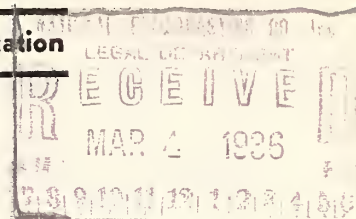


# HEINL RADIO BUSINESS LETTER

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## INDEX TO ISSUE OF MARCH 3, 1936.

Norman Baker To Conduct Candidacy Over Mexican Station.....	2
Work On Coaxial Cable To Start At Once, Jewett Says.....	3
O'Connor, Blocking FCC Probe, Warns Stations Of Libel.....	4
Radio Exports For 1935 Set New Record.....	4
Green Says Speakers, Not Stations, Should Be Responsible.....	5
LaGuardia Opposes WNYC Wave Change; Reveals Big Offers.....	5
Kendall, Lafount mentioned for Payne's Place On FCC.....	6
Networks Set January Record For Time Sales This Year.....	6
Recording Urged To End "Libelous Attacks".....	6
CBS Denies Infringement In Answer To Harms.....	7
RCA Announces Quarterly Dividend On "A" Stock.....	7
Industry Notes.....	8
Couzens Offers Resolution To Force "Bribery" Data.....	9
Oldest City In U. S. May Get First Radio Station.....	9
Prall To Hold FCC Chairmanship Another Year.....	10
Sinclair Lewis Blames Radio For Slump In Book Sales.....	10
"Amos 'n' Andy" Liquidate Two-Year-Old \$2 RFC Loan.....	11
Hyderabad, India, To Have Up-to-date Broadcasting Service.....	11
11 New Infringement Suits Begun By Warner Bros.....	12

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March 3, 1936

## NORMAN BAKER TO CONDUCT CANDIDACY OVER MEXICAN STATION

The 1936 political campaign obviously is going to set numerous broadcasting records, but it is doubtful whether any will be as unique as that of conducting a campaign for the United States Senate over the facilities of a Mexican radio station.

Norman Baker, long a stormy petrel in broadcasting circles, has already started his campaign over his station, XENT, Nueva Laredo, Mexico, just across the border from Laredo, Texas. He is a candidate for the Senate from Iowa, presumably on an independent ticket, although Senator Dickinson, a Republican, is up for reelection.

Mr. Baker first came into national prominence in 1931 when the Federal Radio Commission closed his station, KTNT, at Muscatine, Ia., following complaints by the American Medical Association and others against claims of cancer cures allegedly broadcast by him. Undaunted, Mr. Baker erected a station just across the Mexican border and now, with a power of 150,000 watts, reaches a larger range of listeners in this country than he did from Muscatine. It is conceded that he will have little trouble blanketing the whole State of Iowa with his appeals for votes in the senatorial race.

Baker's unusual procedure is not Iowa's first taste of political campaigns via radio. Henry Field in 1932 came dangerously close to being elected to the Senate merely because his name had become a household word through the operation of Station KFNF at Shenandoah, Ia. Field polled 399,929 votes against 538,422 for Louis Murphy, Democrat, who now sits in the Senate with another session to go.

Dr. John R. Brinkley, famed goat-gland specialist, also conducted a campaign for the governorship of Iowa over the air via KFKB, Milford, Ia. Brinkley's station was also put off the air by the old Federal Radio Commission, and the doctor, like Baker, transferred operations to Mexico. He now operates Station XERA at Villa Acuna, just across the border from Del Rio, Texas.

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## WORK ON COAXIAL CABLE TO START AT ONCE, JEWETT SAYS

The American Telephone & Telegraph Company, finding the terms of the Federal Communications Commission coaxial cable order acceptable, will begin work at once on the circuit that may prove a milestone in television development. Dr. Frank B. Jewett, Vice-President of the A. T. & T., said that at least six months will be needed to complete the physical aspects of the link between New York and Philadelphia.

Coincident with the A. T. & T. announcement, television by cable became a reality in Germany with the opening to the public of a circuit between two cities at the Leipzig Fair under the auspices of the German Postal Ministry. This television transmission between Berlin and Leipzig was opened to the public at a cost of \$1.40 for three minutes of visible conversation. Special booths are equipped with an ordinary telephone receiver, a microphone, and a window-like apparatus in which the face of the party at the other end of the line appeared on a surface approximately eight inches square.

