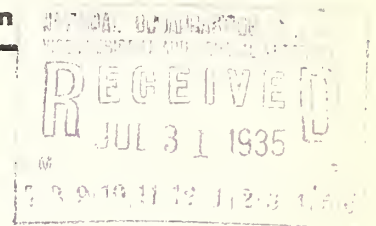


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NEWSPAPERS NOW CONTROL ONE HUNDRED AND FIFTEEN STATIONS

In point of numbers, daily newspapers have become important as licensees of broadcasting stations. The press holds air rights over more than 10 per cent of the available time and channels, through licenses owned by newspapers or their direct subsidiaries, and through co-operative arrangements, probably enjoys the right of reaching the listening public over as many more stations.

The near future will probably see increased power granted to many newspaper stations now working with 100 watts, as they demonstrate their public service, to the communications commission.

It is believed that many more newspapers will acquire broadcasting stations as ultra-short waves are developed. This issue of the Editor and Publisher, largely devoted to radio as related to the newspapers, indicates that most newspaper broadcasters consider their radio news a purely public service, not available for advertising sponsorship. Most of the minority which will permit sponsorship also reserve to themselves one or more news periods daily without any advertising tag-lines. And the great majority of newspaper-operated stations now furnish much more news over the air than was contemplated when the Press-Radio bureau was formed 18 months ago.

Opinion as to the wisdom of permitting sponsorship of news is still divided or unformed, it appears from the comments of newspapermen who have been associated with the radio for various periods, dating back to the pioneer days of 1920. None of those who have given their views specifically approve commercial sponsorship of news. One repudiates the idea emphatically, another considers it unfortunate, others just don't find opinion or action necessary. Some believe that the present volume of broadcast news is excessive and will be curtailed soon because the public will not accept a routine budget.

A small minority sells time on its stations cooperatively with space in the paper, but the majority opinion is that the selling problems are so radically different that separate staffs and separate rate-cards perform best. That radio advertising has not been at the expense of their newspaper columns, but has rather promoted newspaper advertising, seems to be the general conclusion of the leaders quoted. In

any case, operation of a station permits them to offer both horns of the dilemma to the doubtful prospect.

"So run the opinions of people qualified by experience to have them", concludes the Editor and Publisher. "They have changed frequently in the years that have passed since 1920, and they will change often between now and 1940. On one subject, they and Editor and Publisher are in accord -- and some of our readers appear to have forgotten that this paper has advocated the idea for more than 10 years -- newspapers by their place in the community and their knowledge of communications processes are better fitted to be broadcasters than any other group which can be named. The field is not yet closed to newspaper participation, and it is not at all unlikely that technical advances will open new air channels for broadcasting. If so, let it not be said again that newspapers 'missed the boat', in not securing more broadcasting station franchises. For, whatever may be the legal status of the radio medium, it is essentially a means of public communication, and neither competitor nor ally, but adjunct of the daily newspaper instrument."

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FIGHT WAGED ON NEW STATION NEAR CAPITAL

Radio interests in Washington, D.C. have been aroused by the Federal Communications Commission granting a construction permit without a hearing to the Monocacy Broadcasting Company to erect a 250 watt station on 1140 kilocycles at Rockville, Maryland, which is only 15 miles from the Capital. Already Station WOL in Washington has filed a protest and the NBC and Columbia are expected to follow suit. WCAU of Philadelphia also objects to the granting of a license to the new station. As a result of this the Commission has suspended the grant and a hearing in the case will be held.

"It is just a ruse to get a new station into Washington by way of the back door", one of the protestants said. "There are only 1,422 people in Rockville and anyone knows a town of that size can't support a broadcasting station. Once they get authorization to set up there, the next thing they will be doing will be to get permission to move down to Bethesda which is just across the District Line (i.e., boundary of Washington) and then they will be a full-fledged station competing for the business of the city of Washington which is already served by four other stations."

