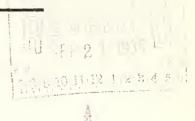
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

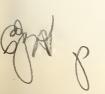
CONFIDENTIAL - Not for Publication



INDEX TO ISSUE OF SEPTEMBER 20, 1935.

Ottawa Station Starts BBC Rebroadcasts
FCC Impersonator Punished
Labor Federation Urges Government Radio
Reports Wanted On U. S. Modulated Frequencies6
N. Y. Radio Show Reveals Sales Boom
Fight Opens In "News Piracy" Appeal8
WDRC Given Power Increase9
Insurance Police For Advertisers
FCC Explains Phone Jurisdiction
Industry Notes

No. 861



3 And

OTTAWA STATION STARTS BBC REBROADCASTS

Canadian radio listeners are getting their first taste of rebroadcasts of British Broadcasting Company short-wave programs directly from their own capital, Ottawa.

Experimental broadcasts are attempted for a half-hour each week-day, beginning at 6 P.M., EST. These are relayed to the eastern Canadian network for rebroadcasting. If the tests prove successful, the overseas programs will be extended to the western stations of the Canadian system.

The powerful short-wave receiving station near Ottawa was constructed this Summer after months of experimenting by the Canadian Radio Commission. Its chief advantages are that it will provide, if successful, daily rebroadcasts of BBC short-wave programs without the heavy expense of transatlantic radio telephone service.

Almost as easily as a listener twists his dial, operators of the Ottawa station will be able to pick up programs of short-wave stations in England, France, Germany, and other countries on what is known as the great circle line.

The only obstacle in the way of immediate success of the experiment is the uncertain quantity which has plagued radio since its earliest days - atmospheric conditions.

E. C. Buchanan, Director of Public Relations of the Canadian Radio Commission, reports that at present "The atmospheric conditions are very bad". However, the Canadian broadcasters are resourceful. When direct reception proves bad, according to Buchanan, blatterphones, or recordings, of earlier pickups are used; so that the Canadian listener is never entirely disappointed.

As a matter of fact the blatterphone recordings are more convenient for Canadian listeners because of the difference in time between England and Canada. The Ottawa station will try to transmit the BBC programs directly to Canadian listeners, however, as far as practicable.

When the service is extended to the western network, the Canadian short-wave stations, CJRO and CJRX, at Winnipeg, will be able to rebroadcast the over-seas programs.

Up to this time the Canadian Radio Commission was able to pick up British programs for rebroadcasting over its own network only through the Anglo-Canadian telephone system, which got the broadcasts at its station at Yamachiche, near Three Rivers,

Quebec, and relayed them to CRCM, Montreal. This was a costly and complicated method.

Although the Commission is not contemplating such a move at present, it is reported from Ottawa that in time a short-wave broadcasting station may be built in Canada for the purpose of transmitting Canadian programs to the BBC, thus providing a two-way communication.

The Ottawa short-wave receiver occupies a 20-acre site ten miles west of Ottawa on the Richmond road. All the latest developments in radio engineering are incorporated in the station. Two aerials, a thousand feet apart, control the fluctuating volume of sound which short-wave fans find so annoying in ordinary short-wave receiving sets.

The fluctuating volume in short-wave reception is caused by the radio waves skipping several wavelengths at regular intervals. The secret is that the waves don't jump more than ten wavelengths, and a thousand feet equalling ten wavelengths, what one aerial misses, the next aerial, a fifth of a mile away in direct line, picks up. Thus, steady volume is obtained.

It is estimated that 90 per cent of the man made interference in ordinary radio sets is picked up by the lead-in wires from the aerial.

The lead-in system in the Radio Commission's new short-wave receiving set eliminates all this type of interference. Inch copper tubing with another tube one-quarter of an inch in diameter running through but not touching the outer casing constitutes the lead-in. Little triangular supports placed at short intervals around the inner tube prevent it from touching the outer tube.

The unique feature of this important part of the apparatus is that the tubes are hermetically sealed, and are filled with nitrogen gas under a pressure of 100 pounds. This is to keep out moisture and maintain the insulation between the inner and outer tube. The pressure is tested regularly.

The lead-in tubes are connected directly with the aerial wires at the tops of the masts, cover the distance between masts and station building under five feet of earth, and enter the building through the basement wall.

