

# HEINL RADIO BUSINESS LETTER

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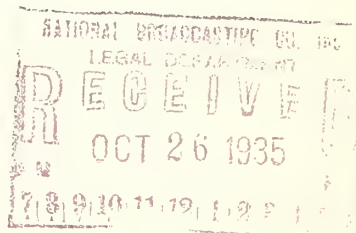
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INDEX TO ISSUE OF OCTOBER 26, 1935

Westinghouse Stations Seek Television Channels.....	2
McNary Given Leave.....	3
Short-Wave Set Demand Brings Radio Boom.....	4
Grebe Dies - Only 40 Years Old.....	5
FCC Makes Antenna Improvement Compulsory.....	6
Sees Broadcasters Censorship Responsibilities Heavy.....	6
Crosley To Add Three High Frequency Pick-Up Transmitters.....	7
Hearing Opens On WLWL Request For Full Time.....	8
Southern Stations' Power Request Vetoed.....	8
FCC To Investigate U.S. Angle Of British Radio Censorship.....	9
Would Allow Michigan State College To Change Frequency.....	9
Zworykin Describes New Television Tube.....	10
Officials Barred In Interlocking Directorate Ruling.....	10
Frank Black Decorated By French Government.....	11
Cy Colby Accuses E.R.P.I. Of Forcing Him Out Of Business.....	11

No. 871



## WESTINGHOUSE STATIONS SEEK TELEVISION CHANNELS

KDKA and its related Westinghouse stations, WBZ in Boston, and KYW in Philadelphia, are hunting for clear television channels, according to S. H. Steinhauser, Radio Editor of the Pittsburgh Press. Which explains, in a few words the addition of Ultrashortwave Station W8XKA as the second complement of KDKA; Shortwave station W8XK is the other.

"Located atop the Grant Building in Pittsburgh, the tiny ultrashortwave transmitter looks like an insulated box less than three feet square," Mr. Steinhauser writes. "Extending towards the sky, is what resembles a flag pole but is an antenna.

"In the ultra high frequencies of the 5 meter band reached by the new shortwave unit, stations are 100 kilocycles apart. The waveband itself is 5000 kilocycles wide. On the standard wave band stations are operating on 'split hairs', often riding on each other's carrierwave. The standard band is 100 kilocycles wide, or one-fiftieth the width of the ultra short-wave band.

"Which is a way of saying - and we hope in non-technical language - on the authority of those who know radio's technicalities, that W8XKA in Pittsburgh, W1XKA in Boston, and W3XKA in Philadelphia, are searching for a place in the air where there is no interference. And that little word 'n' means just what it says. If there is the slightest disturbance to interfere with broadcasting of a television picture or scene there will be no television.

"Television has been 'just around the corner' for several years. This column has always insisted that it was years and years away. Today that is truer than ever, the American Telephone and Telegraph Company having dropped its plans to lay a 'coaxial cable' between New York and Philadelphia. The Communications Commission set certain conditions for the use of the cable and its sponsors didn't care to comply. They knew that use of a cable meant wired sending of pictures, which is not television.

"KDKA and its associated stations would like to reach above and beyond earthly interference. The experimental stations, now in operation are for that purpose and nothing else.

10/26/35

What they will add to the science of broadcasting 'remains to be seen' and that's no joke.

"If you want to hear either of the Westinghouse ultrashortwave stations you'll find them operating on 55.5 megacycles on your all-wave sets."

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#### McNARY GIVEN LEAVE

James C. McNary, Technical Director of the National Association of Broadcasters, has been given a leave of absence by the Association to act as technical adviser to the clear channel group in connection with the study being given to the secondary coverage survey by the Federal Communications Commission.

This secondary coverage survey was undertaken more than a year ago under a cooperative arrangement between the FCC and a group of stations. At the second conference held in November 1934, between representatives of the Commission and the stations, Mr. McNary was designated as coordinator by all participants and has been closely identified with the collection of technical data since that time.

