

HEINL RADIO BUSINESS LETTER

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No. 845

July 23, 1935.

PACIFIC COAST PRESS-RADIO BUREAU TO SUSPEND

After sixteen months of service, the Coast Press-Radio Bureau in Los Angeles will cease to function August 1st. Announcements to this effect are being sent to the Bureau's 45 subscribers by W. R. Gordon, who organized the Western Bureau in March, 1934, and has served as its editor since then.

Although it has operated continuously at a loss, with the deficit made up by the publishers, the Bureau has enjoyed the confidence of station operators and the public, inquiry in Los Angeles indicated, the Editor & Publisher said.

The following telegram was received by that publication from E. H. Harris, Chairman of the Publishers' National Radio Committee: "The closing of the Pacific Coast Press-Radio Bureau cannot affect the operation of the New York Press-Radio Bureau. The New York bureau will continue to operate so long as the two chains and the independents now supporting the bureau want it to continue. Both chains have indicated that they favor continuing the Press-Radio Bureau and are willing to finance its operation."

Last September it reached its peak with 65 subscribing stations. Since then - partly due to high wire tolls and more particularly since the announcements of the United Press and International News Service at the A.N.P.A. convention that these services, while continuing to cooperate with the Press-Radio Bureau, would offer their report direct to stations and permit commercial sponsorship - about a third of the stations have withdrawn. Publishers, feeling that the need of the Bureau no longer exists, say they do not feel that they should continue to make up the difference between the cost of its operation and the revenue derived from the \$12.50 monthly charge for which the service is sold.

With the discontinuance of the Bureau, program listings of KNX, Los Angeles, which were dropped from several local papers last year, probably will be returned. KNX was the standout station locally in refusing to subscribe to the Press-Radio service. Up to the formation of the bureau, KNX took the United Press report, but with cancellation of its contract by the U.P. when the Bureau began to function, it switched to Transradio.

KNX has now signed a new contract with the U.P. starting January 1st on expiration of its present Transradio contract.

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W. R. Gordon, editor of the Los Angeles Press-Radio Bureau has accepted a position with the United Press and H. H. Hammer, also of the Bureau, goes to the International News.

The International News Service is now providing WBBM, Chicago, Columbia Broadcasting System outlet, with a full leased wire news report.

Ralph Atlass, Manager of WJJD, local independent station and WIND, Gary, Ind., effective August 30 will receive the full I.N.S. report. At present the stations are receiving Transradio.

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RECOMMENDS AGAINST KSTP FOR MINNEAPOLIS STATION

If the recommendation of Melvin H. Dalberg, Examiner of the Federal Communications Commission is followed, the National Battery Broadcasting Co., operators of Station KSTP, St. Paul, will not be able to gobble up the 100 watt license for a station to be erected in Minneapolis, as evidently that company had anticipated. Instead Examiner Dalberg would give it to Edward Hoffman, who conducts a retail furniture installment business in St. Paul, and also in Fargo, N. D. Tentative arrangements have been made by Mr. Hoffman, if he secures the permit, to erect this new 100 watt station on 1370 kc., to locate the station in St. Paul.

According to his testimony, he holds bonds and securities which can be converted into cash instantly, approximately in the sum of \$20,000 which would be available for the proposed station. It is stated that the station would cost in the neighborhood of \$14,000 and the sum of \$6,000 additional is available should the station not prove profitable during the first year. Applicant proposes that seven employees will be used in the operation of the station and testified that he would personally supervise and direct the same. He estimates the monthly cost of operation as between \$1200 and \$1500.

According to evidence submitted, KSTP, of St. Paul, has assets of \$203,917.32, liabilities of \$19,296.92, and claims to have a net worth of \$184,624.40. KSTP has set aside \$25,000 for the cost of construction and the initial operation of the proposed new station in Minneapolis.

