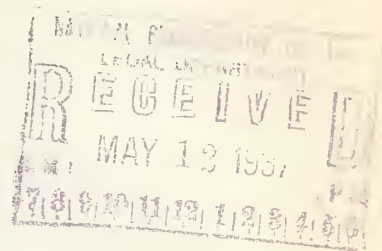


HEINL RADIO BUSINESS LETTER

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No. 1027

May 11, 1937.

WLWL SALE SEEN AS SILENCING RADIO PROBE CRY

The sale of Station WLWL, New York, by the Paulist Fathers to Arde Bulova, watch manufacturer and broadcaster, for \$275,000 may have the indirect effect of silencing demands for a radio inquiry on Capitol Hill, according to rumors in broadcasting circles.

*operates about
15 hrs a
week!*

The transfer, approved last week by the Federal Communications Commission, has brought to an end a long drawn-out controversy between the Paulist Fathers, the Columbia Broadcasting System, and Bulova.

It is understood that this three-way scrap was responsible for the demands for a broadcasting investigation by Representatives Connery (D.), and Wigglesworth (R.), of Massachusetts.

While anticipating scattered outbursts against the FCC and the so-called "radio monopolies", broadcasters this week are more confident than at any time since Congress convened that a Congressional probe has been forestalled.

The several attempts of the Paulist Fathers to obtain a full-time station or dispose of WLWL have caused the Commission more concern than any problem in recent years. Two years ago the Paulist Fathers were reported to be behind a Congressional move for the setting aside of specific frequencies for education and religious broadcasting stations.

Formation of an Eastern seaboard network, covering a half-dozen stations between Philadelphia and New England, is contemplated by Bulova as a result of his purchase of WLWL.

Whether the former Paulist station will be eliminated or will be operated on a full-time basis has not been disclosed by the new owner.

One plan is understood to call for the transfer of WOV, New York, from 1130 to 1100 kc. and its operation full time with 10,000 watts. This would eliminate WLWL, which now uses that channel two hours daily.

Another plan provides for the expansion of WLWL to a full-time station to become the key of the network.

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I.T. & T. TO DEMONSTRATE RADIO LANDING SYSTEM

The International Telephone and Telegraph Corporation has brought to this country, for the purpose of testing and demonstrating, complete equipment of the Lorenz Instrument Landing System. This radio employing device has been developed by C. Lorenz-A.G., Berlin, Germany, a subsidiary of the I. T. & T. The American demonstration, according to Frank Page, will be made in Indianapolis Friday and Saturday, May 14 and 15, at the Municipal Airport.

Commercial air fields in the following cities are equipped with the Lorenz System: England - Croydon; Heston; Gatwick; Italy - Milan; Rome and Venice (under construction); Germany - Berlin; Hamburg; Hannover; Cologne; Leipzig; Frankfurt a/M; Stuttgart; Stettin; Munich; Dresden; Nurnberg; Konigsberg; Free City of Danzig; Switzerland - Zurich; Hungary - Budapest (under construction); Austria - Vienna; Sweden - Stockholm; Czechoslovakia - Prague (under construction); Poland - Warsaw; Posen; Japan - Tokyo; South Africa - Capetown; Russia - Moscow (equipment just delivered).

The following air transport companies are using aircraft equipped with the Lorenz System Equipment:

Deutsche Lufthansa; A.-B. Aerotransport; Air France; British Airways; Oelag Wien; Imperial Airways; Koninklijke Luchtvaart-Maatschappij (KLM); Swissair; South African Airways.

International Telephone and Telegraph Corporation through the cooperation of the Department of Commerce and the officials of the Municipal Airport at Indianapolis have installed for the demonstration the Lorenz Instrument Landing System at the Indianapolis Airport and the receivers for this system in test airplanes of the Department of Commerce and of the commercial airlines.

In the operation of the Lorenz system, the pilot approaches the field by means of the usual directional, or homing beacon, to within about twenty miles of the airport, at which point the Lorenz System signals are capable of being received on both the aural and visible receiving instruments. One of the boundary signals will be the first received. The audible signal will be the code - a dot for the starboard and a dash for the port side. The signal also will be indicated on a dial on the instrument panel. The pilot, by maneuvering his plane, reaches the guide path which is indicated by the blending of the port and starboard audible signals into a continuous tone and by the centering of the visible indicator on his dial. He will also be advised of his progress toward the field by the increasing intensity of the audible signals and by the volume indicator on his dial.