The coaxial cable to be laid between New York and Philadelphia will be made at the Westinghouse cable plant in Baltimore, while the terminal equipment and experimental amplifier will be manufactured either by Western Electric or the Bell Telephone Laboratories in New York. When completed, the cable must be available to any television experimenters, under the terms of the FCC order.

"We have found the FCC order acceptable", said Dr. Jewett. "Our acceptance has been filed with the Commission. We estimate the time necessary to complete the job as about six months, but this will depend on the difficulties encountered. If things go well our first physical tests of the conductor will begin when laying of the cable is completed.

"We are primarily interested in the cable only because of its telephonic or telegraphic possibilities, and extensive experiments must be carried out along this line before it is ready for tests by others. It may be late next Fall before the circuit can be made ready for actual tests by television interests."

It has been estimated that "repeating" stations, to amplify the strength of television signals sent over the system, must be installed along the route of the cable at intervals of about ten miles. The range of image frequencies the cable is capable of conducting is said to be in excess of one million cycles

The cable's estimated telephone-circuit capacity is about 240. Approximately twenty times that number of telegraph messages, however, can be handled simultaneously, it is said.

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3/3/36

## O'CONNOR, BLOCKING FCC PROBE, WARNS STATIONS OF LIBEL

Although Representative O'Connor (D.), of New York, so far has refused, as Chairman of the House Rules Committee, to permit a special committee to investigate broadcasting and the Federal Communications Commission, he has become somewhat riled at the use being made of radio in personal attacks on him.

He has disclosed that he has warned twenty large stations he would hold them responsible for any libelous statements concerning him delivered over their facilities. The warning was an outgrowth of his controversy with the Rev. Charles E. Coughlin, who has twice attacked the record and integrity of the Tammany Congressman during his weekly radio addresses. Mr. O'Connor refused to name the stations or to make public the text of his telegram.

Following Father Coughlin's first attack on O'Connor, the latter in an address on the floor of the House demanded that stations record all political addresses so that speakers might be held accountable for what they actually said rather than for what appeared in their prepared statements.

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## RADIO EXPORTS FOR 1935 SET NEW RECORD

A new peak for exports of radio apparatus from the United States was attained during 1935 with sales abroad of \$25,454,188, compared with \$24,856,592 in 1934, according to compilations by RMA of the official export statistics of the Bureau of Foreign and Domestic Commerce, Department of Commerce.

The new modern short-wave sets apparently figures in the 1935 increase in receiving set exports to \$15,472,291, as compared with \$15,338,143 of sets exported in 1934, while the number of units in set exports decreased from 612,084 in 1934 to 589,209 in 1935.

A decrease in tube exports, however, was recorded in 1935, slightly in units but materially in value. Tube units exported in 1935 were 6,588,060, compared to 6,682,083 in 1934. Dollar value of tubes exported in 1935 was \$2,882,268, compared with \$3,209,946 in 1934.

Increases in exports of radio parts, loud speakers and transmitting apparatus also were recorded.

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3/3/36

## GREEN SAYS SPEAKERS, NOT STATIONS, SHOULD BE RESPONSIBLE

William Green, President of the American Federation of Labor, believes that political speakers and not broadcasting stations should be held accountable for statements made over the air. His views, expressed during a recent radio interview conducted by Boake Carter over the Columbia Broadcasting System, were that "under no circumstances should those in control of a radio station be accorded the privilege of censoring speeches."

Questioned about the incident caused by the refusal of the networks to grant time to the National Republican Committee comparable to that given President Roosevelt, Green said that the broadcasters must be the sole judge in such matters but that "public sentiment would support the exercise of tact and sound discretion rather than arbitrary judgment."

Finally, Green said he saw no need at this time for a "Supreme Court of the Air", with members to be appointed for long terms so that they might be independent of political considerations.

"Experience has shown that the public, those who compose the radio audience, exercise a greater influence than a Supreme Court of the ether could possibly exercise in the extension of approval or a veto to addresses, commercial programs, and entertainment supplied by the broadcasting companies."

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## LA GUARDIA OPPOSES WNYC WAVE CHANGE; REVEALS BIG OFFERS

Opposition to a proposal to change the wavelength of Station WNYC, New York's municipally-owned station, from 810 to 1130 kc. was voiced this week by Mayor LaGuardia. A resolution which would authorize the Board of Aldermen to apply to the Federal Communications Commission for the shift in frequency was offered by John J. Cashmore, Brooklyn Democrat.

