

HEINL RADIO BUSINESS LETTER

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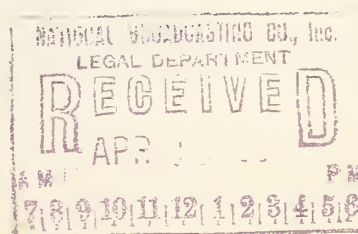
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No. 1119



TWO PRESS STATIONS APPROVED; OTHERS ON THE WAY

Pursuing its recently adopted policy of no discrimination toward newspaper applicants for broadcasting facilities, the Federal Communications Commission this week approved two requests for new stations which will be operated by publishers and granted a power increase to a third press applicant.

The applicants and the facilities allocated are:

Northwestern Publishing Co., of Danville, Ill., which publishes the only local newspaper in Danville; 1500 kc., 250 watts power, daytime.

The Champaign News-Gazette, Inc., which operates WDWS, Champaign, Ill., was allowed a power and time increase from 100 watts daytime to 250 watts, unlimited hours, on 1370 kc.

William F. Maag, Jr., General Manager of the Youngstown Vindicator, Youngstown, O.; 1420 kc., 100 watts, daytime.

The Danville station, incidentally, will be owned by the Gannett Company, of which Frank E. Gannett, one of the severest critics of President Roosevelt, is President.

Simultaneously, Examiner Tyler Berry recommended that the application of Harry M. Ayres, the owner of the Consolidated Publishing Co., of Anniston, Ala., for a construction permit be granted. The application is for 1420 kc., with 100 watts power daytime. The applicant publishes the Anniston Star, a daily newspaper.

The grants this week are the first since the Communications Commission reversed its attitude with respect to newspaper-owned stations and approved the sale of Station WHBC, Canton, O., to the Canton Repository, a Brush-Moore syndicate property. Other favorable grants are expected, however, and the number of newspaper-controlled stations, now approximately 200, is likely to grow by leaps and bounds within the year.

The granting of the Danville application also modifies the policy announced by Chairman Frank R. McNinch several months ago in that it permits the newspaper to have a monopoly on news dissemination in the town of 36,765. The Northwestern Publishing Company publishes the only local newspaper in Danville and it will operate the only radio station.

Chairman McNinch's statement, made in connection with the rejection of the application of Station WSMB, New Orleans, for a second outlet, was directed specifically at the control of more than one radio station by a licensee. The implication, however, was that the FCC wished to guard against any local monopoly.

Senator Wheeler (D.), of Montana, some months ago frequently assailed what he called a monopoly in news dissemination and promised to sponsor legislation divorcing newspapers and radio stations. Since he has been so widely acclaimed by newspapers for his stand on the Supreme Court reform bill and the President's Government Reorganization proposal, however, he has had nothing more to say about the matter.

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RADIO COMPETITION DEMANDED IN HOUSE BILL

An amendment to the Communications Act which would force the Federal Communications Commission to consider competition in foreign radio telegraph communication to be in the public interest was proposed in the House this week by Representative Sadowski (D.), of Michigan.

Apparently an answer to the ruling of the United States Court of Appeals of the District of Columbia in the Mackay-Radio Corporation of America case, the measure reads:

"It is hereby declared to be the intention and policy of the Congress to prevent monopoly and to encourage competition in direct foreign radio telegraph communication and, for the purpose of this act, in considering applications for licenses to engage in direct foreign radio telegraph communication, or applications for modifications or renewals of such licenses, the FCC shall consider competition in such communication to be in the public interest."

The Mackay Radio & Telegraph Company has been trying unsuccessfully for some time to obtain FCC permission to establish radio communication points on foreign capitals now served by R.C.A. Communications, Inc.

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During February there was a net increase of 25,247 in the number of radio receiving licenses in Great Britain, according to the U. S. Commerce Department. The approximate total number of licenses in force at the end of February was 8,563,200 compared with 8,086,300 one year earlier or an increase of 476,900 during the 12 months.

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FCC TESTING TWO-WAY LOUD SPEAKER COMMUNICATION

The Federal Communications Commission disclosed this week that it has been making tests of apparatus recently put on the market to provide two-way loud speaker communication by employing radio frequency currents.

"Numerous inquiries have been received as to whether the Commission has issued any ruling concerning devices of this nature", the FCC explained. "Investigation of one sample of such equipment indicates that under some circumstances it may produce serious interference to radio communication services. However, if correctly designed filters are installed and are in proper operation, it appears that the possibilities of interference to radio-communication will be reduced to a minimum.

"The Commission will be glad to test samples of such equipment if sent to its offices in Washington, D. C., to determine whether such equipment when properly installed and operated would be capable of causing objectionable interference.

"It will be appreciated if manufacturers of this class of equipment will cooperate by installing adequate filtering in their apparatus. The Commission will be glad to furnish an opinion as to the type of filter which may be used for the practical elimination from the device of interference potentialities.

