

# HEINL RADIO BUSINESS LETTER

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## BREAKDOWN IN LANGUAGE BARRIER SEEN BY IBU SECRETARY

International broadcasting has already started breaking down the barriers of languages as a preliminary step to world amity, Arthur R. Burrows, Secretary-General of the International Broadcasting Union, declared while visiting Washington this week.

Speaking to a group of distinguished newspaper men and radio industry personalities as guest of the Overseas Writers Club at the National Press Club, Mr. Burrows forecast the day when international understanding will displace national ignorance by means of radio.

The International Broadcasting Union, which has among its members all of the principal broadcasting organizations of the world, is working toward this end, he said, by sponsoring periodic international exchanges of programs characteristic of the nation which broadcasts them.

It now is promoting a plan in which every principal country will broadcast a talk by one of its leading citizens every month, the talk to be picked up by other national broadcasting organizations for rebroadcasting to their native listeners. Translations will be made, wherever necessary, at the receiving point.

The four Scandinavian countries recently engaged in such an exchange, Mr. Burrows said, with the Kings of Sweden, Norway, and Denmark, and the Prime Minister of Finland making addresses over the combined radio facilities of the four nations.

The International Broadcasting Union has an aggregate radio audience of 250,000,000 listeners, Mr. Burrows said, and these are scattered among every important country.

Several nations already have started broadcasting lessons in foreign languages for the benefit of their home listeners, Mr. Burrows said. Australian stations are broadcasting lessons in Japanese and Swedish stations are offering courses in English.

On the other hand, other nations are broadcasting via short-wave, lessons in their own languages for the benefit of English-speaking listeners. Germany and Spain, before the rebellion, have broadcast these programs regularly.

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Mr. Burrows, an Englishman, was introduced by Maurice Rambert, President of the Union and of the Swiss Broadcasting System. He explained that his lack of familiarity with the English language prevented his talking at length.

Both speakers were among the foreign delegation of distinguished radio personages brought to the United States for the tenth anniversary celebration of the National Broadcasting System.

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#### CBS ASKS PERMISSION TO ABOLISH SUBSIDIARIES

The Columbia Broadcasting System this week took steps to avoid undue Federal taxes by applying to the Federal Communications Commission for the authority to abolish its subsidiaries and to transfer all of its wholly-owned station licenses to the parent company.

The move is expected to be approved as it is in line with the Administration's wish to abolish unnecessary holding companies.

Other networks or organizations of broadcasting stations under a single ownership are expected to follow CBS's example and to file similar petitions.

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#### RADIO LAWYERS PLAN BIG DINNER FOR NOVEMBER 18

The Federal Communications Commission Bar Association, comprising the leading attorneys on radio law, will hold a dinner November 18th in the National Press Club, Washington, D. C.

Clyde B. Aichison, a member of the Interstate Commerce Commission, will be the principal speaker. Guests of honor who have been invited are Justice Owen J. Roberts, of the United States Supreme Court, and members of the Federal Communications Commission.

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## WASHINGTON SOCIETY, OFFICIALS GREET RADIO VISITORS

Washington society, including the Diplomatic Corps and officialdom turned out this week to welcome the delegation of distinguished radio personalities from abroad brought to the United States for the tenth anniversary celebration of NBC.

Beginning Wednesday evening the visitors were entertained almost constantly at dinners, receptions, luncheons or teas.

Anning S. Prall, Chairman of the Federal Communications Commission, was host at an elaborate dinner at the Shoreham Hotel Wednesday night. Speech-making was banned by the FCC Chairman, who explained that he felt sure the guests were weary of talking or hearing others talk.

On Thursday noon the Overseas Writers Club, composed of distinguished newspaper men or former newspaper men who have seen service abroad, entertained the visitors at a luncheon in the National Press Club. Oswald F. Schuette, now associated with the Radio Corporation of America, was toastmaster.

Mr. and Mrs. Louis Caldwell were hosts at the principal social functions. Wednesday evening Mrs. Caldwell entertained the wives of the visitors while their husbands were attending the Prall dinner.

On Thursday Mr. and Mrs. Caldwell were hosts at a large reception in their home. Persons prominent in Washington social and diplomatic circles were introduced to the European radio officials.

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## STAR-TIMES PERMIT WITHHELD PENDING RULE BY COURT

The G.O.P.-protested grant of broadcasting facilities to the Star-Times Publishing Co., St. Louis, was recalled and suspended by the Federal Communications Commission this week pending the outcome of litigation now in the U. S. Court of Appeals.

Howls were raised by the Republican National Committee and Station WIL, St. Louis, when the grant was made late in September. The facilities are 1250 kc. with 1,000 watts full time.