The fact finding survey having been completed, the next step involves interpretations of the data which have been collected. To perform this task, certain of the participating stations have requested that Mr. McNary be relieved by the National Association of Broadcasters so that he may devote his full time in their interests. It was explained by James W. Baldwin, Managing Director, that under this arrangement the NAB is not committed to any proposals which may be made.

There are several conflicting reports regarding the clear channel survey. One is that the Commission will issue a preliminary order. Another is that it will be 30 days before the engineering results can be appraised and another 30 days before the Commission will be heard from.

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## SHORT-WAVE SET DEMAND BRINGS RADIO BOOM

The fact that sales of radio sets this year may surpass the all-time peak established in 1929, is attributed by Dun & Bradstreet, Inc., in their survey to the popularity of the all-wave set. Some of the leading manufacturers, according to this agency, have completed plans to expand production from 60 to 100 per cent next year in order to meet the growing demand for short-wave models.

With buyers interested almost exclusively in all-wave radio sets, sales for the nine months of 1935 have averaged 40 to 80 per cent in excess of the comparative 1934 totals. Taking 30 per cent as the increase for this year, which would be low, in view of the heavy movement during the final quarter, sales for 1935 will reach 5,309,000 units, based on 1934 sales of 4,084,000. This would establish a new high, as it would surpass the record of 4,438,000 units which has held since 1929.

The popular response to the introduction of metal tubes has brought new delivery difficulties, while the backlog of orders has become heavier, because of the general desire to replace obsolete sets with models equipped for either all-wave reception or with one or more frequency bands.

In fact, the huge potential replacement market which has been created by the perfection of sets affording users the benefits of short and long wave reception is considered sufficient to sustain demand at a broadening rate until television or some other outstanding idea will have invaded the market. The stronger financial position of the buying public is indicated by the attitude of finance companies that now are soliciting radio paper, after a decided lack of interest in it for more than three years.

The increased output has been chiefly in the more expensive models, particularly the console type, the larger size of all receivers indicating the passing of the small midget, with its limitations as to tone, volume and selectivity.

The insatiable avidity with which the growing "audience of the air" follows either old favorites or new programs is revealed by the expansion in radio network advertising. For each month this year broadcast advertising has surpassed that of all comparative periods, reaching an all-time high of \$4,822,000 in March. In spite of the seasonal downtrend that followed, the total for the eight months of 1935 was \$31,615,000, a gain of 18.4 over 1934, and a rise of 66.6 per cent and 14.9 per cent from 1933 and 1932.

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10/26/35

## GREBE DIES - ONLY 40 YEARS OLD

Although only 40 years old, though one of the pioneers of radio, Alfred H. Grebe, President of the old Grebe Radio Company, one of the first to enter the radio manufacturing and broadcasting field, died following an operation, in New York, Thursday.

Mr. Grebe first became fascinated with the mechanics of wireless as the age of 14 and by the time he was 15 he was a licensed commercial operator. At the request of friends he made a few receiving sets for them when the radio fever first began to take hold of the nation. After making a few of these machines, Mr. Grebe decided to go into commercial production of radio sets.

To stimulate public interest in radio, Mr. Grebe established several broadcasting stations, including WAHG, WBOQ, and several experimental stations. The first-named station derives its last three initials from those of Mr. Grebe. On Nov. 1, 1926, WAHG became one of the first commercial stations under the name of WABC. The Atlantic Broadcasting Corporation, with Mr. Grebe as President, operated it until the Columbia Broadcasting System, the present owners, acquired the station in January, 1929.

Many programs broadcast from WABC during its early history drew letters of appreciation from all parts of the nation and from Alaska.

Mr. Grebe was born in Richmond Hill, L.I. in 1895, a member of a family that was among the early settlers in that area. His birthplace is now the site on which stands his radio factory, surmounted by the massive radio towers of his original radio station. Self-educated, Mr. Grebe devoted a large part of his life to radio research.

Surviving are his widow, two daughters and a son. Funeral services will be held on Sunday at 2:30 P.M. at the Grebe home at 88-89 195th Place, Hollis, L. I., (on Oct. 27).

