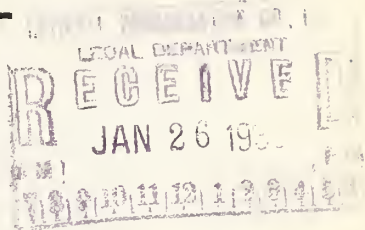


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INDEX TO ISSUE OF JANUARY 25, 1938

WLW Hearing Set As Super-Power Issue Is Revived.....	2
A. T. & T. Plans Huge Receiving Station In N. J.....	4
N. Y. Times Publisher Talks On Radio And Press.....	5
Television Still Far Off, Say Radio Executives.....	6
Trade Notes.....	8
Magnetic Storm Plays Havoc With Short-Waves.....	9
Growth Of Hollywood As Radio Center Cited.....	10
Daytime Advertising On NBC Up 34%.....	11

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January 25, 1938.

WLW HEARING SET AS SUPER-POWER ISSUE IS REVIVED

The application of the Crosley Radio Corporation for a permit to continue operation of the most powerful United States broadcasting station, WLW, Cincinnati, was set for hearing last week-end as Commissioner T.A.M. Craven put a damper on the hopes of 15 other applicants for 500 KW. licenses. The date for the hearing has not been fixed.

Commissioner George Henry Payne, who exchanged vitriolic letters with Powel Crosley, Jr., President of the Crosley Radio Corporation, more than a year ago following a verbal exchange at the broadcast hearing, set the WLW application for hearing.

Heretofore, WLW's experimental permit has been renewed each six months by the FCC without formal hearing. WLW has been granted a temporary license to continue operating with 500 KW until the hearing is concluded and a decision is reached by the FCC.

Commissioner Payne was able to crack down on WLW by reason of the new administration system inaugurated by Chairman Frank R. McNinch whereby one Commissioner may act on pending applications of one classification.

Commissioner Payne's action might have little significance, other than focusing public attention on the Payne-Crosley row, were it not for the fact that it comes at a time when Commissioner Craven, former Chief Engineer of the FCC, advises the Commission to proceed cautiously in licensing super-power stations.

Fifteen applicants, most of which are now operating with the highest regular power, - 50 KW - have been waiting for more than a year for the FCC to adopt a policy on super-power.

In the Fall of 1936 most of them filed their applications after the FCC Engineering Division had advised the Commission that super-power is technically sound. Action was delayed, however, on the ground that the economic and social aspects of such high power, that might well blanket hundreds of small power outlets, should be examined first.

Commissioner Craven's report covers this phase of the problem, and the advice of the former Chief Engineer is that the Commission should proceed with caution.

Commissioner Craven's report, however, does not close the door on the continuation of WLW nor does it bar the way to the licensing of a few more super-power stations.

While advising caution, Commissioner Craven added:

"However, we feel no one should fear technical progress, and therefore, we see no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of 50 KW in the event that evidence and data should show conclusively that such power in certain individual cases is in the interest of the public.

"It should be noted that in this connection other nations of this continent have licensed stations to use powers greatly in excess of 50 KW., and sight should not be lost of this fact from either a technical or economic standpoint.

"However, we do not believe that the evidence at the October 5th hearing justifies the wholesale licensing of stations to use powers in excess of 50 KW, because we are not convinced that the evidence at this hearing indicates the paramount need for such power generally, in spite of the fact that in specific instances it may be possible that the granting of an individual application for the operation of a station with power in excess of 50 KW might be proved to be not only an engineering desirability but also a social advantage as well as an economic feasibility, and without detrimental effects on the entire broadcast structure."

Applicants for 500 KW construction permits are:

KFI and KNX, Los Angeles; KSL, Salt Lake City; KDKA, Pittsburgh; WGN, Chicago; WGY, Schenectady; WBZ, Boston; WHAS, Louisville; WHO, Des Moines; WJR, Detroit; WJZ, New York; WOAI, San Antonio; WOR, Newark; WSB, Atlanta, and WSM, Nashville.