Both WIL and the St. Louis Post-Dispatch, which operates KSD, filed appeals in the Court of Appeals. The G.O.P. Committee in a statement charged that the FCC had made "an outright gift of \$500,000 to the only newspaper in St. Louis which supports Roosevelt's reelection."

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## "NEWS PIRACY" CASE INTERESTS BROADCASTERS

Broadcasters and publishers alike this week followed with interest arguments in the so-called "news piracy" case before the U. S. Supreme Court.

The case was the suit of the Associated Press to enjoin Station KVOs, of Bellingham, Wash., from broadcasting news from the Association's member newspapers before its distribution to their readers.

John W. Davis represented The Associated Press in the arguments before the court and William H. Pemberton, of Olympia, Wash., spoke for the radio station. The case was brought to the high court by KVOs appealing from the Ninth Circuit Court of Appeals, which reversed a district court and ordered a preliminary injunction.

Mr. Pemberton, opening the case, asserted that The Associated Press had suffered no damage, and that KVOs was not a competitor of the press association. If any one was damaged, he said, it was The Bellingham Herald, from which it developed the dispatches were taken and read over the air.

"This is the same Associated Press as in the International News Service case, is it not?" Justice Brandeis asked, alluding to the suit in which the Supreme Court determined that there was a property right in news. "They have the same property right in news as in that case, have they not?"

"Not quite", Mr. Pemberton answered. "You see, this news already has been published and we put it on the air five hours after publication in the case of the morning edition news, and three hours after publication of the afternoon edition news."

Justice Brandeis wished to know if persons had stopped taking the newspaper because of the broadcasts, but Mr. Pemberton said that, on the contrary, he thought the circulation of the paper had increased. News, Mr. Pemberton held, was common property when published.

Mr. Davis said that KVOs was charged with "unlawful piracy", of news from The Bellingham Herald, Seattle Post-Intelligencer and Seattle Times. This, he insisted, was unfair competition and improper use of another's property. Commercial value until distribution through the region of the newspapers affected was not lost, Mr. Davis said, comparing the present case with The Associated Press-International News Service suit.

"This case is absolutely governed by the International News Service case and all attempted distinctions must fail", Mr. Davis contended.

Both the radio station and newspapers rely upon advertising for revenue, he stated, adding that 183 "literal reproductions of articles" carried by The Associated Press had been sent out over the air by KVOS.

Answering Justice Brandeis, Mr. Davis said that the radio station did not give The Associated Press credit for this news.

"Pirating" news from newspapers in the way described, Mr. Davis argued, might in time place newspapers at the mercy of the radio stations.

"Do you object to broadcasting the language or the facts?" Justice Brandeis inquired.

"I object to piracy of our formulation of the facts", Mr. Davis replied, as he went on to say that damage was a question not alone of actuality but of potentiality, and that the news used by KVOS had monetary value to newspapers and had been collected at high cost.

The Circuit Court in its decree ordered a preliminary injunction to stop the broadcasting station "from appropriating and broadcasting any of the news gathered by the AP, for the period following its publication in complainants' newspapers, during which the broadcasting of the pirated news to KVOS's most remote auditor may damage the complainants' paper business of procuring or maintaining their subscriptions and advertising."

The Associated Press seeks a permanent injunction restraining the radio station from broadcasting the news until eighteen hours after publication. The court took the case under advisement.

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#### FCC DENIES PETITION OF KNOX BROADCASTING CO. AGAIN

The Federal Communications Commission this week quietly disposed again of the controverted Knox Broadcasting Company case which some months ago was involved in the so-called "Willard Hotel case".

It denied a petition asking the Commission to waive a rule governing the filing of a petition for reconsideration and to grant an application for a new broadcast station at Schenectady, N. Y., for operation on 1240 kc., 1 KW power, unlimited time.



The decision was on the last page of a long list of FCC rulings under the heading "Miscellaneous":

The same facilities had been sought by WNBF, Binghamton, N. Y. local, which had asked for a change in assignment. Both applications had been denied by the FCC following the sensational developments of early this year, in which was involved a Department of Justice investigation of an alleged conversation in the Willard Hotel, Washington, wherein claims were purportedly made of "passing money" to get radio facilities. The whole incident was later branded officially by the Department as based on irresponsible "drunken conversation".

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#### RADIO NETWORKS HELD DEPENDENT UPON TELEPHONE LINES

Radio network broadcasting is largely dependent upon telephone lines to carry its programs over the nation, rather than ether waves, according to Dr. James O. Perrine, of the American Telephone and Telegraph Company.