Mr. LaGuardia at the same time disclosed that since he took office he had received and rejected several "six-figure" offers for Station WNYC. He said the offers were refused because he wants to expand the station, and he pointed out that \$10,000 is now being spent on improvements. A change in the wavelength to 1130 kc., LaGuardia contended, would make the station inaudible to large sections of Manhattan, Queens, and the Bronx.

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## KENDALL, LAFOUNT MENTIONED FOR PAYNE'S PLACE ON FCC

Although the term of George Henry Payne on the Federal Communications Commission does not expire until July 1, efforts have already been started to obtain endorsements for candidates to succeed him.

Among the contenders for whom senatorial support is said to be sought are Judge John C. Kendall, Portland (Ore.) attorney, and Harold A. Lafount, former Republican member of the Federal Radio Commission from Utah.

Mr. Payne is a Republican and a member of the Telegraph Division. Because of his frequent attacks on the FCC policies, it is not expected that he will be reappointed. His present term was for two years.

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## NETWORKS SET JANUARY RECORD FOR TIME SALES THIS YEAR

The largest January billings in their histories were recorded this year by the CBS and NBC-Red networks. NBC-Red time sales amounted to \$1,755,394 and have been exceeded only by its March, 1935, record of \$1,802,741. The CBS January billings were \$1,901,023 and have been surpassed only by the October, 1935, record of \$1,930,512. NBC-Blue network revenues for January amounted to \$926,421, making the combined NBC total \$2,681,815. This is below the January, 1935, figure, chiefly because the Metropolitan Opera is this year being carried as a sustaining program.

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## RECORDING URGED TO END "LIBELOUS ATTACKS"

Recommendation that radio addresses be recorded as a means of discouraging "libelous attacks" was made to the Federal Communications Commission last week by Aimee Weber, of Baltimore, President of National Housewives, Inc.

Miss Weber had previously protested against remarks made by Governor Talmadge in a radio address at Macon, Ga., as "abusive". Herbert L. Pettey, Secretary of the Commission, informed her that the Communications Act gave the FCC no authority to censor radio.

In another letter, Miss Weber suggested that if all broadcast addresses were recorded, speeches of value would be preserved and "a practically helpless citizenary" would be afforded protection "from libelous attacks."

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3/3/36

## CBS DENIES INFRINGEMENT IN ANSWER TO HARMS

Replying to the complaint of Harms, Inc., the Columbia Broadcasting System on February 28th reiterated its claim that CBS stations are still licensed to broadcast music published by the Warner group in U. S. District Court, in New York. Columbia, however, is continuing its policy of not broadcasting any Warner music, it was added.

The suit brought by Harms, Inc., contended that a performance of "I Get a Kick Out of You" shortly after midnight on New Year's Eve over WABC constituted a copyright infringement. Columbia denies that it is guilty of infringement, and sets forth in addition the grounds on which it contends that WABC was entitled to perform the number.

The answer points out that both Harms and Cole Porter, the composer, were members of ASCAP at the time WABC obtained from ASCAP the license which grants performing rights in the Warner Bros. compositions up to 1941. Cole Porter, the answer further asserts, remains a member of ASCAP and has specifically assigned his rights to ASCAP for this period.

Not only does Columbia continue to claim that the performance is licensed, but it also claims that Harms, by reason of its actions and representations, is barred from asserting any infringement claim.

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## RCA ANNOUNCES QUARTERLY DIVIDEND ON "A" STOCK

The regular quarterly dividend on the "A" Preferred stock of the Radio Corporation of America for the first quarter of the year 1936 was declared February 28 by the Board of Directors, David Sarnoff, President of the Corporation announced.

The dividend is one and three-quarters per cent for the quarter, amounting to 87½ cents a share. It is payable on April 1, 1936, to holders of record of the stock at the close of business on the eleventh day of March, 1936. It applies to all outstanding shares of "A" Preferred stock, including shares of "A" Preferred represented by outstanding unexchanged certificates of original Preferred stock - ten of these unexchanged shares being equal to one share of "A" Preferred.

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 ::: INDUSTRY NOTES :::  
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A general increase in cost of time on the air during 1936 is predicated by James L. Free, President of Free & Sleining Inc., radio station representatives. Already most of the stations represented by his firm have announced increases in their rates, Mr. Free stated in Chicago last week, and further raises are anticipated. The steepest rise has been in the cost of spot announcements, he said, both because previous rates for this type of broadcasting have been comparatively low and because of a desire on the part of broadcasters to encourage advertisers to use fewer announcements and more program periods.

