceeding on schedule, according to the plans announced by David Sarnoff, President of the Radio Corporation of America, at the annual meeting of May 7, 1935, the first field tests of television by RCA will begin in a month or two. This is revealed in the Corporation's annual report.

"The New York area has been selected as the one in which the experimental field tests will be conducted", the report states. "The television transmitter is located on the Empire State Building, and test receivers will be operated by technical personnel of the RCA organization throughout this area. The transmitter will be connected by radio with the television studio, now under construction in the NBC plant, RCA Building, in Radio City, New York. The installation is practically complete, and within a month or two the first tests should commence.

"This does not mean that regular television service is at hand. It will be necessary to coordinate a number of important elements before television on a regular basis of service can be established. For example, it will have to be determined how far the transmitter can send good television pictures; also with what consistency and regularity pictures may be transmitted with the system in its present state of development. We must investigate and define the possibilities of the television camera for indoor and outdoor pickup."

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NEFF-ROGOW STATION REPRESENTATIVE BUREAU FORMED

Walter J. Neff and William Rogow announced February 24 the formation of Neff-Rogow, Inc., a station representative and consultant bureau with headquarters in New York City beginning March 15, when their resignations at WOR as Sales Manager and salesman, respectively, take effect. The new organization will attempt to bring to radio stations throughout the country a constructive sales service as well as advisory counsel on matters pertaining to station operation and organization.

"Neff and Rogow have been widely recognized in the radio field because of outstanding sales results they have achieved at WOR, having been instrumental in raising sales income at that station from less than \$300,000 in 1928 to approximately \$2,000,000 for the fiscal year ending Feb. 1, 1936", an announcement said.

"Neff-Rogow, Inc. will continue to develop the sale of 'station-tested' programs, an innovation created by Neff and Rogow while at WOR. The idea of the 'station-tested' program was originated by these two men in 1932 and since that date has gained wide acceptance with advertising agencies, advertisers and radio stations throughout the entire country."

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ZENITH BUSINESS DOUBLE THAT OF LAST YEAR

Zenith Radio Corporation, of Chicago, reports an operating profit for the first nine months of its fiscal year ended January 31, 1936, of \$1,015,966.46, after depreciation, excise taxes, royalties and reserves but before Federal income and profits taxes, as per the Company's books, according to Commander E. F. McDonald, Jr., President.

The Company is enjoying so far this fiscal year an increase in business of more than 100% over the same period a year ago. Since June of last year approximately 9,000 additional dealers have taken on the Zenith line.

A new line of automobile radio sets has just been announced by the Company. Because many people have become convinced by false propaganda that auto radios add to the dangers of motoring, the report points out, Zenith has produced a safety automobile radio, the dial of which is illuminated only while the set is being tuned and automatically goes off when the operator takes his hand off the control knob and thus does not distract his attention. This new line of auto sets will also feature the large black dial.

Zenith also has announced a self-operating low-consumption type of radio and generator for use in yachts, trailers and camps, in models which are not only compact but in two sections, having separate speaker so that they can be installed in very small compartments and with remote speakers if desired. This combination unit will not only supply radio, but also six-volt lights for the yacht, camp or trailer.

While a large volume of business is being done, the Company continues to maintain its usual liquid condition. There are no bank loans or bonded indebtedness. All current obligations have been discounted and cash in the bank and government securities exceed two million dollars.

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\$3,000,000 REPORTED AVAILABLE FOR MUTUAL EXPANSION

Funds anywhere up to \$3,000,000 have been offered by an outside source for the expansion of the Mutual Broadcasting System, according to Variety. "This outside source is interested in linking up the four basic members of the group, WOR, New York; WGN, Chicago; WLW, Cincinnati, and CKLW, Detroit, with other important transmitters throughout the country which are owned and operated by newspapers. The setup would primarily be known as a network of newspaper stations, practically all of which now hold affiliation with either NBC or Columbia.

"Maker of the investment proposition is in no way connected with banking or stock underwriting interests", the report continues. "He is convinced that there is room for a third cross-country link and that with the proper financing and the inclusion of the major newspaper owned outlets such project could be put over successfully. In a meeting with a member of the Mutual group the outsider suggested two courses of financial action, either that three of the Mutual setup, WOR, WGN and WLW, each put up \$1,000,000 or that the outsider be permitted to contribute a sum up to \$3,000,000.