At the moment when the continuous note is reached, the direction indicator comes to rest and tells the pilot that he should maintain his course for safe landing at his destination.

During the approach, the pilot gradually decreases the height of the airplane. At about two miles from the boundary of the landing field when the plane crosses the outer mark, the lamp on the left side of the visual indicator lights up and, at the same time a deep note is heard in the headphones. The pilot then throttles down and descending at an approximately constant rate reaches the proper height at the inner marker beacon. The beacon signal from the inner marker is received at a distance of about 350 yards from the boundary of the landing field - a few seconds before the machine reaches this boundary -- and is conveyed to the pilot by a rhythmic short-keyed high note as well as by the lighting of a lamp on the right-hand side of the visual indicator. The pilot now knows that there are no obstacles to his flight in the final section of the landing path and can, consequently, further reduce the height of flight in order that he may bring his machine down safely even when ground visibility is very poor."

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NBC TO USE SPECIAL NEW FIELD TRANSMITTERS

Complete replacement of all short-wave facilities used in special events programs by the National Broadcasting Company at six of its key points was announced this week by O. B. Hanson, NBC Chief Engineer. Four new types of high frequency transmitters, with receivers and other field pieces, will be delivered in July to NBC offices at New York, Washington, Cleveland, Chicago, Denver and San Francisco at a cost of about \$75,000.

Purchase of the new short-wave apparatus, all designed in the NBC laboratories under the direction of R. M. Morris, Development Engineer, will greatly expand NBC's capacities for covering such events as the Hindenburg disaster, conventions, parades, outdoor sports meets and others demanding numerous and rapidly changing points of pickup.

The latest addition will give the National Broadcasting Company a nearly complete new line of apparatus used in its remote control broadcasts. Each piece is considerably in advance of equipment available in the market and it is anticipated that all will be abreast of engineering developments for several years.

Distribution of seventy new field amplifiers and more than 200 new microphones for field broadcasts was recently announced by Mr. Hanson. Including these, the new apparatus, to be made from NBC models by the RCA Manufacturing Company, will cost more than \$125,000.

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LAWYERS GIVE FCC HILARIOUS ROASTING

The Gridiron Dinner had nothing on the frizzling the "first informal engineering conference" of the Federal Communications Bar Association gave the Commissioners and other FCC untouchables in Washington last night (Monday). The dinner of the less than a year old organization, which now numbers close to 200 members, was on the Gridiron high plane of cleverness throughout. Nevertheless, it was interesting to watch the expression on the faces of some of the high officials when they were hit, and who didn't know what they were getting in to. There was at least one red face when the lawyers brought up the now famous incident at the Willard Hotel, where eavesdroppers alleged to have heard that a Communications Commissioner had received a large bribe.

"One Commissioner is absent through illness", Louis Caldwell, President of the Association, said, "and another because of a speaking engagement. One, however, left town as soon as this meeting was announced."

The prediction is ventured here, judging from the merciless lampooning at the first lawyers' dinner, that no Commissioner will dare stay away from the next one and furthermore there will be a scramble for invitations. Radio people will be coming here from all over the country for it.

Those at the speakers' table beside Mr. Caldwell, who presided, were Anning S. Prall, Chairman of the Communications Commission, Commissioners E. O. Sykes and Irvin Stewart, Hampson Gary, General Counsel, John M. Littlepage, Duke M. Patrick, John W. Guider, Paul D. P. Spearman, Ralph Kimball, of the Western Union, Horace L. Lohnes, George O. Sutton, Phil J. Hennessey, Jr., and Ben S. Fisher, Chairman of the Arrangements Committee.

Presumably the affair was a business meeting of the Association with various Chairmen reading the usual dry and lengthy reports. Throughout there were interruptions by a radio announcer, in reality Phil Loucks, whose voice was heard through loud speakers in the hall. In fact, it was this radio announcer who first brought up the painful Willard incident when a year or so ago those listening from an adjoining room told the world a Commissioner had sold out for \$25,000.

"This program is brought to you through the courtesy of the New New Willard Hotel", the radio announcer droned. "When in Washington spend a night or two with us; the hotel has been thoroughly renovated, with sound-proof walls acoustically treated. 'Whisper or shout, the noise can't get out.'"

Another reference was made to the incident when John Littlepage credited Phil J. Hennessey with being the founder of the Federal Communications Bar Association.