This lead-in system is one of the most important parts of the whole apparatus, for it is responsible for elimination of noise in the receiver.

Next comes the receiving apparatus itself. It consists really of two complete receiving units, one for each aerial, with a combiner unit between them. The system is a development of the Canadian Marconi Company. It is known as diversity reception, and marks the latest development in commercial short-wave reception.

In the operating room is the large three-panel control board, covered with important looking dials, switches and buttons. Two of the dials on the combiner unit panel, which is in the center, show which aerial is picking up the sound waves at any particular moment. Another records the combined sound volume.

Also in the control room is a high class ordinary short-wave receiving set. Its main use is to assist in tuning the big receiver. The operator sets the latter receiver on the station he desire, but if atmospheric conditions begin to affect reception, he uses the ordinary set to locate another station which is sending the same program. The big receiver is then tuned in on the new station. By this means, uninterrupted, clear reception is maintained if atmospheric conditions are favorable.

X X X X X X X X

FCC IMPERSONATOR PUNISHED

The Federal Communications Commission reports that one Jerry Stowell, who is alleged to have posed as a Special Radio Inspector of the FCC on the Pacific Coast has been arrested, tried, and punished.

After being indicted by the Federal grand jury, he entered a plea of guilty and was sentenced to ten months in jail. The sentence was suspended for five years on condition that he repay \$15 obtained fraudulently from Charles Bartell.

X X X X X X X X X

PUBLICATIONS ARE PROFITABLE BBC SIDELINE

In 1934 the income of the British Broadcasting Corporation from license fees which cost 10 shillings each was £1,710,286 and from publications after providing for bad and doubtful debts, £347,707. The net revenue for the year was £220,490. It is thus apparent hos vitally important to the Corporation is the revenue accruing from advertising in its three journals, the "Radio Times", "World Radio" and "The Listener".

Of these, the "Radio Times" is by far the most important. It is the official program paper of the B.B.C. The guaranteed average net sale for 1935 is 2,400,000 copies per week. The actual average net sales figure for the first 6 months of 1935 was 2,497,757. This exceeds the circulation of any daily paper published in Great Britain and is second only to the Sunday "News of the World" for a weekly paper. The price is 2 pence.

LABOR FEDERATION URGES GOVERNMENT RADIO

The following resolution was adopted by the Massachusetts Federation of Labor at its Fiftieth Annual Convention at Springfield, Mass.:

"Whereas, The National Broadcasting Company and the Columbia Broadcasting System, which two networks dominate the radio-broadcasting field, organized company unions and denied to their workers the right to organize and to bargain collectively; and

"Whereas, While the government itself is denied the right or the power of censorship, the Radio Trust exercises the power of censorship, in that nothing is permitted to be broadcast unless OK'd by those in control of the various radio broadcasting stations; and

"Whereas, As a result of the diversion of advertising from newspapers and magazines to radio, not less than 40,000 printing trades workers are deprived of the opportunities of employment at their trade; and

employment at their trade; and
"Whereas, Such conditions are detrimental to the best
interests of the members of all trade unions: Therefore be it

"Resolved, That we, the Massachusetts State Branch, American Federation of Labor, in annual convention assembled, petition the Congress of the United States to enact legislation whereby the government itself will exclusively control and operate all radio broadcasting stations and that advertising on the radio be restricted to not more than two hours of each day; and be it further

"Resolved, That our officers be instructed to send a copy of this resolution to Senators Walsh and Coolidge and to each of the Congressmen from this State, and that copies of this resolution be sent to each State Federation of Labor that they may do likewose."

X X X X X X X X X X X

POLICE STATIONS LISTED

An up-to-date list of some 300 municipal police radio stations operating in the United States has been compiled by the Federal Communications Commission. The list gives call letters, cities, transmitter locations, frequencies, and power.

Copies may be obtained by writing to the Federal Communications Commission, Washington, D. C.

X X X X X X X X

REPORTS WANTED ON U. S. MODULATED FREQUENCIES

Beginning October 1st the Bureau of Standards will broadcast standard frequency signals three days each week from WWV, Beltsville, Md., near Washington, D. C.

"These radio emissions provide a standard for scientific or other measurements requiring an accurate radio or audio frequency or time rate, and are useful to radio transmitting stations for adjusting their transmitters to exact frequency, and to the public generally for calibrating frequency standards", Dr. J. H. Dellinger in charge of the Radio Research Laboratories explained.