Also there is a political angle to it inasmuch as it is claimed the new licensees who hail from Frederick, Maryland and are interested in the stations in that city, desire to further the interests of the Democratic party.

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The protests of station WCAU in Philadelphia speak of the proximity of the Rockville wavelength to its own, 1170 kilocycles.

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AN INCREASE OF DAYTIME POWER RECOMMENDED FOR NEWARK STATION

The daytime power of Station WNEW, Newark, N.J. will be increased from 2500 to 5000 watts if the recommendation of Examiner Ralph L. Walker of the Federal Communications Commission is followed. In reaching his conclusion, Mr. Walker said that the record discloses that an increase in the signal strength of Station WNEW is necessary to override the high noise level in the area which it serves.

"The use of day power of five kilowatts will not cause objectionable interference within the service area of any existing station, with the possible exception of Station WCAP, Asbury Park", Mr. Walker said. "That station would probably be subjected to slight interference at points between its 500 microvolt and one millivolt contours on receivers of relatively poor selectivity, if average conditions prevail. However, average conditions do not prevail inasmuch as attenuation in the area is high."

The operating expenses of Station WNEW for the year 1934 were approximately \$172,000. The technical staff of the station consists of four part time employees on a regular basis and from eighteen to twenty-eight full time employees, involving a weekly payroll of from \$750 to \$1,100. There are from forty-five to sixty employees engaged in the preparation and presentation of programs, including program director, station manager, sales manager, announcers, secretaries, writers, production assistants and others.

The cost of commercial and sustaining talent for the period of one year was \$10,807, in addition to the sum of \$48,067 paid to staff artists. The expense of remote control lines is approximately \$2,000 per month. Transmitter maintenance expenses for the past year were about \$6,000 and the cost of light and power about \$7,200.

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N. Y. STATION SEEKS DAYTIME POWER

Although it has been repeatedly reported that Mayor LaGuardia proposed to dispose of the property of WNYC, municipal broadcasting station of the city of New York, they are seeking a construction permit to install new equipment and to increase power from 1 to 5 kilowatts to sunset N.Y. and from sunset New York use 1 kilowatt power to sunset at Minneapolis, and move transmitter from Centre and Duane Sts. to Victory Blvd. & Travis Ave. New Springville Park, N.Y.

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THINK OF BEING BORN THERE!

A. E. Johnson, Chief Engineer of the National Broadcasting Company in Washington, was smiling broadly last week.

"You seem to be happy", a friend remarked.

"Yes, I'm going on my vacation to Miami", Johnson replied.

"Isn't this a funny time of the year to go to Miami?" he was asked.

"Not for me", he replied. "That's my home."

Thousands visit Miami but it is hardly more than once in a lifetime that one encounters a native of that popular resort. The same is true of Niagara Falls, yet just starting for there is Orrin E. Dunlap, Jr., Radio Editor of the New York Times, who was born and raised at Niagara. He never misses spending his vacation there.

It is likewise true that Bob Taplinger, of Columbia, hails from Atlantic City. His father was a friend of William S. Paley, in Philadelphia, nearby, and that's how Bob got into the radio game.

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ORMANDY LOSES INFANT SON

Word has been received of the death in Vienna, Monday July 22, of the infant son of Mr. and Mrs. Eugene Ormandy. Mr. Ormandy is the conductor of the Minneapolis Symphony Orchestra and well known for his radio broadcasts.

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ENGLAND AND CANADA WORK TOGETHER ON PROGRAM EXCHANGE

Cecil G. Graves who in the Fall will become Controller of Programs for the B.B.C. has now returned to London after his visit to the U.S.A., Canada, and Newfoundland. While passing through New York, Mr. Graves took the opportunity of making the personal acquaintance of senior officials of the National Broadcasting Company and the Columbia Broadcasting System, with whom he discussed matters affecting these organizations and the B.B.C.