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"WILLARD HOTEL CASE" APPLICANT LOSES

Despite a reorganization and a change in its name, an applicant for a new radio station in Schenectady, N. Y., involved in the famed "Willard Hotel Case" in 1935, was again given an adverse report this week by Examiner Melvin H. Dalberg.

The first application, in which rumors of attempted bribery were alleged, was made under the name of the Knox Broadcasting Corporation. The more recent request came under the name of the Tri-City Broadcasting Co. Facilities requested are 950 kc., 1 KW power, unlimited time.

Without referring to the "Willard Hotel Case", the Examiner found that the operation of the station would be interfered with by WRC, of Washington, and CRCK, Charlesbourg, Quebec, Canada.

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62 PARTICIPANTS IN SUPER-POWER HEARING

The Federal Communications Commission has been notified that 62 applicants want to be heard in connection with super-power hearings now scheduled for May 16th.

Included in the 62 notices of intention to appear, however, were two requests for postponement of the hearing, filed on behalf of the National Broadcasting Co., and by Louis D. Caldwell, attorney, on behalf of 12 stations.

Both requests asked for an extension of the hearing date for a period not less than 30 days, declaring there had not been sufficient time between the notice of the hearing mailed out by the Commission on April 4th and the date of the hearing to collect sufficient information to be presented on behalf of the broadcasters.

The applicants for extension said certain information considered necessary for use at the hearing and now being collected by the Commission will not be available until just before the hearing and possibly later. They referred to the Commission's investigation on chain broadcasting and monopoly in the broadcasting industry.

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EUROPEAN RADIO PATENT POOL LOSES SUIT

The European Patent Pool, represented by Philips Gloeilampen Fabriek, has just lost another suit for patent infringement, this time against the Luxor Radio Company, Motala, Sweden, the American Commercial Attache at Stockholm reports. This decision represents another loss for the Patent Pool in a long series of court reverses during the past two years.

The suit originally involved alleged infringement of five different Swedish patents covering various radio improvements for which the Patent Pool claimed the sole rights for Sweden. In the course of the litigation Philips withdrew one of the patents from the suit and conceded any damages on the remaining four. The court found for the defendant and ordered the plaintiff to pay the defendant's costs, 22,000 crowns (present rate of exchange: 3.87½ Swedish crowns to \$1.00 U. S. currency).

The Luxor Radio Company assembles its sets from parts almost entirely of American origin.

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A. T. & T. STOCKHOLDERS RAP ONE-MAN FCC REPORT

Stockholders of the American Telephone & Telegraph Company, meeting in New York in annual session this week, gave full approval of the policies of the management and denounced the proposed reorganization and rate slash proposed by Paul A. Walker in the "proposed" FCC report to Congress.

The stockholders, who collected quarterly dividends at the rate of \$9 per share a year, applauded Walter S. Gifford, President of the A. T. & T., when he assailed the Walker report and the FCC investigation as one "not of impartial investigators but of partisans and prosecutors". He contended the information assembled was neither accurate nor comprehensive.

The stockholders were told by Mr. Gifford that if telephone rates were cut 25 percent, as suggested by Mr. Walker, "there would be practically no earnings".

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RADIO-DRIVEN AUTOS SEEN BY TRAFFIC ENGINEER

The automobile of the near future may draw its electrical motive power from radio waves, William A. Van Duzer, Washington Traffic Director, told the Greater New York Safety Council this week.

"Think of the advantage of never running out of gasoline, and no frozen radiators", he observed in picturing electric motor vehicles operated indirectly by water power. "This development is no greater than the rise from the horse and buggy to the present automobile."

Such strides had been made in the last thirty years in radio and transmission of electricity without wires that it was only another step to vehicles with electric motors, the energy for which would be transmitted by ethereal waves, he said.

"I believe it is possible, by the use of photo-electric cells, to prevent motor vehicles from running through red lights or stop signs", he added. "It may also be possible, by similar method, to control the speed, to coordinate the movement of vehicles on a street where the traffic lights are arranged for progressive control, and to warn drivers when they cross or get too close to the center line on hill crests."

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FCC PAVES WAY FOR SALE OF WMAL

Purchase by The Evening Star Newspaper Co., of Washington, D. C., of Station WMAL was assured this week when the Federal Communications Commission handed down a decision declaring that upon the facts, the Commission has no jurisdiction over the purchase by the Evening Star Company of the control of the M. A. Leese Corporation., owners of the station, from the heirs of the M. A. Leese estate. The terms have not been disclosed.

Under a contract entered into between The Star company and the Leese heirs, it is stipulated that if the Communications Commission interposed no objection or made no ruling forbidding the sale, The Star company would purchase the station within ten days after the Communications Commission had made known its findings. The Commission having rendered such findings, the terms of the purchase contract will be carried out.

Station WMAL is now operated by the National Broadcasting Company under an operating lease from the M. A. Leese Radio Corporation. This operating lease, it was said, is not affected under the purchase contract. The lease expires February 1, 1941.