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CANADA TO REBROADCAST FOREIGN PROGRAMS

Final tests are now being made of the Canadian Radio Commission's new station at Ottawa to be used for bringing in programs by short-wave from Great Britain, France, Germany and other countries, and giving them to the Commission's networks covering Canada from coast to coast. This additional service will be inaugurated very soon, and overseas programs will be fed to the networks daily.

During the past eighteen months the Canadian Commission has been exchanging selected programs with the big networks of the United States, and now choice programs from overseas will be made available to Canadians. Hitherto, overseas programs brought in by the Commission have come by way of the trans-Atlantic radio telephone system. Through the new station near Ottawa they will be picked up by the Commission itself.

The short wave receiving equipment of this station is the latest development of the Canadian Marconi Company. The nature of this equipment and the location of the station and the quality of the soil on which it is built ensure practically perfect short-wave reception at all times. It is not subject to interference, fading and other interruptions experienced by listeners using ordinary short-wave receivers.

As the programs are received from overseas, they will be carried by special wires to the Commission studios in the Chateau Laurier in Ottawa, from where they will go to the networks. As the best British and European programs are usually broadcast in the evening hours overseas which are daytime hours here, the Commission will reproduce the programs by its blattnerphone equipment in order that they may be given to Canadians during the evening hours when most people are able to listen and when the Commission networks are in operation. The Commission's blattnerphone apparatus is the only reproducing equipment of its kind on this side of the Atlantic. Identical apparatus is used extensively by the British Broadcasting Corporation.

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NAB AND RMA COOPERATE IN RADIO AWARDS

Cooperation between the NAB and RMA in the setting up of annual awards in broadcasting similar to the Pulitzer prizes in the publication field was instituted when President Leo J. Fitzpatrick at the Association's Convention at Colorado Springs was authorized by the Board of Directors to appoint a committee of three to represent the NAB in working out plans with a similar committee from the RMA. The resolution calling for the appointment of the committee followed an invitation to cooperate in the creation of awards extended by Bond Geddes, Executive Vice-President of the RMA. The committee will be appointed soon.

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CUBAN IMPORTS OF RADIO SETS SHOW DECLINE IN JUNE

Cuban imports of radio receiving sets registered a decline in June compared with the preceding month and with the same month of 1934, according to a report from Assistant Trade Commissioner K. Molesworth, Habana.

Receipts of radio receiving sets through the port of Habana, the report shows, totaled 1,535 units in June 1935, compared with 1,639 units in May and 1,898 units in June 1934. However, it is pointed out, Cuban radio importations have held up extremely well this year, the total for the first five months being 11,007 units compared with 5,903 units in the corresponding period of 1934, so that the decrease in June is considered to be due to adequate stocks in the country rather than to any actual decline in demand.

The only non-American makes of radios imported into the Cuban market in the month under review were 7 units of the Dutch Phillips radio compared with 2 units in May and 17 in April. From January 1, 1935 through June 30, the total imports of Phillips radios amounted to only 55 units, the report states.

The total value of the 1,535 units imported in June was \$32,465, and approximately 40 different makes were represented. Six outstanding American makes of radio apparatus accounted for 1,009 units, or approximately 65 per cent of the total Cuban imports, the report shows.

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COMPOSERS APPOINT PRESS REPRESENTATIVE

Joseph R. Fliesler has been appointed to act as press contact for the American Society of Composers, Authors and Publishers and will cooperate with representatives of the press in securing whatever information they may require which the Society has available.

While Mr. Fliesler is not expressly authorized to speak for the Society or any of its members, according to E. C. Mills, General Manager of ASCAP, his services may be had in contacting any of these and securing official statements.

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CALL WESTERN UNION FOR S.F. RADIO SERVICE

An organization known as the Radio Manufacturers' Service in San Francisco and the Western Union Telegraph Company in that city have entered into an agreement to provide a quick reliable service for radio owners whose sets may need adjusting or repair, it was announced.

The arrangement enables radio owners to obtain radio servicemen by simply telephoning Western Union. No charge is made for this contact service.

