

HEINL RADIO BUSINESS LETTER

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June 29, 1937

RADIO LEGISLATION BELIEVED ENDED FOR THIS SESSION

With Washington's famed Summer growing warmer and members of Congress becoming more and more restless in anticipation of adjournment, indications are that Congress will enact no more radio legislation at this session.

However, as this is only the first session of the 75th Congress, all bills introduced will remain vital at next session.

Copyright legislation, it is believed, will be delayed, along with proposed tax measures and a bill to keep newspapers out of the broadcasting business.

Likewise, the proposal for erection of a Pan American short-wave station in Washington is not expected to be acted upon before next year although hearings may be started in the House if Congress remains throughout the Summer.

The Boylan tax bill, sponsored by Commissioner George Henry Payne, is apparently shelved for this session although it is by no means dead. Whenever the House Ways and Means Committee begins scouring around for new revenue, the broadcasting industry is likely to be examined.

Talk of a broad investigation of the industry and the administration of the Federal Communications Commission has practically stopped. Since the death of Representative Connery (D.), of Massachusetts, no Democrat has taken up the cudgel and even Representative Wigglesworth (R.), of Massachusetts, has been quiet.

Members of Congress, along with the broadcasting industry, are awaiting eagerly the appointment of a successor to Dr. Irvin Stewart, Vice Chairman of the Federal Communications Commission. Dr. Stewart will leave the FCC on Wednesday to take over his educational research job, and the post on the Commission will become vacant unless the President makes a nomination this week. For the last fortnight rumors of likely candidates have quieted somewhat, and FCC officials have inclined to the belief that a dark horse may be chosen.

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DR. ANGELL JOINS NBC AS COUNSELOR OF EDUCATION

Dr. James Rowland Angell, retiring President of Yale University, will become Educational Counselor of the National Broadcasting Company in September at a salary of \$25,000 a year, it was announced this week.

Seen as a move to improve the relationship between commercial broadcasters and organized educators, Dr. Angell's appointment was hailed by Dr. John W. Studebaker, U. S. Commissioner of Education, and others.

A statement issued at New Haven said that Dr. Angell accepted the appointment at the urgent invitations of officials of the National Broadcasting Company and the Radio Corporation of America, among them being Owen D. Young, Gen. James G. Harbord, and David Sarnoff.

Dr. Angell is expected to do for radio education what Dr. Walter Damrosch did for the improvement of musical programs in broadcasting.

Dr. Angell, in accepting the appointment, said:

"I am accepting the invitation with great enthusiasm and in the hope that the opportunity given me will allow me to render a real public service. The educational possibilities of radio are but just beginning to be fully appreciated, and I trust I can make some small contribution to increasing its significance for young and old alike."

Dr. Studebaker sent the following telegram to Maj. Lenox R. Lohr, President of NBC:

"I congratulate the National Broadcasting Company on securing the services of Dr. James R. Angell in studying educational and cultural broadcasting abroad and in this country. On the basis of his studies, he will be able to give valuable advice to your company and to educators. Without doubt he will aid all of us in the development of new plans for such cooperation between broadcasters and educators as will increasingly serve the general welfare."

Dr. Angell's decision was made after several months of consideration and numerous discussions with NBC officials.

"The National Broadcasting Company", Mr. Lohr said, "is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station."

"In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

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ASCAP MAKES FRIENDLY GESTURE TO NAB PRESIDENT

Despite criticisms of the American Society of Authors, Composers, and Publishers at the recent Chicago convention of the National Association of Broadcasters, E. C. Mills, Chairman of the ASCAP Advisory Committee, this week wrote John Elmer, new NAB President, a letter of congratulation and good wishes.

Foreshadowing a conference on copyright problems, Mr. Mills wrote:

"May I extend personal and official congratulations to you upon your election as President of the NAB, and avail myself of this opportunity to say that at any time a discussion of mutual problems with this office seems desirable to you, I hold myself entirely amenable to your commands.

"That there are problems which merit discussion is beyond question. I want you to know that ASCAP has always sought and now seeks the goodwill of its broadcaster-customers and that we will be delighted at all times to discuss with you any proposals or suggestions looking toward an enhancement of a friendly, mutually agreeable and understanding relationship."