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The Detroit News is conducting an investigation of interference to radio sets in that city. A coupon is printed daily in the paper asking for details on the type of interference. A fully equipped radio interference car is then sent to find the source of the trouble and suggest ways for eliminating it. To date the work placed upon this department indicates that it is a valuable service for the readers of the News.

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To carry out plans of Virginia authorities for establishment of a police radio system in the State, a bill has been introduced in the Virginia Legislature providing for appropriations and operation.

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A direct radiotelegraph circuit between the United States and Brazil was opened to the public March 2nd by the Mackay Radio and Telegraph Company. All classes of telegraph traffic will be accepted and distributed to all parts of both countries, the company said. The circuit is operated between the high power stations of Mackay Radio here and the stations at Rio de Janeiro of the International Radio Company of Brazil, associated company of the International Telephone and Telegraph Corporation.

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The Federal Communications Commission has adopted amendments to the following rules, copies of which may be obtained from the Commission Secretary: Rule 100.6, Rule 105.34, Rule 105.35, and Rule 105.36.

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Martin Codel, publisher of Broadcasting, is the father of a second daughter, Martha, born only last week.

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## COUZENS OFFERS RESOLUTION TO FORCE "BRIBERY" DATA

Although the Federal Communications Commission refused to disclose its evidence in the "Willard Hotel incident" upon request of one of its members, George Henry Payne, it may be compelled to do so by the Senate.

Senator Couzens (R.), of Michigan, on March 2 introduced a resolution to require the FCC to submit all data and evidence upon which it based its finding that no member of the Commission had been charged with being susceptible to bribery and political influence.

Irvin Stewart, Vice Chairman, who headed the Investigating Committee, said that the evidence would be made available at once if the resolution is adopted.

The text of the resolution follows:

"Whereas the Federal Communications Commission, on January 9, 1936, appointed a subcommittee from its membership to investigate what was known and described by the Commission as 'The Willard Hotel Incident'; and

"Whereas on February 14, 1936, the Commission issued a report on its findings on that investigation; and

"Whereas it would be helpful to the Committee on Interstate Commerce of the United States Senate to have all memoranda, statements, testimony, and reports made to or obtained by the Commission and by the Department of Justice for the Commission during the investigation herein referred to; Therefore be it

"Resolved, That the Federal Communications Commission shall forward to the United States Senate all of the memoranda, documents, statements, testimony, reports made to or obtained by the Commission and by the Department of Justice for the Commission in relation to and as part of that investigation."

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## OLDEST CITY IN U. S. MAY GET FIRST RADIO STATION

The oldest city in the United States, St. Augustine, Fla., will get its first broadcasting station if the Federal Communications Commission approves the recommendation of one of its Examiners, R. H. Hyde.

The Examiner recommended that the application of the Fountain of Youth Properties, Inc., for a permit to build a station for operation on 1210 kc., with 100 watts power, unlimited time, be granted as the area has no satisfactory broadcast reception at present.

3/3/36

Although it has a resident population of but 12,111, according to the Examiner's report, St. Augustine has upwards of 20,000 persons during the tourist season and approximately 500,000 visitors annually.

A new station for New London, Conn., to be built by the Thames Broadcasting Corp., was recommended to the FCC by Examiner Ralph L. Walker. It would operate on 1500 kc. with 100 watts power, daytime only.

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#### PRALL TO HOLD FCC CHAIRMANSHIP ANOTHER YEAR

Anning S. Prall, a New York Democrat, will remain as Chairman of the Federal Communications Commission for another year, or until Marcy 11, 1937.

President Roosevelt has reappointed him, it was disclosed this week, as his present term as Chairman will expire on March 11. His appointment as a member of the FCC, however, is for seven years from July 1, 1935.

The reappointment discredited rumors that the Chairmanship might be made rotative as on the Interstate Commerce Commission. Irvin Stewart, of Texas, is Vice Chairman and would have been in line for the chairmanship under such a policy.