"The Radio Manufacturers Service, created by the Philco Radio & Television Corporation, Philadelphia is", according to an explanation of the service issued in San Francisco, "a nationwide organization of trained, experienced and properly equipped servicemen who are helping radio owners everywhere obtain maximum performance from their sets.

"Their training includes courses from technical books prepared by radio engineers covering all types of installation and service problems on all sets. Their ability to perform their work satisfactorily is guaranteed by endorsement of Philco distributors who pass on their qualifications before they are admitted to membership in the Radio Manufacturers Service. There are 13,000 of these service men in the United States. They are identified by their Radio Manufacturers Service membership cards."

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NAB CREATES NEW MEMBERSHIP CLASS

A new class of membership, known as Associate Membership has been established by the National Association of Broadcasters.

Under the new plan, active membership will be restricted to persons or corporations engaged in the operation of radio stations. Other individuals or corporations associated with radio broadcasting and wishing to become members of the Association will be eligible to make application for associate membership.

Annual dues of associate members will be \$250 annually, payable quarterly in advance. Only active members are entitled to voting power in the association.

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WOULD RENEW LOS ANGELES LICENSES IF MEDICAL ADS OFF

If they will keep clear of objectionable medical and other advertising, about which complaints have been made, Commissioner Thad Brown, after a hearing in that city, has recommended the renewal of the licenses of a group of stations in Los Angeles or vicinity, which were called on the carpet by the Federal Communications Commission.

They were KGFJ, Los Angeles; KFWB, in Hollywood, owned by the Warner Brothers; KMPC, Beverly Hills, KRKD, Los Angeles, and KIEV, Glendale. KFWB also had asked to increase its power from 2500 watts daytime to 5,000 watts.

In recommending that all these stations be allowed to continue, Mr. Brown reached the following conclusions:

The evidence relating to the application of Ben S. McGlashan (KGFJ) for renewal license discloses broadcasts of programs relating to the Alhambra Electronic Institute and a failure to make certain entries in the log book with reference to political broadcasts. The general service of the station is shown to be of acceptable quality and of local public interest. The applicant has shown a disposition to examine advertising copy more thoroughly hereafter with a view to preventing a possible repetition of such broadcasts as those of the Alhambra Electronic Institute. It is also shown that the applicant has corrected its method of keeping the station log so as to comply more strictly with the regulations of the Commission.

The evidence relating to the applications of Warner Brothers Broadcasting Corporation (KFWB) for renewal license and construction permit, discloses broadcasts of programs relating to the Alhambra Electronic Institute. These broadcasts were carried for an extremely brief period, being terminated voluntarily when the character of the programs became evident. A high type of regional service is broadcast by this station. The increased power applied for will, if granted, improve and extend the service without causing any objectionable interference to other stations.

The evidence relating to the application of the Beverly Hills Broadcasting Corporation (KMPC) for renewal license discloses broadcasts of programs relating to the Alhambra Electronic Institute, certain frequency deviations and a failure to make certain entries in the log book with reference to political broadcasts. Also, an operating agreement of doubtful legality was disclosed at the hearing. The Electronic program has been discontinued, and the character of the general service of the station together with the attitude of the applicant affords substantial assurance that there will be no further broadcasts of programs of such doubtful character. It was shown that the question of frequency deviations had been adjusted prior to the

hearing to the satisfaction of the Commission. Omissions in reference to the station log have been corrected. The operating agreement has been terminated and it now appears that the licensee is in active control.

The evidence relating to the applications of Cannon System, Ltd. (KIEV) for renewal license and modification of construction permit, discloses broadcasts of programs relating to the Alhambra Electronic Institute. These programs were carried but a brief period and have not been on the station since June 10, 1934. The evidence shows adequate reasons for applicant's failure to complete construction heretofore authorized within the specified time. An acceptable local program service in the Glendale area is supplied by this station.

The evidence relating to the application of Radio Broadcasters, Inc. (KRKD) for renewal license discloses broadcasts of programs relating to the Alhambra Electronic Institute. It is shown that the station broadcasts a high quality program service and that it is not the policy of the station to accept broadcasts of such doubtful merit.