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Experiments with the use of ultra short waves for radio telephone conversations are being conducted by the engineers of the Danish Department of Posts and Telegraphs, the U. S. Trade Consul at Copenhagen reports. Its use will obviate the objections formerly encountered in ordinary short wave telephones which permitted conversations so transmitted to be heard by ordinary radio receiving sets, the report stated. The Government of Denmark plans to establish short wave telephone connections with the numerous small isolated islands in Danish waters and to operate the service through ordinary telephone centrals.

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1/25/38

A. T. & T. PLANS HUGE RECEIVING STATION IN N. J.

Plans for the latest and most efficient type radio phone receiving plant were disclosed in New York last week by the American Telephone & Telegraph Company following purchase of a 2,500-acre tract in New Jersey.

The site of the new receiving antenna, which will be trained on the signals from the British overseas station at Rugby, England, is on the great meadows of the South New Jersey coast near Manahawken, five miles south of the town of Barnegat. The project is to be completed in the Spring or Summer of 1939, and is expected to go into service immediately thereafter.

Two miles of receiving antenna, of a type developed by engineers of the Bell Laboratories and known as "diamond" or "rhombic" antennas, will be placed on poles sixty-five feet tall. The system will comprise sixteen "rhombic" units each 450 feet long, assembled end-to-end in a line pointing along the great circle route toward Rugby. The Manahawken meadows were selected by the engineers as an ideal site after numerous tests. From the receiving site overseas telephone calls will be fed by wire lines to the A. T. & T. Long Lines Building, 32 Sixth Avenue, New York, for distribution to subscribers.

Designed to lessen the influence of radio fading when signals are sent over long distances on short wave lengths, the "rhombic" system is a fixed or stationary installation of wires than can be "pointed" electrically in a vertical plane toward the waves arriving out of the sky at various angles. By utilizing a large number of the 450-foot units instead of one or two, the directivity of the whole system is sharpened like the beam of a searchlight properly focused.

Greatly improved overseas telephone service is expected to result because the new system effectively separates the desired signal from interfering noises and electrical disturbances, passing the wires on adjacent pathways. A brick building will be erected on the tract to house the necessary receivers and auxiliary apparatus. Each antenna will be linked with an individual receiver in the building through a coaxial cable, similar to the "television pipe", now installed for test purposes between New York and Philadelphia.

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1/25/38

N. Y. TIMES PUBLISHER TALKS ON RADIO AND PRESS

While admitting that the newspaper has "lost some of its influence and that the radio has divested it of a part of its importance", Arthur Hays Sulzberger, publisher of the New York Times, believes that "no radio speech or newsreel, no news broadcast can take the place of a newspaper performing this service."

Speaking before the North Carolina Newspaper Institute at Chapel Hill, N. C., last week, Mr. Sulzberger said, in part:

"Certainly the newspaper is no longer the unique conveyance for man's thoughts; yet that cannot mean that those of us in the newspaper field need search out other occupations. Quite the contrary. More than ever is the average man in his new-found power dependent upon accurate information to guide him in his daily life. Actions are so numerous and reactions so prompt in this new world where communication has eliminated space and crystallized time into the present that man must have all the assistance that an honest presentation of the news can give.

"Only the newspaper, gathering its reports from all the available news sources and presenting those reports without bias and without emotion can provide the balance and the perspective that are essential if public opinion is to be truly informed and if the democratic way of life is to survive. An individual may prefer to speak over the air, and thus inject his personality into what he says. Another may, for special reasons, dislike the newspapers and strive to avoid them; but since there are times when the reaction of the audience is more significant than the words of the speaker, the full picture - the picture with perspective - still demands an unprejudiced newspaper story of what was said and what happened."

He commented on the recent rebuke by the Federal Communications Commission of a radio network for an offensive skit and said he believed control of the situation by angry letters and falling sales of the advertiser might have been a better rebuke. "Different though the case may be", he explained, "it will be difficult to dispel in future political campaigns that the fear of, or exercise of control is not influencing the freedom of the air. We whose profession makes us the shock troops of democracy must be continually on guard."