In an interview, Mr. Graves said that the Canadian Radio Broadcasting Commission were co-operating with the B.B.C. in connection with the Empire Broadcasting Service and special receiving equipment was now being installed at Ottawa. Mr. Graves stressed the importance of the development of reciprocal broadcasting between the various countries of the Empire. Canada, he pointed out, had already provided some excellent programs for British listeners.

When Mr. Graves takes up his new duties Oct. 1, the responsibility to the Director-General for Public Relations, together with the editorial control of the Corporation's publications, will be transferred from the Program Division to a separate Controller, 'Public Relations'. Sir Stephen Tallents, at present Public Relations Officer to the Post Office, has been appointed to this post.

To enable the Controller, 'Programs', to deal direct with the Heads of Program Departments on matters of policy, he will have a staff of two Assistant Controllers, 'R. H. Eckersley and Gladstone Murray', and a Director of Program Planning, 'R. E. L. Wellington'.

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NEW YORK RADIO SHOW IN SEPTEMBER

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 out-shadow 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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TELEPHONE ANTI-GIFT ORDER MAKES NO HIT WITH FCC EMPLOYEES

There weren't any cheers among the employees of the Federal Communications Commission employees on the order issued by Commissioner Paul A. Walker. It was suggested by reverberations of the lobby investigation and read:

"It is of the utmost importance that persons engaged in the telephone investigation, including that of the manufacturing and other subsidiary companies, so conduct themselves at all times as to avoid suspicion of impropriety, lack of dilligence, or improper attitude toward the work in which they are engaged. To this end, all persons engaged in the telephone investigation under the Federal Communications Commission must be cautioned against conduct which may be prejudicial to the investigation. The acceptance of favors or gifts from company officials or employees must be strictly prohibited. Luncheon, theater, golf, or club engagements, or introductions to clubs or places of amusement, extended as favors from company sources, should be courteously declined. Financial relations with the company, its officials or employees, including loans of money, cashing of checks, etc., must likewise be strictly prohibited.

"The Commission has confidence in the persons employed, and is anxious to assist them in performing the service expected by the country from this investigation. Members of the staff should realize that they are public servants in the highest sense of the word. As honest, sincere, conscientious and industrious public servants, they will wish to give the best of their time and talents to the work of this public investigation. They will therefore so conduct themselves at all times as to reflect the proper attitude toward this public investigation, and honor upon their employment."

"Commissioner Walker must have a fine opinion of us down here", one FCC official remarked. "Also his order cannot be construed as a vote of confidence in the A.T.&T."

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FCC DENIES INTERLOCKING DIRECTORATE REHEARING

The Commission denied the joint application of Messrs. Newcomb Carlton and E.Y. Gallaher for a rehearing in the matter of the order of the Commission recently made, denying them authority to hold offices and directorships in the Western Union Telegraph Company and the Mexican Telegraph Company. Commissioner Stewart voted to deny application for rehearing but stated that the original application should have been granted for reasons set out in his opinion.

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NEW 1935-36 RADIOS HERALDED AS NEW ERA

Radio is entering a new era, according to Ray V. Sutcliffe, editor of Radio Retailing.

"It is clearly apparent," said Mr. Sutcliffe, "that the metal tube has taken the industry by storm. It is also apparent that this little device is more than merely the old tube in a new jacket."

Announcement was made during the past week by the Radiotron Manufacturing Company that to date twenty-two leading radio manufacturers have adopted metal octal base tubes as standard equipment.

Features of a 1936 line now being introduced by the Zenith Radio Corporation are listed as: A black dial full faced with transparent white markings illuminated from the rear by red, green and blue lights according to the wave band in use; split-second tuning, overtone amplifier, triple filtering, dimensional tone and a special sounding board mounting for the loud speaker. The sets are all designed for all-metal tubes.

The new Emerson instruments are featuring a "harmonized unit," described as "a revolutionary advance in radio construction." The designers point out that the receiver is pre-built on the principle that no chain is stronger than its weakest link.