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## FCC MAKES ANTENNA IMPROVEMENT COMPULSORY

As a further step in its campaign to require broadcasters to improve their antenna systems, the Federal Communications Commission has adopted the following rules:

"(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the location of the station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station.

"(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice.

"(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns except upon written application to and authority from the Commission.

"(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to Section 303(q) of the Communications Act of 1934."

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## SEES BROADCASTERS CENSORSHIP RESPONSIBILITIES HEAVY

If, in many ways, the broadcasters seem unduly timid - if they shy at the serious discussion of important controversial matters, particularly when they involve any of the popular taboos, while tolerating all sorts of cheap vulgarity in programs of alleged entertainment, it must be remembered that a network, and also each individual station associated with it, may be held liable by the courts for any defamatory utterance it sends out, even though it may show that it had no possible way of knowing that such defamation was contemplated, Henry A. Bellows writes in the November issue of Harper's Monthly Magazine. Likewise, it is liable in the court of public opinion for anything that may be regarded as offensive - and the radio audience is a very different matter from the more or less selected body of readers of any publication.

"The fact that broadcasting is inherently a limited monopoly - as the press, for example, is not - lays a heavy burden of social responsibility on the broadcasters, and particularly on the heads of the two major networks", Mr. Bellows goes on. "The potential discretionary power today in the hands of Mr. Aylesworth and Mr. Paley, presidents of the two chain companies, is probably a good deal more than any two private indi-

viduals ought to have. That they have so far used it on the whole discreetly does not materially alter the case. The principal restraining influences are two: sensitiveness to public opinion, and, still more, the ever-present fear that the government may commandeer some or all of their facilities. But even with these restrictions, the opportunity for effective censorship through exclusion is very broad, and any such concentration of power in the hands of people who use it in connection with money-making has manifest dangers.

"These dangers are certainly not lessened by the fact that the networks and stations alike, as commercial undertakings, are solely dependent on advertising revenues. That, up to now, there has been singularly little complaint, or ground for it, of influence by the advertisers over the non-commercial policies of the broadcasters is thoroughly creditable to both; but the fact remains that every cent that goes to defray the cost of radio programs and facilities comes out of some advertiser's pocket. The reader of a newspaper at least pays his two or three cents for it, and the newspaper publisher with a large paid circulation is emboldened thereby in an emergency to look his advertisers squarely in the eye. A radio station, despite repeated efforts to prove the contrary, has no such dependable measure of its acceptance by the public, nor do its listeners directly contribute a single penny toward its maintenance. So far the advertisers have commendably kept hands off, but their control of the purse-strings puts yet another load of social responsibility on the broadcaster's shoulders.

"Enough has been said - and the incidents could be multiplied indefinitely - to demonstrate that the only possible answer to the question 'Is radio censored?' is an unqualified 'Yes'. It is censored by the Federal Communications Commission, despite the law, through interference with program quality and content, made possible by the threat of refusal to renew licenses; it is censored by the broadcasters themselves because, owing to the limitation of facilities, they cannot do otherwise."

(The title of Mr. Bellows' article from which the above is taken, is "Is Radio Censored?").

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#### CROSLEY TO ADD THREE HIGH FREQUENCY PICK-UP TRANSMITTERS

For the purpose of picking up outside broadcasts of football matches, golf tournaments, and other events where wires are not available, and for the purpose of transmitting them to the main sending station of WLW, at Cincinnati, the Crosley Radio Corporation has applied to the Federal Communications Commission for construction permits and licenses for three new portable-mobile transmitters to be operated experimentally. They request 31,100, 34,600, 37,600, 40,600 kilocycles with 5, 1 and 2 watts respectively.

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## HEARING OPENS ON WLWL REQUEST FOR FULL TIME

Two Catholic broadcasting stations are fighting for better facilities, and scrapping between themselves, in a hearing involving more than three score stations before the Broadcast Division of the Federal Communications Commission. The hearing opened yesterday (Oct. 24) and was expected to continue into next week.