"With a fine sense of the proprieties", Mr. Littlepage declared, "P. J. timed and placed the birth of the I D E A at a ROOM IN THE WILLARD HOTEL on April 27, 1936, during Cherry Blossom Time. Where could he have found a more fitting setting for this event than this shell-ridden scene of the BATTLE OF THE THIN PARTITIONS, the echoes of which still reverberate through the halls on Capitol Hill and in the pages of the Nation? To quote P. J.'s own original words:

"The world will little note nor long remember what we say here but it never will forget what THEY did here."

Unwittingly, at this point, P. J. slipped into a slight anachronism; it has not yet been made known what, if anything, did happen."

Commissioner George Henry Payne, conspicuous by his absence, came in for a few hot ones. Former Representative Frank D. Scott, of Michigan, addressing Duke Patrick inquired:

"Mr. Patrick, you mentioned Commissioner Payne. Where is Commissioner Payne's other office?"

"His other office?" Mr. Patrick replied, "What do you mean, Mr. Scott?"

"I mean the office he spends all his time in", was the answer. "You know what I mean, the office where he operates his public address system."

"Oh, you mean that office", Patrick said. "I don't know. But I've heard where his office will be next year."

"Where will Commissioner Payne's office be next year?"

"Over on the eighth floor of the National Press Building", Patrick concluded. "He's going to take over Broadcasting from Marty and Sol when he gets through with that libel case."

This referred to the \$50,000 libel suit filed by Commissioner Payne against Broadcasting Magazine.

At this time the radio announcer broke in with:

"Stand by, stand by for news flash. The Transparent Radio-Press has just advised us that the Telegraph Division has rendered another decision, Senator Wheeler dissenting."

In a minute, the announcer burst forth again:

"Stand by, Stand by, for a correction in the last announcement. That was not a decision in a new case. Just another change of heart in the Oslo case. We've forgotten which way it went this time."

Mr. Littlepage admonished President Caldwell for violating a rule that no speeches were to be made at the banquet.

"Where did you get that idea?" Caldwell retorted.

"Right here on this card Ben Fisher sent out", Littlepage came back. "It says: 'No speeches will be tolerated.' That's clear enough, even for an officer of this Association. It seems to me, Mr. President, if I may say so, that the President of an Association that has just adopted canons of ethics ought not to break the rules at the first opportunity he gets. He ought to exercise at least as much restraint as the Commission does and wait for a month or two before getting around any new rule it adopts."

Mr. Caldwell declared that the "No speeches will be tolerated" edict was not a rule but "just a serious hope on the part of Ben Fisher, just like the mileage frequency separation tables. That's where the statutory standard of 'convenience' comes in. It's something convenient to use so you can decide a case either way."

"I realize the mileage-frequency separation tables aren't rules; they're just a dream of Andy Ring's", Mr. Littlepage replied. "But we have a positive rule against speeches. If you're going to insist on a speech, you at least should label it 'Experimental Special Authorization' and employ a directional antenna that will suppress the noise in our direction. That would bring it within the rules that allow stations to operate with 5 kw. on channels where the maximum power is 1 kw. or with 500 kw. on channels where the maximum power is 50 kw. Those are real experiments. They're experimenting to see how long they can get away with it."

Here the radio announcer came in with: "This program is brought to you through the courtesy of Broadcasting and Variety. All lawyers should be supplied with our advance sheets on Commission decisions. This is special bargain day. For sale cheap, two large columns of linotype on the appointment of Berger as Secretary of the FCC."

Duke Patrick enlightening Louis Caldwell on the changes which had taken place at the FCC since the latter had been employed there explained:

"When you were there, the Engineering Department used to do the Law Department's work, with a small side-line of engineering, and vice versa. You always knew where you were at because things were exactly opposite to what they were supposed to be. Not that's all changed. The Engineering Department spends all its time on something it calls social and economic factors - you wouldn't understand it any more than they do. They're getting up a new set of social and economic slide-rules so that Andy Ring, Assistant Chief Engineer, can go back on the witness stand and devil the lawyers again. It's been years since Andy has been a witness; he's been afraid to testify without one of the new slide-rules. That isn't all. They're gradually doing away with hearings such as you old fellows are accustomed to. They call them 'informal engineering conferences' now."

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Commissioner Irvin Stewart came in for one from the lawyers when Frank Scott inquired: "You mentioned Commissioner Stewart. Aren't there two Commissioner Stewarts? Which one do you mean?"