Sharp tuning circuits "specially designed to get the most out of the all-metal tubes," according to the engineers, are being introduced by Atwater Kent. The machines range from four to twelve tube outfits, with stress placed upon tone realism.

A wide range of 1936 models with the all-metal chassis are being introduced by Fada. The line includes a high-fidelity console and world-wide short-wave receivers for both alternating and direct current.

The latest Spartons concentrate on what is described as "presence engineering" designed to reproduce a complete range of lower and higher notes. The superheterodyne circuit is used, as is the case in the majority of 1935-36 sets. A tone exactifier is utilized to "unscramble and clarify reception."

Several technical features incorporated in the latest Stromberg-Carlson instruments are listed as: "The clover-leaf arrangement of coils, aligning condensers and range switch." The circuits cover three distinct wave bands, with sensitivity and selectivity on all three rated as exceptionally high. Shallow cabinets and ample vents avert cabinet "boom."

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The new RCA-Victor machines, shown to dealers during the past week at Atlantic City, are provided with a "magic eye" to supplement last season's "magic brain" circuit. The "eye" is a unique visual tuner that facilitates accurate tuning without depending upon the ear.

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NEW STUDIOS TO BE BUILT BY NBC IN HOLLYWOOD

The NBC has completed arrangements for the construction of modern studios in Hollywood.

"After months of investigation and study of suitable locations," Richard C. Patterson, Jr., executive vice president of the National Broadcasting Company, said, "NBC has signed a lease for the entire building of the Consolidated Film Industries laboratories on Melrose Avenue, and construction of modern and efficient broadcasting studios will be started immediately. They will be ready for operation next Fall."

The new broadcasting plant, which will be the most up-to-date on the Pacific coast, will include four studios. Two of these will be of the small theatre type, seating audiences of between 250 and 300 persons.

"The increasing use of radio stars in motion picture productions, and of movie stars in radio, has emphasized the need for more adequate studios in Hollywood," Mr. Patterson said. "Hollywood has become a great reservoir of talent for radio, and we expect that many more programs of national interest will originate in Southern California as soon as we have provided proper facilities."

Taking over of the Consolidated Building by NBC followed an intensive survey by Don E. Gilman, vice president in charge of the Western Division, and O.B. Hanson, chief engineer of NBC who recently returned from a three weeks trip to the coast.

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NEW AUTOMATIC RADIO PROGRAM POPULARITY ANALYZER

A new automatic device for determining radio program appeal has been developed after many months of research by Professors R. F. Elder and L. F. Woodruff of the Massachusetts Institute of Technology.

"As a substitute for and improvement over the fan letter and questionnaire methods of checking listener interest in various programs the new apparatus, a compact electrical device, is designed to give a precise and accurate record of the stations to which a radio receiving set is tuned", says a statement from the Yankee Network.

"The device is readily attachable to any ordinary receiving set, and it will in no way affect its operation or tuning. After a predetermined period of time, records may be removed and analyzed. The device then may be removed and attached to a receiver in another home.

"John Shepard 3rd, President of the Yankee Network, has made an arrangement whereby the Yankee Network will finance the building and instalation of a quantity of the devices developed by Professors Elder and Woodruff. Early in the fall a survey with the new analyzers will be instituted, program preferences will be tabulated, and every effort will be made to furnish better programs, according to the likes and dislikes of listeners."

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BIG PREPARATIONS FOR LONDON RADIO SHOW

In anticipation for the London Radiolympia, the annual exhibition of the British radio industry, under the auspices of the British Radio Manufacturers Association, a theatre is being erected inside of the Olympia which will have the largest proscenium arch in London. The stage is described as "enormous".

The London Radiolympia begins August 17 and arrangements are in charge of John Sharon, B.B.C. producer.

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MORE HUNDRED WATTERS APPROVED

Favorable examiners reports have been made in the applications of Dr. William J. Reynolds of Selma, Ala., for a 100 watt station in 1500 kc and Head of the Lakes Broadcasting Company, Virginia, Minn., for a 100 watt station on 1370 kc.