"The expanded network would be operated primarily on a mutual basis, with the investment money being used to finance the necessary office and studio facilities, program production, sales promotion and the salaries of both personnel and talent. All member outlets would hold stock in the network and share in the profits, after interest, equitably arrived at, on the outsider's investment had been deducted."

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:::	INDUSTRY NOTES	:::
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Charging unfair representations of medicine in advertising and on the radio, the Federal Trade Commission has issued a complaint against John J. McCloskey, 727 West Wisconsin Ave., Milwaukee, trading as H. B. Kimball Co., H. B. Kimball and Kimball Laboratories. The respondent sells a stomach remedy called "Kimball Tablets". He was allowed until March 27 to show cause why the FTC should not issue against him an order to cease and desist from the representations of which complaint is made.

Senator Pittman (D.), of Nevada, on February 24 placed in the appendix of the Congressional Record the address of David Sarnoff, President of the Radio Corporation of America, on "Communication and Democracy", delivered in Chicago before the Third Annual Woman Congress.

The Columbia Broadcasting System has just issued a colorful brochure on the success of Eddie Cantor over the air from the point of view of Lehn & Fink, manufacturers of Pebecco toothpaste. The main story is written by Reginald Townsend, of Lennen & Mitchell, advertising representative, and epilogues are added by Cantor and the CBS.

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DR. LINDER TALKS ON PROBLEMS OF ELECTRONS

Obstinate electrons that resist man's urging to travel faster in a straight line on radio wavelengths of four inches and masquerade as a gas by swarming in clouds were the subject of a paper presented at a meeting of The American Physical Society at New York February 22 by Dr. E. G. Linder, of the RCA laboratories.

Science must find the answer to this problem before power greater than the present limit of a few watts can be generated on such extremely short wavelengths, to open the possibility of practical new uses of that section of the radio spectrum. Dr. Linder's paper, which was concerned chiefly with a new formula for the behavior of the recalcitrant electrons, resulted from laboratory experiments in which he noted that existing theories did not check closely enough with practical performance. By taking into account the gas-like behavior of electrons, evidenced by their disposition to whirl in clouds and interfere with each other's motion in regions of high density, the RCA scientist's new formula more definitely resolves the problem of making the tiny particles move in the desired manner between the elements of vacuum tubes.

At present, Dr. Linder's formula is chiefly of scientific interest, but both formula and the experimental work which produced it look toward the eventual expansion of the radio spectrum toward the realm of visible light, opening hundreds and even thousands of new channels for new radio services as practical as present-day radio broadcasting.

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APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

New, Dorrence D. Roderick, El Paso, Tex., CP for new station, 1500 kc., 100 watts, unlt'd. time; WKRC, WKRC, Inc., Cincinnati, Ohio, extension of special exp. Auth. to operate with 1 KW day and night for period ending Sept. 1, 1936; WREC, WREC, Inc., Memphis, Tenn., extension of special Exp. Auth. to operate with 1 KW night, $2\frac{1}{2}$ KW day, from March 1 to Sept. 1, 1936; KMBC, Midland Broadcasting Co., Kansas City, Mo., license for auxiliary transm. to use old $2\frac{1}{2}$ KW transmitter for emergency purposes only, to operate with 1 KW night, $2\frac{1}{2}$ KW day; WMT, Iowa Broadcasting Co., Cedar Rapids, Ia., license to cover special Auth. to operate permanently with 1 KW night, $2\frac{1}{2}$ KW day, using directional antenna at night, unlt'd. time, and approving transmitting eqpt.; KGVO, Mosby's Inc., Missoula, Mont., license to cover CP authorizing installation of new eqpt; change in freq. to 1260 kc., increase in power to 1 KW, and change in transmitter site; WOKO, WOKO, Inc., Albany, N. Y., license to cover CP, 1430 kc., 500 watts night, 1 KW day, unlt'd. time; also granted authority to determine operating power by direct measurement of antenna input in compliance with Rule 137; KHBC, Honolulu Brdcstg. Co., Ltd., Hilo, Hawaii, Mod. of CP to install new eqpt. and antenna, change freq. from 1420 to 1400 kc., increase power from 100 w. to 250 watts, extend commencement date to 60 days after grant and completion date to 6 months thereafter.

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