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NBC ADDED 21 STATIONS IN HALF OF 1937

Expanding and intensifying its coverage in communities containing a total population of approximately 7,500,000 persons in seventeen different States, the National Broadcasting Company added twenty-one broadcasting stations to its nationwide networks during the first half of 1937. This brings the total number of NBC stations to 126, the largest group of affiliated stations in the world.

Addition of the new stations not only strengthens NBC from a national standpoint, but also materially improves network service in many local listening areas. Moreover, some points are now receiving national radio network programs for the first time.

Nineteen of the new outlets are already actively associated with the networks; the other two will become NBC stations within the next few months. The first group added 43,350 watts daytime power and 31,150 watts night-time power to NBC. The other two stations will add 2,600 watts daytime power and 1,100 watts night-time power, making a grand total for all 126 stations of 1,862,350 watts daytime and 1,719,600 watts night-time power.

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NEWSPAPER FAILS TO DISLODGE LUTHERAN RADIO STATION

The Pulitzer Publishing Co., which operates both the St. Louis Post-Dispatch and Station KSD, failed to convince Examiner P. W. Seward that it should take the time now shared with the Evangelical Lutheran Synod of Missouri, a report to the Federal Communications Commission disclosed this week.

Station KSD had asked for unlimited time on 550 kc., which it now shares with Station KFUD, the Lutheran station, of Clayton, Mo.

Calling attention to "The Lutheran Hour" as the "most extensive nation-wide Protestant religious service broadcast, Examiner Seward said:

"It is not in the public interest to delete a non-profit station whose programs spread the Gospel in an attractive and interesting manner, and affords educational and cultural programs, especially when that station serves, and proposes to serve, the area with more diversified programs that will supply a local need of general public interest. Further, it is not in the public interest to grant a commercial station additional time when it appears that the only beneficial result from the granting of such additional time would be to afford the commercial station an opportunity to increase its profits. This is especially true when the additional time of the commercial station is to be devoted to a class of programs which is already available from other stations in the area."

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CUBA PLANS BIG PURCHASE OF SCHOOL RADIOS

The Instituto Civico Militar (Civil Military Institute) of the Constitutional Army of Cuba, plans to provide each civil-military school which is to be established with a radio receiving set, self-contained lighting plant and motion picture projector, according to the U. S. Department of Commerce. The funds to make these purchases would be provided from the proceeds from the sale of famr and industrial products produced by each civil-military school. Persons interested in having further details on the project should communicate with the Instituto Civico Militar, Simon Bolivar 96, Habana.

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BBC TELEVISION STATION DOMINATES LONDON

Following is a description of the London television station of the British Broadcasting Corporation as released by the British Broadcasting Corporation this week:

"From a hill 306 ft. above sea level the BBC's television station dominates London and a large portion of the Home Counties. It is built into the southeastern corner of Alexandra Palace - a North London landmark and pleasure resort for more than sixty years - and from the large bay windows of the upper offices below the aerial nearly all London can be taken in at a glance. The importance of height to television broadcasting can hardly be over-emphasized, for under normal conditions the range of the ultra-short waves used is extended as the height of the transmitting aerial is increased.

"Surmounting the reconstructed east tower, itself 80 ft. high, is the tapering lattice mast, rising to a height of 220 ft. Thus the aerial array for vision transmissions, which is mounted at the summit of the mast, is more than 600 ft. above sea level. Immediately below the vision aerial is the aerial for the accompanying sound transmissions.

"The new station fulfils the recommendations of the Television Advisory Committee appointed to consider the development of television in Great Britain. Provision is made for experimental transmission by the system developed by the Marconi-E.M.I. Television Company. The Company has provided a complete television system, including both vision and sound pick-up apparatus, and the television transmitter itself. The BBC has been responsible for the sound transmitter and its associated aerial, both of which were manufactured by Marconi's Wireless Telegraph Company.

"In its main essentials, therefore, the equipment comprises a television studio with an associated control-room and ultra-short-wave television transmitter, and an ultra-short-wave sound transmitter.

"The entrance hall is at the base of the tower. To the right is the receptionist's desk, and immediately facing the visitor is the main door to the stairway leading to offices and studios. On the left is the entrance to the ground-floor corridor, which serves the two transmitters, projection theatre, restaurant, and scenery-production shop. Nearest to the entrance hall is the television transmitter, which operates on a frequency of 45 megacycles per second (wavelength: 6.67 metres).