WLWL, operated by the Missionary Society of St. Paul the Apostle, New York, is seeking to change its frequency from 1100 kc. to 810 kc. with unlimited time and its present 5 KW power. WWL, operated by Loyola University, a Jesuit institution, at New Orleans, wants permanent authority to operate full time on 850 kc. with 10 KW.

The hearing is likely to have repercussions at the next session of Congress because of the influence of Father J. B. Harney, of WLWL, who has been a leader in the demand for more broadcasting facilities for educational and religious stations.

George O. Sutton, attorney for WLWL, presented several Catholic clergymen, representing Cardinal Hayes, Bishop Malloy, of Brooklyn, and Bishop Walsh, of Newark, to show that all Catholic interests in the vicinity of New York City are cooperating in utilizing WLWL.

He also introduced evidence that WWL, while an educational station, has been carrying accounts sponsored by patent medicine firms and similar remedies. Dr. Matthew White Perry, prominent Washington physician, testified as to the falsity of the sponsors' claims and the valuelessness of the products.

Engineering testimony was offered to show that WCCO, of Minneapolis, one of the two stations operating on the clear channel of 810 kc., is not heard distinctly in New York. WNYC, operated by the city of New York, is the other station on 810 kc. It operates daytime with 500 watts.

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## SOUTHERN STATIONS' POWER REQUEST VETOED

Examiner Ralph L. Walker, recommended that the application of the Pape Broadcasting Corporation, Inc., Station WALA, of Mobile, Ala., and the Eagle Broadcasting Co., KGFI, of Corpus Christi, Texas, for power increases be denied.

WALA, operating on 1380 kc., with 500 watts power at night, sought to have this increased to 1000 watts. KGFI, on 1500 kc., with 100 watts night, requested the frequency of 1380 kc., now being used by WALA, and 1000 watts power at night.

The Commission, having failed to reach a finding that the granting of the application would serve public interest, had designated them for a hearing.

John M. Littlepage and Thomas P. Littlepage, Jr., appeared for Station WALA, W. E. Pope for Station KGFI, and Frank D. Scott, for Station KMBC.

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#### FCC TO INVESTIGATE U.S. ANGLE OF BRITISH RADIO CENSORSHIP

After once deciding to have nothing to do with Great Britain's cancellation of the transmission of a radio broadcast by Baron Aloisi, Italian diplomat, from Geneva, the Federal Communications Commission voted on October 23rd to investigate the American Angle of the censorship of ether waves.

A resolution, proposed by Commissioner George Henry Payne, read as follows:

"I move that the Commission obtain the facts as far as they relate to the American communications companies under regulation of this Commission, as to the alleged cancellation of a broadcast to this country from Geneva by Delegate Baron Pompeo Aloisi on October 10, 1935."

Earlier, Anning S. Prall, Chairman of the Commission, declared that the Commission considered the matter something for the State Department to investigate.

The broadcast was picked up by the RCA Communications station at Riverhead, L.I., and to have been rebroadcast by the Columbia Broadcasting System.

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#### WOULD ALLOW MICHIGAN STATE COLLEGE TO CHANGE FREQUENCY

A favorable recommendation has been made by P. W. Seward, Examiner of the Federal Communications Commission, on the application of WKAR, owned and operated by the Michigan State College, at East Lansing, Mich., for a change of frequency from 1040 kc. to 850 kc., with 1000 watts power to operate daytime until sunset with WWL, New Orleans, which would share the 850 kc. channel. Station WKAR, operating on its present frequency, experiences serious interference from other stations in the delivery of its programs to the farmers, particularly from Station WTIC, Hartford, Conn., in the late afternoon, and CKLW, Windsor, Ontario, operating on the same frequency.

The Examiner's conclusion was that the interests of no existing station would be adversely affected by reason of interference if the application were granted, adding that no interference would be expected with Stations WENR and WLS, Chicago, if the Michigan College station operated to local sunset only.