"As the modulated emissions are somewhat experimental, it is particularly desired that users report to the Bureau their experience in using them, including: description of method of use; statement of relative fading and intensity, on the three carrier frequencies; and preference as to audio frequency to be furnished.

"On each Tuesday and Friday the emissions are continuous unmodulated waves (CW); and on each Wednesday they are modulated by an audio frequency. The audio frequency is in general 1000 cycles per second.

"On all emissions three radio carrier frequencies are transmitted as follows: noon to 1 P.M., Eastern Standard Time, 15,000 kc/s (kilocycles per second); 1:15 to 2:15 P.M., 10,000 kc/s; 2:30 to 3:30 P.M., 5000 kc/s.

"The emissions on 5000 kc/s are particularly useful at distances within a few hundred miles from Washington, those on 10,000 kc/s are useful for the rest of the United States, and those on 15,000 kc/s are useful in the western half of the United States and to some extent in other parts of the world.

"The modulated emissions, except during the voice announcements at the beginning of the hour, consist of an uninterrupted audio frequency superposed on the carrier frequency. The radiated power is only one kilowatt; reception is therefore not as reliable as for the CW emissions of Tuesdays and Fridays; it is hoped to increase the power later. The modulated emissions are somewhat experimental, and for this reason an audio frequency other than 1000 cycles per second may be used on some occasions.

"The accuracy of the frequencies as sent out from the transmitting station is at all times better than a part in five million. Transmission effects in the medium sometimes result in slight fluctuations in the frequency as received at a particular place. However, these practically never impair the reception of the carrier frequency to the accuracy stated. Under some conditions, momentary fluctuations as great as 1 cycle per second may occur in the modulation frequency. It is generally

possible, however, to use the modulation frequency with an accuracy better than a part in a million by selecting that one of the three carrier frequencies which has the least fading. It is helpful to use automatic volume control on the audio frequency."

X X X X X X X X X X X

N. Y. RADIO SHOW REVEALS SALES BOOM

As another sign of business recovery, radio receiving set makers attending the 1935 National Electrical and Radio Exposition in the Grand Central Palace, New York City, reported they are behind on deliveries to dealers because of a large public demand for new models.

The show, which opened September 18, comprised 95 exhibitions of new equipment in the radio and electrical fields. Some 6,000 paid admissions were recorded the opening day.

All-metal and glass tubes were features of the new receiving sets. A decided trend away from the small sets was noted. The all-wave receivers set the style for large, easty-to-read dials, called "airplane dials". Many of the sets were equipped with colored lighting effects to indicate the band to which the set is adjusted.

X X X X X X X X X X X

WSAR POWER INCREASE RECOMMENDED

An increase in power from 250 watts to 1 KW for WSAR, Fall River, Mass., was recommended to the Federal Communications this week by Examiner Melvin H. Dalberg.

In recommending the increase, Examiner Dalberg said:
"There appears to be some public demand for this increased power from various towns and rural districts adjacent to the city of Fall River, not only upon the part of listeners but also from advertisers who desire to broadcast through the facilities of the station over a larger area than that which is locally served."

The extra power will cause no serious interference with other stations, Dalberg said. WSAR has no chain affiliation.

X X X X X X X X

FIGHT OPENS IN "NEWS PIRACY" APPEAL

As broadcasting of news bulletins becomes an increasingly important feature of the day's radio programs, broadcasters and newspaper publishers are watching with interest developments in the so-called "news piracy" case of the Associated Press vs. KVOS, Inc., Bellingham, Wash., before the U.S. Circuit Court of Appeals at Seattle.

Both sides have chosen eminent counsel, realizing the significance of the test case as a possible precedent for future news broadcasting policies. Former Senator Clarence C. Dill, who was the leading authority on radio problems in the Senate for several years, appears for KVOS, while John W. Davis, former presidential candidate, is counsel for the Associated Press.

At a hearing on September 13, Senator Dill set forth his arguments, but Davis was absent. Joseph Kindall, of Bellingham, spoke briefly for the A.P., but the court allowed three weeks additional time for the news service to file a new brief.