Also an examiner has favorably recommended the application of Station KOOS of Marshfield, Ore., to change its frequency from 1200 to 1390 kc daytime only, continuing to use 250 watts power.

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NEW G-E LINE OF METAL-TUBE RADIO RECEIVERS

General Electric's new radio line, embracing eight receivers featuring 100-percent metal tube complements, is announced as follows by the Merchandise Department, Bridgeport, Conn.

"These sets, which include four consoles and four table models, are the first in the history of the industry to incorporate the new metal tube developed by the 'House of Magic'.

"Developed, designed and manufactured by General Electric, the sets incorporate five major developments, in addition to many improvements over conventional types of radio receivers.

"All offer both standard and short wave reception features and several have extended tuning ranges for ultra short waves. One has five bands, two have four bands, two have three bands and three have two bands.

"Outstanding among the developments is the new metal tube, used entirely in these new sets. Other exclusive G-E advances are the sentry box, the permaliner, the stabilized dynamic speaker and the sliding-rule tuning scale.

"The new metal tubes are not only much smaller and more sturdy than conventional glass tubes, but offer many improved electrical characteristics. They provide their own shielding and, in addition, the metal shell is a better heat conductor and radiator than glass. They are particularly advantageous in the field of short wave reception. The short leads of the tubes permit greater amplification at the higher frequencies and the more effective shielding insures greater stability. Another important advantage of the metal tube is the reduction of space in the receiver ordinarily needed for tubes. Because this tube is smaller and made of metal, the working parts can be built very close to the base, thereby shortening the wire leads within the tube and providing better control of high frequencies. Also the lead wires within the tube are more widely separated.

"Hermetically sealed in steel against air and gas by Thyatron welding, there is no leakage. The new metal tube has one

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more pin than comparable glass tubes, all of the pins of the new base being of the same diameter. In the center is a longer, insulated pin which is keyed. By placing this pin in a hole centrally located in the socket and rotating the tube until the key slips into its groove, the tube is quickly and easily inserted. These factors, and many others, contribute to greater stability and longer life, with a corresponding increase in efficiency.

"The sentry box is a sub-assembly containing the radio-frequency circuits of the receiver. It selects and aligns the receiver with the various tuning bands. Its design has made it possible to eliminate connecting leads almost entirely, except those necessary for vacuum tube connections. This has greatly simplified the under-chassis wiring. The coils are mounted directly on the selector switch, assuring the shortest possible paths and connections.

"The permaliner is a new type trimmer capacitor. Sealed against moisture and dirt, it is unaffected by temperature changes, and assures proper and permanent alignment of the circuits of the receiver.

"The sliding-rule tuning scale is a horizontal rotary scale printed on an opaque cylinder, upon which only one scale is visible at a time. It protrudes slightly into the front of the panel and may be seen plainly from either a standing or sitting position. A vertical pointer, operated in each case by the right hand knob on the receiver, indicates the frequencies. The scale is softly illuminated over its entire length. A turn of a knob on the extreme left brings a new scale into a visible position and aligns the receiver to another reception band.

"The new G-E stabilized dynamic speaker is projection-welded -- a process which fuses all parts of the metallic framework into one integral piece, thereby insuring accuracy and permanency of alignment of every part of the speaker, and improving it both electrically and mechanically; electrically because there are no magnetic obstructions or losses due to gaps in joints; mechanically because all parts remain rigid and true throughout the life of the set. The voice coil at the end of the cone operates in a limited cylindrical air space and never varies from its path.

"Cabinets of General Electric's new radio receivers were styled by Pay Patten, in collaboration with a group of the foremost furniture designers in the country, and present a new mode in modern design. Engineering advances, making possible a more logical circuit design, have permitted economies and improvements in cabinet construction, with the result that cabinets are sturdy and more compact and lend themselves to a wide variety of decorative arrangements."

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