Dr. Perrine gave a graphic demonstration of the role played by the telephone company in network broadcasting at a recent luncheon of the Bond Club in Chicago. The address, as reported by Larry Wolters, Radio Editor of the Chicago Tribune, follows in part:

"Dr. Perrine first showed the great fidelity possible when no telephone circuits are used at all, then compared this with the 5,000 cycle circuits available for network broadcasting and the somewhat less faithful circuits regarded as satisfactory for ordinary telephone service.

"He also maintained that the telephone interests are ready to make available a still finer radio service to carry upward of 8,000 sound cycles when the American public is willing to spend the additional dollars needed to buy receivers capable of handling everything the telephone wires would carry.

"Manufacturers, on the other hand, maintain that they are already making sets that are capable of delivering a higher fidelity of sound than the transmitters are putting out or than wires are capable of carrying.

"Dr. Perrine also reported that the telephone company is ready for television. He has high hopes for the possibilities of the coaxial cable when the telephone interests have developed for transmitting television. Such a cable has been laid between New York and Philadelphia for test purposes.



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"In discussing waves, Dr. Perrine pointed out some of their many vulnerable and perishable aspects. By artificial means he produced various disturbing conditions which caused overloading, noises, singing, whistling, and other distressing sounds that radio listeners grumble over when brought on by natural causes.

"He brought to mind what many a listener has heard but does not always remember - that a program originating in Hollywood is brought 2,000 miles to Chicago by telephone wire, then carried out of the city again by wire to the transmitting station before it is put on the air. Thus 'the miracle of radio' is usually concerned with a distance of 30 miles or less. (This, of course, does not apply to short wave broadcasting)."

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#### FCC COUNSEL ARGUES BAKER CASE IN HOUSTON, TEXAS

George B. Porter, Assistant General Counsel of the Federal Communications Commission, was back in Washington this week after arguing in defense of the Communications Act in the Federal District Court at Houston, Texas.

Joining with the U. S. attorney at Houston, Mr. Porter sought to sustain an indictment returned against Norman Baker, former American broadcaster, who now operates XENT, Nuevo Laredo, Mexico, across the border from Laredo, Texas. Baker's counsel had filed a demurrer against the indictment on the ground that Section 325(b) of the Communications Act is unconstitutional.

The law states that programs, whether by transcription or by wire, may not be transmitted to other countries without express authority of the FCC, when the programs are designed for reception in the United States.

A ruling on the law, if made in favor of the United States, will do much, FCC officials believe, in holding down the activities of the border stations which direct their transmissions at listeners in this country.

Roy Richardson and E. R. Hood were also indicted for allegedly conspiring to violate the Act. Their plan, according to the Justice Department, was to make phonograph records in Laredo, Tex., transport them across the Rio Grande to Nuevo Laredo, Mexico, and broadcast them back to the U. S. from Station XENT.

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The Federal Communications Commission said the recordings are of advertising matter for use in promoting the sale of pills which purport to cure cancer.

Baker, et al, say such a law is unconstitutional. The United States says it is not, and officials have given indications of an appeal in the event the three are acquired.

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#### BRITISH TELEVISION PROGRAMS NOW LISTED REGULARLY

The Radio Times - the official organ of the British Broadcasting Corporation, which lays claim to having a larger circulation than any other weekly periodical in the world, now publishes full details of the BBC television program in its London edition in addition to details of the normal broadcast program.

From the first number which has been received, it is possible to judge the scope of the new television programs. During the week following the official opening of the television service on November 2, televiewers received a number of interesting programs, including a display of champion Alsatian dogs, a full-dress ballet, an extract from a theatrical production now running in London, a demonstration of boxing training, a talk on the London Zoo in which a number of animals made their first television appearance with their keepers, and samples of pictures and sculpture from forthcoming London exhibitions. A program of special interest, entitled "Autumn Glory", featured prize chrysanthemums from a horticultural display organized by the National Chrysanthemum Society. The BBC dance orchestra, and many stage, film and variety stars, including Bebe Daniels and her husband Ben Lyon, direct from Hollywood, also appeared in the first week of programs. Excerpts from the British Movie-tone News-reel were broadcast each day.

There are now several places in London where the general public can have an opportunity of seeing the programs broadcast from the new BBC television station at the Alexandra Palace. Receivers have been installed in railway stations, museums, and several big stores. Manufacturers of television receivers, which can now be obtained at prices ranging from £80 to £120, have already received a far greater number of orders than was initially expected, according to the BBC.

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## MARCONI PREDICTS TRANS-OCEANIC TELEVISION

Television will span the Atlantic soon, Guglielmo Marconi, inventor of wireless, predicted in a record-breaking four-way short-wave broadcast which linked his yacht in the Mediterranean with David Sarnoff, President of the Radio Corporation, in New York, and a group of foreign broadcasting executives in two American Airlines cabin planes flying between Niagara Falls and Washington, D. C., Wednesday afternoon.