The case came up from a ruling of Federal Judge John C. Bowen at Seattle on December 18, 1934, denying an injunction sought by the Associated Press against the station to prevent it from broadcasting news that appeared in the Bellingham Herald and Seattle papers.

After explaining that KVOS hired its own local reporters and obtained its wire news from the Radio News Association of New York City, Senator Dill based his argument on four major points:

(1) The Bellingham Publishing Company and not the Associated Press should have brought the suit; (2) there was no unfair competition; (3) the A.P. suffered no injury to property rights; and (4) public interest justifies the court in refusing the injunction requested.

Scattered through the exposition on these points were some startling statements, such as:

"There is so little real competition between the radio station and the newspapers in disseminating news in this case, that it cannot be considered as actual competition. . . KVOS used only $l\frac{1}{2}$ hours out of a total of 16 for broadcasting news. . . A newspaper uses the entire 100 per cent of its space, not devoted to advertising, for news features and comments on the news."

"There is a lack of competition between the radio station and the newspaper in the dissemination of news due to the fact that radio station gives away the news to all who will tune in and listen and the newspaper sells the news."

Senator Dill also pointed out that radio news broadcasts last but a fraction of a second, whereas the news in a newspaper is printed and, therefore, permanent.

"News broadcasts gave birth to radio as we know it in this country", he said. "When a Westinghouse experimental station in Pittsburgh on election night in 1920, broadcast election returns - radio was born. . .

"The free radio is the feature that characterizes the American system of radio and differentiates it from all other radio systems on earth."

Concluding, Senator Dill said:

"A President might die, a nation might fall, a world become embroiled in war, but under the rules asked by appellant all citizens must depend upon the newspaper for that information for a period of 24 hours. Why change the law as it now stands, namely that news is private property while kept private, but public property after being made public?"

X X X X X X X X X X X

WDRC GIVEN POWER INCREASE

An additional potential audience of 129,000 will be added to the 618,000 now available to WDRC, Hartford, Conn., by an increase in daytime power from 2,500 to 5,000 watts on 1330 kc., unlimited time, authorized September 17 by the Federal Communications Commission. Night power will continue at 1 KW.

The FCC found that there is need for the additional service in the Hartford area, WTIC, the 50,000-watt Hartford station, being the only other station rendering consistent service to the territory. WDRC, the FCC report pointed out, is the only station in that area carrying CBS programs.

The power increase was granted on condition that the station antenna is erected to a height of 215 feet and that it delivers an unattentuated field intensity at one mile of 175 mv/m for 1 KW.

X X X X X X X X X X X

INSURANCE POLICY FOR ADVERTISERS

A novel manner of calling attention to the advertising possibilities of WMAQ, Chicago, has been devised by Niles Trammell, Vice-President in Charge of the National Broadcasting Company in that city.

After sending out a card of warning that an insurance premium was nearly due, he mailed out what appeared to be an insurance policy labelled "WMAQ Broadcast Advertising Insurance", with the policy numbered and made out to whomever it was addressed.

Among other things the policy insured "better reception, better coverage, and larger audience. The "premium of the 50,000 watt policy is same as 5,000 watt policy", it added, with "dividends accumulative in increased sales returns."

X X X X X X X X X X

PHILCO ADVERTISES ITS TUBE POLICY

Taking a full-page advertisement in the <u>New York Times</u>, the Philco Radio & Television Corporation, taking a rap at metal tubes, advises readers to "be from Missouri" when they buy radio sets.

"Ten years ago, in the early days of radio, there may have been some excuse for the radio industry to conduct experiments outside the laboratory . . . for asking the public to assume the expense of testing new radios, new tubes and new circuits", the advertisement states.

"Today there is no excuse for the radio industry to experiment on the public, and at the public's expense. Philoo, with its great research and engineering laboratories, like those of the great car manufacturers, is definitely committed to lifting the load from the public."

"Philco does not use metal tubes because:

- "1. In metal tubes, bulb size is reduced. With the same amount of heat to dissipate, the smaller metal tubes operate at a higher temperature.
- "2. This higher temperature tends to shorten tube life. It also changes the characteristics of nearby coils, resistors, etc., which impairs the delicate balance of all the various parts. . . a balance that is essential for fine performance.

"3. Many highly desirable multiple function tubes...now in general use...are not available in metal.