"Next is the sound transmitter hall, which accommodates an ultra-short-wave installation of orthodox design for radiating the speech and music accompanying the vision signals. Its operating frequency is 41.5 megacycles per second (wavelength: 7.23 metres).

"Adjoining the sound transmitter is the film-projection theatre, or miniature cinema, in which film excerpts can be selected and timed for inclusion in the transmissions. At least thirty people can be comfortably accommodated in the cinema.

"At the southwest extremity of the BBC section of the Palace is a large area intended either for scenery construction or for televising such objects as motor cars and animals which cannot be brought into the studio or televised outside. Lorries can drive straight in. Lifting tackle can take up scenery and properties weighing a ton through a trap-door in the roof to the second dock, 25 ft. above.

"An interesting feature at this point is the ramp or sloping runway down which the television camera can travel to a concrete 'apron', approximately 1,700 square feet, on the terrace outside, forming a platform for televising open-air performances or special experimental programs.

"Beneath the productions shop is the boiler plant serving the whole of the BBC section of the Palace. Also on the ground floor is the restaurant, providing an all-day service for the benefit of staff and artists. It has seating accommodation for sixty, and at least 1,000 meals can be provided during a working day.

"The staircase from the entrance hall leads up the tower to the studio floor - the second story of the tower. Engineers' offices are situated on the first floor. Offices on the studio floor are occupied by the Productions Manager, studio managers, and secretarial staff.

"Leaving the tower on this floor, the visitor enters the studio. Measuring approximately 70 ft. by 30 ft., with a height of 25 ft., this studio is divided into two stages - A and B - of which A, the larger, gives an acting area of approximately 24 feet square. It is equipped with two sets of tableau curtains. Lining the studio on two sides are hanging velvet curtains running on two tracks, the front curtain being black and the rear one white, to allow for the interchange of backgrounds. Each stage has separate lighting, controlled from a central switchboard. Emitron instantaneous television 'cameras' are used.

"Across the middle of the studio runs a steel lighting bridge, which allows additional lights to be trained on either stage.

"High up in the west wall, a large plate-glass window indicates the position of the control room, where the producer and the engineering assistants operate. The floor is covered with thick black linoleum and the walls are acoustically treated with an asbestos compound.

"Next to the control room, already mentioned, is the Marconi-E.M.I. tele-cine room, containing two projectors and scanning cameras for televising films.

"On the opposite side of the corridor on the studio floor are the artists' dressing-rooms. There are five rooms for men and five for women, each set of rooms having its own bath.

"At the southwest end of the studio floor is the concrete scene dock for storing scenery and properties. Adjoining the dressing-rooms is the Band Room, the walls of which have been acoustically treated.

"The BBC has also acquired the Alexandra Palace Theatre, which may be used later on for preliminary rehearsals and experimental programs."

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

Construction permits for two new broadcasting stations were recommended this week by Examiners to the Federal Communications Commission.

The applicants are: Carolina Advertising Corp., Columbia, S. C., for 1370 kc. with 100 watts nighttime power and 250 watts daytime, unlimited time; and W. E. Whitmore, Hobbs, New Mexico, 1500 kc., 100 watts power, daytime operation.

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::: BROADCASTING ABROAD :::

There are three broadcasting stations in the Philippines. They are KZRM, KZEG, and KZIB.

KZRM has purchased a high fidelity short-wave set developing 1 KW at the antenna. It is not yet certain on what wave-length the short-wave set will operate, but it will probably be on a 31 meter band at 9,570 kc frequency or a 25 meter band at 11,840 kc. frequency. KZRM is the only station receiving a subsidy from the Radio Broadcasting Fund under the terms of Act No. 3997, which requires that it have sufficient power and satisfactory facilities and apparatus to render reasonably satisfactory service under normal conditions throughout the Philippine Islands. By an agreement with the Radio Regulations Division made in 1935 and revised at the beginning of 1936, the subsidy is to equal the difference between the operating cost and advertising revenue of the station but may not exceed 6,700 pesos a month.