"We will soon be able to see each other by trans-Atlantic television", Marconi said.

Senatore Marconi's statement, from his yacht "electra" cruising near Genoa, Italy, was made during a conversation with Mr. Sarnoff, who was speaking into a desk microphone in his office on the fifty-third floor of the RCA Building in Rockefeller Center. The Italian inventor did not elaborate on his statement concerning television.

The broadcast, which was heard over a nation-wide network with remarkable clarity, was in connection with a special international Armistice Day hook-up linking the Old and New Worlds, and earth, sea and sky.

The ether was filled with Hello's as Mr. Sarnoff greeted the heads of the European broadcasting companies, now visiting this country to study American radio methods in connection with the National Broadcasting Company's tenth anniversary. Besides Mr. Marconi and the RCA President, those participating in the four-way conversation were Robert Jardillier, French Minister of Communications, in one of the speeding cabin planes 5,000 feet aloft, and Maurice Rambert, President of the International Broadcasting Union, in the other plane. At one time all four broadcasting points were taking part in a general conversation.

Others who spoke during the international short-wave program were Dr. Erich von Kunsti of the Austrian Broadcasting Company; Dr. Ladislav Sourek, President of the Czechoslovakian Broadcasting Company; Lain C. Lerche, President of the Danish Broadcasting Company, and Dr. Francesco Cochetti of the Italian Broadcasting Company, who were among the twenty-six passengers in the planes. In addition to being broadcast in the United States, the program was scheduled for rebroadcasting in Denmark, France, Austria, Italy and Germany.

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:::: BRIEF NOTES ::::  
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The first meeting of the Preparatory Committee for the International Telegraph Conference to be held at Cairo, has been postponed from November 13th until 10 A.M., November 19th. This postponement is due to the delay in the arrival of the ship upon which the American delegation to the Warsaw C.C.I.T. is returning. The meeting will be held in Room 1413, New Post Office Building, Washington, D. C.

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The New York City Fire Department this week advertised for bids for radio telephone equipment to provide two-way communication between the fire headquarters and the city's fireboats. Bids will close November 30th.

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Recently elected a member of the National Committee on Boys and Girls Club Work, David Sarnoff, RCA President, will be a guest speaker at the annual dinner of the National 4-H Clubs Congress in Chicago on December 1st.

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Wor, Newark, reports a total of 1,559,977 pieces of mail received since the first of the year up to and including October 31, 1936. During a similar period in 1935 the mail response totalled 742,021 pieces of mail. This marks an increase of 110.2 percent.

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The Federal Communications Commission was advised this week by Examiner George H. Hill to grant an application received from WKZO, Kalamazoo, Mich., for a construction permit to operate with 250 watts nighttime and 1 KW daytime on 590 kc. Station WKZO now operates daytime only with 1 KW power.

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Construction in the new Canadian National Railways Hotel at Vancouver of what will be the most up-to-date radio broadcasting studios in the Dominion of Canada, and the near-completion of a powerful 5,000 watt transmitting station on Lulu Island, B. C., both designed to provide better broadcasting service for the West Coast territory, were recently announced by the Canadian Radio Commission. The studios and the transmitter are of ultra-modern design and will be made available for operation, it is expected, early this Winter.

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## NEW WJZ ANTENNA DEDICATED ON NBC'S TENTH ANNIVERSARY

The new, ultra-modern 640-foot antenna for WJZ, key station of the National Broadcasting Company's Blue Network, will be placed in operation on Sunday, November 15th, the date of NBC's Tenth Anniversary.

While the power of the station will remain at 50,000 watts, pending authorization of the Federal Communications Commission to increase to 500,000 watts, the new antenna will produce an increase in efficiency which would be equivalent to increasing the power to 110,000 watts.

A comparatively small porcelain insulator, capable of bearing 1,250,000 pounds, carries the entire load. The tower is built to withstand a wind velocity several times greater than has ever been recorded in New York.

Ninety thousand feet of copper wire buried in radial trenches centering at the base, form the ground system for the new antenna. Connecting the tower with the WJZ transmitter will be a line consisting of an outer metal tube ten inches in diameter surrounding an insulated inner conduit approximately three inches in diameter.

The new antenna was constructed by a staff of twenty engineers, under the supervision of O. B. Hanson, Chief Engineer, and Raymond E. Guy, Radio Facilities Engineer of NBC.

The steel tower is painted in alternate stripes of aviation orange and white. At night it is lighted with a flashing high-power light beacon on top and by fifteen separate marking lights between top and bottom.

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