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TELEVISION STILL FAR OFF, SAY RADIO EXECUTIVES

While substantial progress has been made in television experimentation during the last few years, television as a means of public entertainment is still far off in the opinion of two of the leaders in the radio manufacturing field - Sayre M. Ramsdell, Vice-President of the Philco Radio & Television Corporation, and Eugene F. McDonald, Jr., President of the Zenith Radio Corporation.

Statements advising the public not to be taken in by optimistic predictions that television is "just around the corner" these two executives issued statements this week, almost simultaneously, discussing the status of visual broadcasting.

The statement by Mr. Ramsdell was inspired by the prediction of Charles F. Kettering, Vice-President of General Motors, that television would be the next great industry in the United States.

"I disagree with Mr. Kettering", said Mr. Ramsdell, "because while it may be somewhat of a displacement industry, television must wait until its broadcasting range can match its receiver sets on a country-wide basis. This is far away. Then, again, television is an off-shoot of the radio industry and will never supplant radio.

"If television is to be converted into a large industrial venture in the near future, it will mean the expenditure of, conservatively, a hundred million dollars to spread even a limited number of stations over the United States. This cost would have to be borne by the industry in order to create a market for television sets as there would be no commercial value to the stations until advertising possibilities had been demonstrated. And there must be a sale of receivers to justify the erection of stations. It's all very much of a vicious circle, something like the old saw about which came first - the chicken or the egg.

"Profits are still the gauge of an industry's success", continued Ramsdell, "and television even after it makes its bow, will be years removed from any actual profit. Any television system would be a 'red' network very literally."

He said he was basing some of his observations on television's progress, or lack of it, in Great Britain.

Television was introduced to the public in Britain in August, 1936. In August, 1937, the first year of television showed actual sale of approximately 1,350 receivers, Mr. Ramsdell stated. Television activities had to be confined to within a fifty-mile circle of London, though that area holds about a third of the population of Great Britain. Three million radio sets are owned in the same area.

There is a big increase in television sales since last August, according to Mr. Ramsdell. He estimated that by the end of television's second year 10,000 sets will have been sold.

"This," he declared, "was accomplished by a drastic price cut. Prices on television sets were reduced from \$375 as the cheapest to a range of from \$175 to \$275. Yet British manufacturers will tell you that in order to make a reasonable profit, a receiver would have to sell for \$500 or more.

Mr. Ramsdell disclosed that Philco Radio & Television Corporation of Great Britain has not even considered it worthwhile to enter the television business as yet.

"Philco is as ready for television as anyone, but we do believe in facing the full facts. One of those facts", he added, "is that television is likely, for some time to come, to be not so much of an industry as a headache."

Commander McDonald's statement was made in response to many inquiries regarding the status of television.

"My own conclusions on the status of television", he said, "are naturally based on the closest possible association with the radio industry, and the technical findings of our own television engineers. Television is just around the corner - but only for stock salesmen and deluded investors who believe these salesmen when they say that television will soon be in every home. It is time the public is told the truth. Television is coming, but serious technical and economic difficulties are delaying its introduction. Even with the finest laboratory equipment, experts have been unable to project clear pictures more than twenty-seven miles. Changes in television transmitting apparatus have been so rapid and so continuous that television receivers sold only one year ago are now obsolete.

"As television now stands, two thousand transmitters would be needed to give adequate coverage of the United States and to wire them together as radio station are now joined would require ninety thousand miles of special cable at an approximate cost of one dollar a foot for installation, or approximately one billion dollars. Television is likely to find its first application over telephone wires instead of by means of wireless television transmitters. The American Telephone and Telegraph Company subsidiaries are having television privileges included in their franchises. Television is coming, but it is not 'just around the corner'. My only interest in making this statement is to clear up once and for all confusion in the public mind, largely fostered by differing forecasts on the subject by men prominent in the public eye."