"4. More metal tubes than glass are required. Metal tubes are high in price. Metal tube sets cost more money and deliver less performance. And the replacement cost of a set of metal tubes is approximately double that of glass.

"5. The inability to see inside a metal tube is a real disadvantage. The transparency of glass often allows the user, the service man and the factory inspector to determine when a

tube is not functioning.

"6. Loss of vacuum is a serious hazard in metal tubes. An air leak at any point . . . and there are over twice as many points to seal in metal tubes . . . stops a radio from working.

"7. At first glance, and until one remembers the proven ruggedness, power, tone, dependability and long life of glass tubes, metal tubes may make a superficial sales appeal. However, Philoo never has and never will adopt any innovation merely for 'sales ballyhoo' appeal."

X X X X X X X X X X

FCC EXPLAINS PHONE JURISDICTION

The Telephone Division of the Federal Communications Commission on September 18 issued an order explaining the jurisdiction of the FCC under the Communications Act of 1934 over telephone companies engaged in wire telephone communication (Docket No. 2809). Briefly, the order states every wire telephone carrier operating a toll line across a State or national boundary is subject to the Act.

X X X X X X X X X X

APPLICATIONS GRANTED BY FCC BROADCAST DIVISION

WIS, Station WIS, Inc., Columbia, S.C., Mod. of CP to extend completion date to Dec. 10, 1935; KGHL, Northwestern Auto Supply Co., Inc., Billings, Mont., extension of special exp. Auth. to operate on 780 kc. from Sept. 28 for 90 days; WCOP, Joseph M. Kirby, Boston, Mass., license to cover CP for new station to operate on 1120 kc., 500 w., daytime hours; WSPD, Toledo Broadcasting Co., Toledo, Ohio, license to cover CP for increase in daytime power to 2½ KW, and installation of new equipment; 1340 kc., 1 KW night, unlimited time; KFBK, James McClatchy Co., Sacramento, Cal., Mod. of CP approving transmitter site at W. Sacramento Reclamation Dist. #900, Cal., make changes in equipment and extend commencement date to 10 days after grant and completion date to 90 days thereafter; WREC, WREC, Inc., Memphis, Tenn., Mod. of CP extending commencement date to Oct. 12, 1935; KABR, Aberdeen Broadcast Co., Aberdeen, S. Dak., Mod. of license to make changes in antenna, increase hours of operation from daytime to unlimited using 100 watts; WBZ, Boston, Mass., and KDKA, Pittsburgh, Pa. Westinghouse E & M Co., licenses to cover CP authorizing changes in equipment only.

X X X X X X X X X X X

						•		
:	:	:	INDUSTRY	NOTES	:	:	:	

David Sarnoff, President of the Radio Corporation of America, will speak on "Radio and Public Opinion" at the fourth session of the New York Herald-Tribune Forum on Current Problems on the morning of October 16 at the Waldorf Astoria in New York.

George Bijur, Director of Advertising and Sales Promotion of the Columbia Broadcasting System, will conduct an evening course in "Principles of Advertising" at Columbia University this Fall. The course will consist of 20 sessions of lectures and/or field work on Mondays from 7:40 to 9:20 P.M., beginning September 30.

"Bond van Radio Handelaren" (Federation of Radio Dealers) has been formed in Batavia, Java, for the purpose of bringing about a greater uniformity in the sale of radio receiving sets. It has the approval of the Netherland Indian Government.

Sales of radio sets in Peru during the first six months of 1935 are reported greater than in any previous half-year period, according to the Bureau of Foreign and Domestic Commerce. A continued rise in the number of sets in use seems assured in view of the general business outlook.

Sol A. Rosenblatt, former NRA Director of Compliance in charge of the Radio Industry Code, has begun his new job as "czar" of the cloak and suit trade. He is "impartial chairman" of a body of manufacturers, jobbers, contractors, and 41,000 workers.

Charles Crittenden Galbraith, one of the first men to equip steamships with wireless telegraphy and founder of C. C. Galbraith & Sons, manufacturers of lifeboats, life-saving equipment and marine supplies, died at Suffern, N. Y. last Monday at the age of 74 years.

In 1901 he became interested in wireless telegraphy. He was associated with the DeForest Wireless and the United Wireless Companies, and it was due to his efforts that many steamships on the Atlantic and Pacific Oceans and on the Great Lakes were equipped with wireless.