The Alhambra Institute referred to is alleged to have a device with the aid of which it was claimed the cause of any ailment could be diagnosed and if the Institute failed in that, they would refund \$1,000 in cash. To induce listeners to respond, it was said by paying \$1, the first 10 would receive a \$10 examination.

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HIGH FIDELITY RADIO IN GERMANY

Little has been done in Germany to cover the entire country with high fidelity radio, Assistant Trade Commissioner Rolland Welch, of Berlin, reports. The main transmitter in Berlin handles broadcasts ranging from 30 to 10,000 cycles per second. The cables for this transmitter, as well as those connecting it with other transmitters, handle from 50 to 6,400 cycles per second.

The broadcasters feel that this covers the complete range as to fidelity of sound, but unfortunately no receiving apparatus is built in Germany that will give such true fidelity. The buying public does not appear to be interested in improving the quality, and the manufacturers believe that to enter the field of high fidelity reception would increase the cost of receiving sets which are already extremely high.

Patent exchange agreements and foreign exchange regulations make it impossible to sell American receiving sets in Germany, Commissioner Welch concludes.

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FCC ENGINEER INVENTS SECRET PORTABLE RADIO PRINTER

For use in news reporting, W. G. H. Finch, Assistant Chief Engineer of the Federal Communications Commission, has invented a "Secret Portable Radio Printer System", which provides typewritten communication between a reporter on a story and the city desk, either for the purpose of receiving instructions or the instantaneous transmission of a story from the scene of action.

A patent was granted to Mr. Finch on this last week by the Patent Office following several others which had previously been granted to him for a radio facsimile newspaper system.

Finch, who was formerly Chief Engineer of the Hearst radio interests, described the portable radio printer as follows:

"My invention relates to novel apparatus for and methods of automatic printing telegraphy and more particularly relates to novel methods of and apparatus for selecting, synchronizing and operating portable and mobile automatic printing telegraph apparatus over radio.

"Heretofore, due mainly to the complications of telegraph printers, they have been considered practical only for fixed station work.

"A great need, however, has arisen for the operation of mobile telegraph printers; that is, printers which are mounted on movable carriers, such as automobiles, buses, trucks, police cars, aeroplanes, ships and the like. Owners of these mobile printers are then supplied with a radio service for sending out recorded instructions."

Mr. Finch said that he had as the main object of his invention the provision of a printing telegraph system operating a mobile printer by radio. Other objects he enumerated were, to use novel mountings and supports for mobile printers; to render the printer characters quickly and readily visible; to provide novel apparatus for and methods, maintaining the telegraph code secret; to provide a telegraph printer in which the characters can be readily interchanged to respond to different codes, to provide type wheel printers in which the characters are responsive to different codes and to provide telegraph printers with removable and interchangeable type characters.

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MORE WIRELESS COMMUNICATION FOR ETHIOPIA

Permission has been granted by the Federal Communications Commission to Press Wireless, Inc. to temporarily add Addis Ababa in Ethiopia, as a point of communication. As a beginning, the license has only been issued for a 30-day period but no doubt will be renewed from time to time as long as the crisis in Ethiopia exists. Press Wireless is composed of a number of newspapers, including the New York Times and the Chicago Tribune.

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RADIO AND THE HAUPTMANN TRIAL

Perhaps the reply which J. Edgar Hoover, head of the Bureau of Investigation of the Department of Justice, made with regard to the newspapers, also holds good for the broadcasters of the Hauptmann trial. It was apropos the American Bar Association proposing a committee of lawyers and newspapermen and broadcasters to prevent hippodroming of criminal trials. It is suggested that this committee be made up of lawyers and representatives of the United Press, Associated Press and International News Service and the National and Columbia broadcasting companies.

Mr. Hoover termed the Hauptmann proceedings a "Disgusting spectacle" and "a Roman holiday" but absolved the press of all blame.