KZRM broadcast a total of 2,728 hours during 1936, of which 539 hours was educational, including speeches, and 758 hours made up of news, weather reports, stock quotations, etc. Another 710 hours was made up of entertainment by local talent, 430 hours of recorded music, mainly phonograph records, and 282 hours of sponsored programs, including some electrical transcriptions from the United States. There are occasional rebroadcasts of important events in the United States and Europe brought in on short-wave and rebroadcast by KZRM.

KZEG was opened in 1932 as a supplement to KZRM, using the same studios, but transmitting over 1 kw station with about 850 watts at the antenna. It broadcasts during the day, when KZRM is silent, and programs are heard throughout most of Luzon but not regularly in most other parts of the Islands. Programs are made up mainly of phonograph records. It receives no subsidy but had an advertising revenue of 13,845 pesos in 1936, or about 60 percent greater than in 1935. About 25 percent of the advertising revenue was from the owners of the station, however. Advertising revenue approximately covered the cost of operation.

KZIB is operated by I. Beck, Inc., department store owners and radio distributors. Programs are made up about 35 percent of local talent, 15 percent electrical transcriptions and 60 percent of phonograph records and are heard throughout most of Luzon and sometimes in the southern Islands. They have consistently applied for a subsidy but so far the Radio Regulations Division has held that their transmitter does not satisfy the requirements of power and audibility throughout the Islands. If the Government is accumulating a reserve toward nationalization of radio broadcasting, it is improbable that they will be able to spair a subsidy for KZIB. Advertising revenue averages about 1,000 pesos a month, which is not quite sufficient to cover operating expenses. KZIB has built a short-wave broadcasting set out of parts purchased locally, but has not yet been assigned a wave-length or a license to operate.

A few electric transcriptions are received from American advertisers. Aside from that, there is no considerable use of transcriptions, although phonograph records are used a good deal.

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SUN'S RAYS ABSORB RADIO SIGNALS, SCIENTISTS DECLARE

An explanation of how ionized rays from the sun not only halt short-wave radio transmission but absorb the signals entirely was given this week before the American Association for the Advancement of Science at Denver, Colo, last week. The electric currents shoot out from bright spots on the sun in the form of ionized rays and flow to the earth. The bright spots are flares of flame as big as the earth, but they last only a few minutes.

When the extra current flows from the sun flares, short-wave transmission fades out completely. Even static disappears for short-wave sets. The radio signals are completely absorbed by the extra electricity flowing thirty miles overhead.

The peculiar flares on the sun were discovered about two years ago. They occur now and then in black sun spots or occasionally alongside. With sun spots now approaching a maximum of nearly 200 a day it has been possible to measure the electricity coming from the flares.

R. S. Richardson of Mount Wilson Observatory, who has been spending nearly all his time recently watching them, reported that their visible light is about twice as bright as the sun.

It takes only one minute after these rays hit the earth's atmosphere for the doubled charge of current to appear in the lower layers, and for short-wave radio to fade out. The earth's magnetic currents are also affected almost instantaneously both below and above ground.

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::: TRADE NOTES :::
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John J. Karol, Director of Research for the Columbia Broadcasting System, was elected President of the Market Research Council on June 25th. Membership of the Council is limited to 50, and is comprised of research men from agencies, media, and independent research organizations. Carroll Rheinstrom, Macfadden Publications, was elected Vice-President; Arthur Hirose, McCall Corporation, Secretary-Treasurer.

The highest neon-lighted advertisement in the world went into operation June 28th when huge letters atop the RCA Building in Radio City blazed "RCA", symbol of the Radio Age, across the night skyline of New York. The dedication ceremonies, including talks by David Sarnoff, President of RCA, and Grover Whalen, President of the New York World's Fair of 1939, were broadcast by the National Broadcasting Company.

Carrier pigeons, used for some time to transport news and pictures, were employed recently by radio station WOR, Newark, when Bob Edge, hunting and fishing commentator received information via pigeon transport from a fishing cruiser 73 miles at sea. W. G. Schauffler, pilot of the ship, sent news of fishing conditions to the Naval Air Station at Lakehurst, N. J., with the piegon, and from there the information was phoned to WOR.

A network of radio stations now covers the entire Soviet Republic. In domestic telegraph communication over long distances (from 3,000 to 9,000 km.) radio handles from 60 to 70 percent of the traffic. International communications are carried on principally by radio. As to broadcasting, the Soviet has about 70 stations which broadcast daily in over 60 languages of the various nationalities.