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TRADE NOTES

Pursuant to Section 354(d) and (f) of the Communications Act of 1934, as amended by Public No. 97, approved May 20, 1937, 75th Congress, the Federal Communications Commission has modified paragraph 12 (c) (e) of the Ship Radiotelegraph Safety Rules of May 21, 1937, and deleted paragraph 12(d), thereby prescribing the minimum acceptable power rating and other engineering specifications for radiotelegraph transmitters installed on board vessels of the United States subject to title III part II of this Act.

Westminster Abbey, historic shrine of the British Commonwealth, resting place of her kings and heroes, is being wired for sound. The impression made by the extensive public address system which was installed for the Coronation ceremony in May was so favorable that work is now progressing on a permanent installation. The system for the Coronation and for permanent installation is supplied and installed by Standard Telephones & Cables, Ltd., manufacturing subsidiary in London of the International Telephone and Telegraph Corporation. Six microphones and 70 amplifiers are involved. The system is regarded as one of the most complete and most modern in use anywhere.

NBC last week began construction of its new Hollywood radio center on the same site which not many years ago cradled the motion picture industry. The new building, its cost reported at \$2,000,000, will rise at the world-famous intersection of Vine Street and Sunset Boulevard, where early screen stars produced their melodramas for the Famous Players, Lasky Corp.

Keith S. McHugh, Assistant Vice-President of the American Telephone and Telegraph Company, was elected last week a Vice-President of the Company. He has served the Bell System in various capacities more than nineteen years. In 1925 he joined the New York Telephone Company as General Commercial Manager of the Albany area, and in 1929 he was appointed Commercial Engineer of the American Telephone and Telegraph Company. Since 1934, he has been Assistant Vice-President of A. T. & T.

Christy R. Bohnsack, Program Direction of Station WNYC, New York City, was dismissed from service last week by Acting Commissioner of Public Works Edward J. McGrew, Jr., following a hearing on charges before Assistant Commissioner Davis A. Thompson. The charges against Mr. Bohnsack, according to Mr. McGrew, were "absence without leave and failure to properly

cooperate in the work of the station." The charges were brought against Mr. Bohnsack by Dr. Seymour Siegel, Acting Director of the station, Commissioner McGrew said.

Station WOR, Newark, has confirmed the report of the Brooklyn Tablet that it had refused Father Charles E. Coughlin permission to broadcast over its networks under the terms of a new policy which prohibits "controversial subjects or religious broadcasts on a commercial basis."

Denial of two applications for new broadcasting stations was recommended to the Federal Communications Commission by Examiners this week. The applicants are Shirley D. Parker, of Yakima, Wash., and Colonial Broadcasting Co., Morristown, N.J.

Nearly 200 students at Cornell University are receiving training in the scientific and technical phases of radio. More than 100 underclassmen are members of the Cornell Radio Club, established last Fall, and meet regularly to discuss technical problems. They plan to construct a short-wave transmitter for experimental purposes.

Power increases were recommended to the Federal Communications this week by Examiners for Station KTUL, Tulsa, Okla., and WDWS, Champaign, Ill. Station KTUL's boost would be to 1 KW-5KW., while that of WDWS would be to 100-250 watts.

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MAGNETIC STORM PLAYS HAVOC WITH SHORT-WAVES

A severe magnetic storm, noted by the U. S. Coast and Geodetic Survey at its magnetic observatory near Washington, D.C., severely disrupted short-wave radio transmission last week-end.

Operators in charge of the overseas radio telephone and telegraph facilities of the R.C.A. Communications, Inc., and the American Telephone & Telegraph Co., in New York, said that the transmission had been poor for several days prior to an almost complete interruption on Saturday afternoon.