The press is not to blame. If you put on a freak show the press will report it as such. If you put on a dignified trial, I am convinced the newspapers will cover it as such."

Of course the broadcasting stations could not do otherwise.

Another caustic reply was that of Tom Wallace, of the Louisville Times, who said, "Newspaper men need lawyers' advice when they have stolen something rather than when they are reporting something."

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Hearings before a sub-committee of the House Interstate and Foreign Commerce Committee are being held on the Copeland, Mead and Sirovich Food and Drug Bills. James W. Baldwin, Managing Director of the National Association of Broadcasters, is attending the sessions but as yet has not asked to be heard.

Eugene S. Thomas has been appointed WOR Sales Promotion Manager succeeding T. Wylie Kinney, who is now Eastern Sales Representative for the Mutual Broadcasting System. This position is in addition to Thomas's position as assistant to Walter Neff, WOR Sales Manager.

Before going to WOR in July, 1934, in a Sales Promotion capacity, Thomas spent seven years with the Thomas R. Shipp Company, public relations counsels. Four years of this position was spent as Manager of the Atwater Kent National Radio Auditions.

No successor has as yet been appointed to Henry A. Bellows, Chairman of the Legislative Committee of the National Association of Broadcasters. Mr. Bellows is understood to have taken a position with General Mills, Inc., in New York.

Harold Higgenbottom, 30, formerly in charge of television experiments at Kansas State College, Manhattan, died of a disease attributed by physicians to his work with the X-Ray.

Plans are being made for a combined Electrical and Radio Show to be held in Grand Central Palace in New York City, about the middle of September. Although radio is to be only a part of the exhibit, the chances are that it will far outshadow the other electrical devices to be displayed and that a large part of the crowd, as usual, will be attracted by radio. Predictions are that the attendance at the New York Exposition will be unusually large.

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DEPRESSION HAS STIMULATED RESEARCH, SARNOFF TELLS RCA DISTRIBUTORS

The chief points of discussion at the RCA Victor Convention of distributors at Atlantic City last week centered around the latest scientific advances in radio technique such as the metal tube which is now being manufactured by RCA for use in its 1935 line of radio receivers, and which, according to RCA, has been adopted by twenty-two of the leading radio manufacturers; the belief of the trade that improved business is in evidence, and that a striking characteristic of 1935 trade conditions is renewed demand for quality merchandise.

"The depression in the United States has stimulated us to further activity in scientific research", David Sarnoff told the distributors. "Necessity may be the mother of invention but invention is the father of necessity. You may be sure that we in the radio industry are cognizant of the steady increase in the demand of our people for the better things in life. In the research laboratories of the RCA, marked progress is being made in the development of television and facsimile, which will ultimately provide new products and services that should add to the nation's prosperity, help to increase employment and advance the forward march of our cultural development.

"Economic cataclysms, because of the profound influence exerted on the social order, may seem to halt the progress of culture, but the truth remains even after civilizations which produced it have disappeared. Great economic upheavals may actually stimulate cultural progress. This has happened in America. More of our people are reading today than ever before. More are listening to the radio. And more are thinking. In our own broadcasting activities, each year has seen marked progress in the artistic value of radio programs."

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WORLD POWER MANUAL AND ELECTRICAL EXPORTERS HANDBOOK

The Electrical Division of the Bureau of Foreign and Domestic Commerce has just announced the publication of a "World Power Manual and Electrical Exporters' Handbook." This book will contain such items of interest to electrical export managers and exporters of electrically equipped machinery as the domestic electric current characteristics of all foreign countries (by cities), background material on the electric power industry, power production and consumption statistics, power customers, general wiring regulations and practice, domestic rates in the principal cities, as well as pertinent data concerning the market for electrical equipment throughout the world. The publication will be presented in sectional form, adaptable for loose-leaf binding. The price is \$2.00. (Supplemental sheets will be issued during the year 1935 and that the service will embrace a minimum of 500 pages).

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