New broadcasting equipment and new transmitter of WISN, the Wisconsin News, Milwaukee, was dedicated recently at a special broadcast over the Columbia network, with which the station is affiliated. The new equipment includes a 254 foot vertical radiator antenna, reaching skyward from the street a distance of 325 feet; a Western Electric volume booster amplifier, and a new, 1938 model RCA 1,000 watt high fidelity transmitter, the first of this new improved type which has been installed by any radio station in the United States.

A contract between the five New York State Racing Associations and the Columbia Broadcasting System, signing of which has just been announced, will give Columbia exclusive network broadcasting rights to all races run at the Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks, beginning with the 1938 season. Bryan Field, New York Times racing editor has been signed by Columbia to cover the events.

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PHILCO TO MAKE 2,000,000 RADIOS THIS YEAR

In introducing a new line of 1937-38 radios in New York during the past week, James M. Skinner, President of the Philco Radio and Television Corporation, announced that the factories are geared to turn out 2,000,000 home and auto sets during 1937, an increase of 200,000 over 1936.

Previously Philco had stated it will use 5,000,000 lines of newspaper space in advertising its new radios.

Seven of the new instruments are designed with an inclined control panel which slopes back about 30 degrees from the vertical to facilitate tuning. Hence the slogan "no squat, no stoop, no squite" when tuning.

A new form of automatic tuning is described as "concentric" because self-centering cones are used to provide automatic and accurate location of stations. The pointer is swung to the desired station at which point the tuning handle is depressed and this then slips the built-in cone into position, thus centering the station. The action is silent and speedy. The set is automatically tuned off during the operation, thereby eliminating inter-station noises.

Spread-band dials that simplify and make easy the tuning of stations in the crowded foreign short-wave band are included on all of the new outfits. Glowing beams indicate when the tuning range is accurate, while acoustic clarifiers, inclined sounding boards, twin tone controls and improved loud-speakers improve the tonal quality of the instruments. Then, too, there are "flood-lighted" call letters on the automatic tuning dials, noise excluders and robot tone controls.

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NBC INTERNATIONAL BROADCASTS REACH NEW HIGH

The elaborate Coronation coverage by the National Broadcasting Company brought the total number of international broadcasts over the NBC networks during May to a new high for a single month of 107, over the previous record of 98 foreign pickups set last December at the time of the abdication crisis in England. The time occupied by programs originating abroad during May totaled 39 hours and six minutes.

Of the principal program origination points in this country, New York, Chicago and Hollywood showed gains over May, 1936. San Francisco hours decreased.

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TRANSRADIO PLANS FACSIMILE DEMONSTRATION

Herbert Moore, President of Transradio Press, termed the recent "satisfactory adjustment" between Transradio and the Columbia Broadcasting System and National Broadcasting Company a "common sense" solution to the controversy, according to Editor & Publisher. He expressed confidence that the settlement will contribute to a better understanding between newspapers and radio, declaring Transradio had demonstrated it observes the tradition of honesty and accuracy in news. Transradio's purpose makes it "preposterous and utterly suicidal for us to pirate news" he asserted.

He announced plans for the first large-scale demonstration of facsimile broadcasting. Early in the Fall, he said, Transradio will invite a group of interested broadcasters to New York for private demonstrations which will test the facsimile project as a practical adjunct to regular broadcasting. The process to be used is the Fulton process, which Transradio regards as adaptable to home operation. Development of equipment has now reached the point where home reception can be achieved with complete success, he said.

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WOR-MUTUAL PLANS EXPANSION AT MEETING

Plans for the addition of more stations in new territories to the Mutual Broadcasting System and a guarantee of definite periods on all stations of the network for commercial programs were among the major developments of the semi-annual meeting of the MBS held in Chicago last week after the convention of the National Association of Broadcasters.

Announcement was also made of three new sponsored cooperative programs for the stations on the network starting next Fall; plans were made to more closely unite the present group of stations, and an improved and enlarged sustaining service from all affiliated stations was forecast which will bring added special feature events to WOR-Mutual listeners.

The meeting was attended by more than thirty representatives of Mutual stations. Representing WOR were Alfred J. McCosker, President of WOR and Chairman of the Board of Mutual, and Theodore C. Streibert, Vice-President of WOR and First Vice-President of the Mutual system.

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