"You are right", Patrick replied. "There is Commissioner Stewart Concurring and Commissioner Stewart Dissenting. But you must remember that this is Reappointment Year. That's the year in which they make speeches at universities on what's wrong with broadcasting. Next year it'll be just plain Commissioner Stewart, working on a decision in the Order No. 12 cases."

"The Law Department is doing everything except law," Patrick complained. "The right wing is busy trying to find reasons for the decisions the Commission has already made, and the left wing is busy in a pitched battle with the examiners. I should add, however, that General Counsel Gary has already equalled the record set by Commissioner Thad Brown when he was general counsel in the number of court cases he has actually argued."

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BUREAU OF STANDARDS ANNOUNCES NEW RADIO TRANSMISSIONS

Dr. J. H. Dellinger, Chief of the Radio Section, U. S. Bureau of Standards, has disclosed that the Bureau would shortly inaugurate a more extensive standard frequency service from its station WWV.

The Bureau for many years has been broadcasting standard frequencies. These have included standard carrier frequencies and a standard 1000 cycle modulation, all accurate to better than one part in 5,000,000.

According to Dr. Dellinger, the new service will involve extensions both of frequency and of time. The Bureau also expects to send pulses at intervals of precisely one second, and a standard of musical pitch of 440 cycles per second. Announcements of ionosphere conditions, based on the Bureau's current measurements will be added to the standard frequency broadcasts on one day each week, it was stated.

These announcements will furnish a guide to radio station operators and others for the selection of frequencies to be used in long distance radio transmission, according to Dr. Dellinger.

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END OF INTERNATIONAL STATIC SEEN BY ENGINEERS

Glimpses into the future of radio, when reception from foreign countries and world-wide telephony may be clear as crystal and quite free from the bugaboo of static and noise as it now affects international communication, were presented yesterday (Monday) at the first technical session of the Institute of Radio Engineers' silver anniversary convention at the Hotel Pennsylvania, New York City.

A novel radio receiving system that is aimed electrically into the sky to catch the same program arriving simultaneously over a different ethereal pathways from a foreign-sending station was discussed by H. T. Friis and C. B. Feldman of the Bell Telephone Laboratories, according to the New York Times.

Sound records of programs from England, over existing transoceanic telephony circuits and the new system, when compared before the audience of more than 500 radio experts from all parts of the country left no room for doubt as to the clarity and freedom from noise on the "steerable antenna", as it is called.

To steer the fixed wires by electrical means, an operator turns a single knob on a control panel like a large radio set. Outside, stretched for several hundred feet over the countryside, the wires "point themselves electrically" toward the most powerful parts of the arriving program. Static and noise existing near or outside the actual wave is thus avoided.

Development and use of short-wave transmitters in liberating broadcasting at its source from the necessity of microphone lines was described by W. A. P. Brown, Assistant Development Engineer, and George O. Milne, Eastern Division Engineer, of the National Broadcasting Company.

An ingenious "commutator", the heart of a diminutive radio-sending unit sent miles into the upper air attached to sounding balloons to study humidity, temperature and atmospheric pressure at great altitudes, was described by H. Diamond, W. S. Hinman, Jr., and F. W. Dunmore of the National Bureau of Standards, Washington.

The commutator is a novel arrangement of resistances and contacts that vary with the changes in the upper air which the experimenters desire to explore; a veritable temperature, pressure or humidity "microphone" causing a miniature radio station in the balloon to vary its wave, which, when recorded on the earth, reveals the temperature, pressure and humidity in terms of frequency changes.

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STONE TO GIVE I. T. & T. FULL TIME

Ellery Stone, who was in charge of all International Telephone and Telegraph radio communication activities as well as Operating Vice-President of Mackay Radio, will hereafter devote all of his time to the radio communication activities of the I. T. & T.

Admiral Luke McNamee, President of Mackay Radio Company, will take over active operating charge of the Mackay Radio Companies.

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GUATEMALA BUYS STATION APPARATUS FROM RCA

President Jorge Ubico, of Guatemala, has approved the contract for the purchase of a long and short wave broadcasting station apparatus from the Radio Corporation of America, according to a New York Times news dispatch.

The contract provides for training three Guatemalan students at the Camden factory and study at the National Broadcasting Company.