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## ZWORYKIN DESCRIBES NEW TELEVISION TUBE

A small radio tube, which catches an energizing light or radio impulse and multiplies it millions of times was described and demonstrated before the Institute of Radio Engineers at 330 West 42nd St., New York City, last night (Oct. 22) by Dr. V. K. Zworykin, Dr. George A. Morton and Louis Malter of the RCA Laboratories.

Tests made indicate application of the tube to any problem of electrical amplification requiring exceedingly high "gain" at noise levels far below the present types of amplifying tubes, including television scanning.

The device is suitable for amplifying either direct current, or alternating current of any frequency, and the circuit in which it operates is one of extreme simplicity. The tube marks a distinct advance in the utilization of what technicians refer to as "secondary emission", a principle by which the impact of electrons emitted by a cathode release other electrons from a series of succeeding electrodes in every increasing volume.

The new tube may be provided with either a photo-electric cathode or the usual thermionic cathode, such as that used in the radio tubes of home receivers. In a demonstration of the new device, the RCA scientists employed a tube with photo-electric cathode. The energizing impulses were provided by a neon glow tube, connected to the magnetic pick-up of an electric phonograph. The dull light thus generated, fluctuating in accordance with the music of the record, was focussed on the photoelectric element of the new tube, which converted it into electrical energy and amplified it enormously. It produced an output of two to three watts for the direct operation of a loud-speaker, through which the recorded music was reproduced.

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## OFFICIALS BARRED IN INTERLOCKING DIRECTORATE RULING

The Federal Communications Commission on October 23rd, denied the applications of eight more persons connected with the American Telephone and Telegraph Company and its subsidiaries to serve as officers or directors of more than one company. They are:

Charles P. Cooper, Bancroft Gherardi, Robert H. Straham, Robert W. Curran, David F. Houston, Eugene S. Wilson, W. Cameron Forbes, Arthur W. Page.

An order is to be issued by the Commission, in keeping with the foregoing action, making the effective date 60 days hence.

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## FRANK BLACK DECORATED BY FRENCH GOVERNMENT

American broadcasting was honored by a foreign government last Wednesday (Oct. 23) when Dr. Frank Black, General Music Director of the National Broadcasting Company, was made an Officer with Palms of the French Academy.

On behalf of the French Minister of Public Instruction, Dr. Isidor Philipp who just arrived on the S.S. "Normandie", himself an Officer of the French Academy and an Officer of the Legion of Honor, presented Dr. Black with this distinguished French decoration. The decoration which accompanied Dr. Black's commission by the French Academy consists of crossed silver palm leaves set in rubies.

This honor has been conferred upon the radio conductor in recognition of his services to French artists and for promoting a wider knowledge of French music in the United States via radio.

As a personal tribute to Dr. Black, Dr. Philipp presented him with a first edition of Mendelssohn's "Italian Symphony" which Camille Saint-Saens had bequeathed to him, and a photostatic copy of the manuscript score of Granados' opera, "Goyescas", which that Spanish composer had autographed and presented to Philipp just before setting sail on his last and fatal ocean voyage.

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## CY COLBY ACCUSES E.R.P.I. OF FORCING HIM OUT OF BUSINESS

C. C. Colby, now an attorney in Boston, and for a number of years President of the Samson Electric Company, testifying before the House Patents Committee, of which Congressman William I. Sirovich, is Chairman, in New York City, indirectly charged Electrical Research Products, Inc., with forcing his company out of existence two years ago after a manufacturing career of about fifty years.

Mr. Colby told the history of his company, of its loss of business through what he charges was the intimidation of his logical customers - small theatres all over this country - by representatives of the Electrical Research Products, Inc., a subsidiary of Western Electric. The subsidiary, he said, deals in sound equipment for theatres and other developments from the researches of Bell Laboratories.

This intimidation was made possible, Mr. Colby said, because "E.R.P.I." as the bi-products corporation is called, controlled patents enough so that its representatives could threaten theatre owners with suits for infringement.