Discussing the magnetic storm, the Coast and Geodetic Survey said:

"The earth acts like a great spherical magnet, and like a magnet it is surrounded by a magnetic field, which varies from hour to hour and from day to day. At irregular intervals this field is disturbed by what are called magnetic storms, the reason for which is not fully understood. It is known, however, that they usually accompany the appearance of large spots on the sun, which at this time are more frequent, since we are approaching the maximum of the sun-spot cycle."

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1/25/38

GROWTH OF HOLLYWOOD AS RADIO CENTER CITED

The rise in importance of Hollywood as a center of radio broadcasts, as well as the world's movie capital, is set forth in an article "Hollywood Broadcasts" by Stuart O. Blythe, Associate Editor of California, a monthly magazine published by the California State Chamber of Commerce in San Francisco. The article appears in the January issue.

"California now leads the nation in the purveying of entertainment for the millions", he wrote. "For many years the home of the film industry, it has more recently reached out and taken the leadership in the production of radio programs. The year 1938 opens with Hollywood the undisputed entertainment capital of the United States. New York City still holds sway with the legitimate theater and with the concert stage, but for its movies and its radio programs the country looks today to that city within a city - Hollywood.

"Since 1935, Hollywood has come forward with a rush as the point of origination for nationally broadcast big time radio shows. The past year saw the number increase until at present the great majority of the stellar attractions, stellar as to talent and stellar as to audience appeal, are 'Made in Hollywood.'

"The rise of Hollywood in radio is explained by the fact that the stars of the screen and the stars of the radio tend more and more to become the same group of personalities. Idols of the movie fans are in demand for radio programs and, conversely, those who have acclaim from radio audiences are sought for the films. The sum of it is that talent of all kinds has converged upon Hollywood until today it boasts the greatest reservoir of talent in the world - actors, singers, musicians, composers, arranger, song writers, gag men, dramatists, producers, technicians - into which both the movies and the radio can dip at will. Nowhere else can an entertainer serve two masters more handily.

"In a word, radio has mushroomed in Hollywood, is still expanding, and no one can predict what the future will hold forth. About all you can say is that movies and radio are happily married today and the prospect that one or the other will ever seek a divorce at this writing seems remote. Time will tell.

"In 1935, four programs originating in Hollywood were being broadcast coast to coast. At this moment there are nearly fifty. Some of them took off in New York and later were shifted to Southern California but most of them claim Hollywood as their birthplace.

1/25/38

"In 1932, commercial broadcasts from California over the networks of the National Broadcasting Company totaled twelve hours of time for the entire year; during 1937 more than 700 hours of radio time were used by this company alone, to say nothing of the program contributions of the Columbia Broadcasting System out of Hollywood and the national broadcasts that reach the rest of the country through the Don Lee-Mutual affiliation.

"Less than two years ago four persons handled the business of the Columbia Broadcasting System in Southern California; today 200 persons are on the payroll. NBC has seen a similar expansion of personnel, and the importance of Hollywood in the radio picture is emphasized by the recent transfer of headquarters of its western division from San Francisco to Hollywood."

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DAYTIME ADVERTISING ON NBC UP 34%

Thirteen additional advertisers began the use of daytime radio hours on the National Broadcasting Company in 1937, according to an NBC statement. Advertisers' expenditures for NBC day time rose 34 per cent over 1936 to an all-time radio high of \$10,368,566.

The annual investment of advertisers in NBC daytime programs, for time alone, has more than doubled in the past five years. In 1933, total billings were \$4,355,146; in 1934, this rose to \$5,232,133; in 1935, it reached \$5,513,294; in 1936, \$7,695,482, and in 1937, the new high of \$10,368,566.

On January 14, 1938, 23 advertisers were sponsoring 56 1/2 daytime hours a week on NBC's two networks.

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Probably the only Sunday School in the world which is maintained by means of radio is at Longreach, Western Queensland, Australia. From the station there the Rev. R. H. Noack, of the Presbyterian Church, broadcasts lessons to children every Sunday, and there is a wireless collection. The scholars send their contributions through the post, to be used towards the costs of the broadcasts.

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