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#### SINCLAIR LEWIS BLAMES RADIO FOR SLUMP IN BOOK SALES

Radio, among other things, was blamed by Sinclair Lewis for the slump in book sales in an article written for the Yale Literary Magazine. He wrote:

"Many novels which 15 years ago would have sold 50,000 copies sold only 10,000 copies in 1935. One might almost declare that books do not sell any more in this country. The movie, automobile, road house, bridge, and, most of all, the radio, are the enemies of magazine-reading, book-reading and of book-buying."

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"AMOS 'N' ANDY" LIQUIDATE TWO-YEAR-OLD \$2 RFC LOAN

Jesse Jones, Chairman of the Reconstruction Finance Corporation, had the last word in the publicized RFC transactions with "Amos 'n' Andy" two years ago when he disclosed this week that the \$2 loan to the famed radio comedians has been repaid.

Chairman Jones, in mimeographed press releases, revealed that he had dunned the funsters, who talk in millions over the air, for the \$2 although there had always been some doubt whether the loan was ever made.

Freeman F. Gosden and Chalres J. Correll, the off-stage names of the comedians, in a letter accompanying the \$2 said:

"We has laid down a lot of financial reports 'cause we couldn't read 'em, but when we opened dis one, we was afraid to pick it up. We is both big business mens an' we know figures an' we has seed some figures in our day, but we ain't never seed no figures like you got in dat book.

"Now, you asked us 'about de \$2.00 you loaned us when we repealed to you for de loan some time ago. If dat \$2.00 will straighten out de mess you is in, take it. We is puttin' it in dis letter."

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HYDERABAD, INDIA, TO HAVE UP-TO-DATE BROADCASTING SERVICE

A radio broadcasting service of the most up-to-date type is to be established in the Indian State of Hyderabad, according to a report from Consul Curtis C. Jordan, Madras, made public by the Commerce Department. For some years the Nizam of Hyderabad has evinced a keen interest in radio broadcasting.

A plan has been drawn up whereby the State will be provided with four fully-equipped broadcasting stations. The main station will be located in Hyderabad and will transmit its programs both in the vernacular and in English. The other three stations will be located in strategic centers so that the whole state may be adequately served.

It is proposed to equip about 2,000 villages in the State with community receivers, these to be installed in schools and public squares where a large percentage of the population will be able to listen-in. The programs planned for the sub-stations, will be especially arranged to suit the tastes and needs of the rural population. It is proposed to give periodic talks on such subjects as sanitation, agriculture and community improvement.

The new stations will be installed by the Marconi Co. The Hyderabad station will have a power of 3 to 5 kilowatts and is capable of being increased to 10 kilowatts.

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3/3/36

11 NEW INFRINGEMENT SUITS BEGUN BY WARNER BROS.

Eleven new suits, two in New York and nine in other States, have been filed by M. Witmark & Sons, Remick Music Corp. and T. B. Harms, music publishing subsidiaries of Warner Bros. Pictures, Inc., against several radio stations for the alleged infringement of song copyrights owned by the companies, according to a Warner Bros. press release.

The New York actions include T. B. Harms vs. WNEW for alleged infringement of the song "Every Now and Then"; and M. Witmark & Sons vs. WHN for the alleged infringement (two times) of the song "Where the River Shannon Flows". In each case \$5,000 damages and an accounting of the profits are sought.

Other suits filed with songs allegedly infringed and damages asked, follow:

M. Witmark & Sons vs. KHJ, Los Angeles; "Mine Alone", \$5,000.

Remick Music Corp. vs. KHJ, Los Angeles; "Whistle and Blow Your Blues Away"; \$5,000.

M. Witmark & Sons vs. WMEX, Boston; "Gypsy Love Song"; \$5,000.

Remick Music Corp. vs. WFBL, Syracuse; "Get Happy"; \$5,000.

M. Witmark & Sons vs. WSYR, Syracuse; "The Words Are In My Heart"; \$5,000.

Remick Music Corp. vs. WCFL, Chicago; "Put On Your Old Grey Bonnet"; \$250.

M. Witmark & Sons vs. WWL, New Orleans; "Let's Have Breakfast in Bed"; \$5,000.

M. Witmark & Sons vs. WCFL, Chicago; "That Old Irish Mother of Mine", "Lulu's Back In Town", and "Sunrise and You"; \$750.

Remick Music Corp. vs. KSFO, Los Angeles; "Sweet Georgia Brown"; \$300.

The eleven latest suits of the Warner Bros. music companies bring the total actions filed to date to thirty-six.

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