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BASEBALL "MONOPOLY" UNFAIR TO RADIO, SAYS CANNON

Representative Raymond J. Cannon (D.), of Wisconsin, last week proposed a House investigation of what he termed a "monopoly" governed by professional baseball club owners which is working to the detriment of certain radio stations.

Cannon, in his resolution, said that a closed monopoly existed among all owners of baseball clubs and that labor conditions existed in baseball which would not be tolerated in any industry in the United States.

"The large baseball clubs through restricting agreements with the large telegraph companies", he said, "prevent such telegraph companies from giving to the public the results of baseball games through general service to all radio stations and cause such telegraph companies to violate their duty as interstate public utilities and cause discrimination against certain radio stations and thus prevent large numbers of the public from getting baseball results through their local stations."

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CBS ELECTS THREE NEW MEMBERS TO BOARD OF DIRECTORS

The Columbia Broadcasting System, Inc., this week announced that Edward Klauber, Executive Vice-President, and Paul W. Kesten, and Mefford R. Runyon, Vice-Presidents, were recently elected Directors of the corporation.

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SPECIAL AMPLIFIERS DEVELOPED FOR CORONATION

For the first time in the history of Great Britain, the 8,000 distinguished visitors at the Coronation of King George VI and Queen Elizabeth at Westminster Abbey on May 12th, will be able to hear every word of a Coronation ceremony. This will be made possible by the installation of a specially designed public address system which has been developed and will be installed by the Standard Telephones and Cables, Ltd., an associated company of the International Telephone and Telegraph Corporation.

The interior of a Cathedral presents great difficulties in the installation of amplifying equipment because of the reverberation in the building, but a novel system, designed for this occasion, overcomes these technical difficulties. In place of a limited number of horn loudspeakers transmitting at a high energy level, no less than 120 moving coil loudspeakers will be used, but at a low intensity. This method of distribution, coupled with the damping due to drapes and the huge congregation will reduce the reverberation effect to a point where it is not troublesome, and thus permit each member of this gigantic congregation to hear distinctly.

The public address system will consist of five powerful amplifiers, each of 30 W. capacity, which will be used to amplify the music and speech picked up by microphones located at strategic points. These amplifiers will transmit the sounds to the 120 loud-speakers which will be fastened to pillars or placed behind the fabric coverings on the walls or the stands so as to be invisible to the congregation. The loud-speakers are of special design giving a wide range of reproduction. About a mile of wiring is used to connect them to their amplifiers. They will be mounted in teak boxes. Teak is used to limit the fire hazard.

Each amplifier will feed an entirely separate group of loudspeakers so that there will be actually five separate sound systems in operation. Spare amplifiers will be ready for use on any of the five sections in the extremely remote event of a breakdown.

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ROOSEVELT ORDERED FCC APPOINTMENT, SAYS MALLON

"What papa said, went", wrote Paul Mallon, columnist, with regard to the FCC secretaryship last week. "The Farley candidate for the secretary-ship of the Federal Communications Commission still is with the Democratic National Committee, hoping for a job in the Commerce Department. The successful candidate for the post was Thomas J. Slowie, secretary to Representative William B. Jacobsen, of Iowa. His selection was dictated by the President's son and secretary, James Roosevelt. He was papa's candidate."

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MARKET FOR RADIO SETS IN VENEZUELA HAS EXPANDED

Every inhabited section of Venezuela is now within the range of one or more of the country's broadcasting stations and the more powerful of these are heard regularly in foreign countries, according to a report to the Department of Commerce from its office at Caracas.

The United States supplied approximately 95 per cent of radio receiving apparatus imported into Venezuela during the years 1934 and 1935, the report states, and from 1931 to 1934, it supplied between 80 and 90 per cent of the total imports of all radio apparatus. The Netherlands is the United States' greatest competitor in this market for receiving sets.

As to transmitting sets, tubes and parts, all imports during 1935 came from the United States, the report points out. Owing to exchange rates particularly the revaluation of the bolivar during recent weeks, there should be a drop in retail prices for imported goods from which American exporters of radio apparatus should profit.

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A complete, detailed, and up-to-date compilation of primary listening area market data on six of its owned and operated stations has just been made available by the Columbia Broadcasting System to advertisers interested in local and national spot campaigns. The report was prepared for CBS by Buckley-Dement & Company and the material is expected to be of particular value to manufacturers introducing new products. In addition to a breakdown of the buying population, thirty-six classifications of retail outlets are listed, by counties. Daytime and nighttime data are both included.

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