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RADIO CLERGYMEN TO HOLD CONFERENCE

"Many of our pastors are using the modern, swift means of radio communication to tell the world of the death and resurrection of Jesus Christ - before it is too late", Herman H. Hohenstein, Chairman of the Lutheran Synodical Radio Conference, announces. "For their mutual encouragement, a radio meeting, known as the Synodical Radio Conference, will be held Thursday, June 16, 7:30 P.M. in connection with Delegate Synod, at St. Louis. This fourth triennial radio conference will be composed of one representative from each of the present broadcasting units, and one representative from each of the Synodical Districts in North America. Not only broadcasting pastors and teachers, but also laymen interested in broadcasting are heartily invited to attend these meetings.

"The purpose of the organization is to promote the preaching of the Gospel by means of radio. Inasmuch as the broadcasting pastors in various parts of the United States preach the precious Gospel of the grace of God to millions of persons, the deliberations of the Synodical Radio Conference will be of great importance."

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UNIQUE CARD MAKES TIME DIFFERENCES EASY

A unique and useful "Time Finder" has been developed by the National Broadcasting Company to simplify the task of comparing times in various parts of the country with Eastern Daylight Saving Time in New York.

E.P.H. James, NBC Promotion Manager, in explaining the card, said:

"You remember that popular song 'When It's Night Time in Italy, It's Wednesday Over Here?'

"It might be the theme song for Daylight Saving in the broadcasting world! Network schedules are usually quoted in New York Time, and it's anybody's guess when your program is heard in Little Rock, Ark., Charlotte, N. C., or Portland, Ore. Up to now, you've just had to figure it out for yourself, and we know by experience that it can be very confusing at times.

"We puzzled a lot over ways and means of simplifying this problem, and did a little inventing in our spare time. The enclosed Time Finder (which was sent) is the result."

Directions for using the card, as given by Mr. James are:

"Just slide the card up so that the name of the city in which you are interested is just underneath the words 'New York City' on the celluloid envelope - and you will find all the local times in that city in the slot at the right, under the corresponding New York times."

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TWO NEW STATIONS RECOMMENDED BY FCC EXAMINERS

Construction permits for the erection of new broadcasting stations in Mobile, Ala., and Vernon, Tex., were recommended to the Federal Communications Commission this week by Examiners.

Applicants are: S. B. Quigley, of Mobile, who asked for 1200 kc. with 100 watts power, daytime, and Northwestern Broadcasting Co., of Vernon, which requested 1500 kc., 100 watts power, unlimited time.

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CAPITAL POLICE STATION GETS FAN MAIL

The law's voice can reach almost as far as the law's long arm - if the National Capital's Station WPDW fan mail means anything.

For example, in Agnew Road, Forest Hill, London, England, a British amateur sits at his short-wave receiver, hearing, as plainly as if it came from his own neighborhood, the broadcast:

"Look out for and arrest light-skinned colored man, squint in left eye, walks with a limp, 5 feet 10 inches, etc. . . . Wanted for purse-snatching at Seventh Street and Pennsylvania Avenue, N.W. That is all."

The amateur jots down the message, the time and the wave band at which it was received. He writes to the Police Department's broadcasting station in Washington to verify it for several reasons - to prove the efficiency of his own receiver, to collect a bit of data on long-range transmission, or to satisfy his own curiosity.

The Washington police station has received several such communications from England, and many others from remote sections of the United States and Canada. A man from Burlington, Vt., wrote to ask if the department was still holding those "two purse-snatchers at Fourteenth and P Streets", and another in Leithbridge, Alberta, wanted to know if the police caught those "prowlers" at Sixteenth Street and Columbia Road, N.W.

Lt. James L. Kelly and his staff of assistants answer as many of the communications as possible - for they are enthusiasts themselves, men with a hobby as well as a vocation, who put in the regulation hours and don't count overtime spent in pursuit of a calling which fascinates them.

The announcers, or "dispatchers", sometimes receive calls of a personal nature, although there are no crooners among them. The other night a girl telephoned the station and asked to speak to "that handsome man up there."

"What handsome man?" she was asked.

"The one who's broadcasting - I like his voice."

It seems that police broadcasting stations have their regular fans - radio listeners outside the utility circle of scout cars and cruisers, motorcycles, police boats and Fire Department cars.

A policeman wrote from Norfolk that he listened to many broadcasts, and added, "I'd rather hear your station than any I know."

Installed in January, 1931, the station recently added equipment linking it to the system of Maryland State Police, which connects with Pennsylvania and Delaware systems.

Thus a message reporting the theft of an automobile here, for example, will be picked up by Maryland police and rebroadcast. A few minutes after the lookout goes on the air here, it is repeated back, sometimes as often as nine times, in the big receiver at the local station which is tuned in on Maryland.

Broadcasters accustomed to swift results in their war on crime are still a bit surprised by the fan mail which drifts in from the far places. After all, the fact that small boys have broken a window on P Street, or a dead cat has been reported in an alley at rear of _____ I Street should be of purely local interest. It seems incredible when these occurrences are heard around the world.

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PATENT MAKES RADIO WAVE CONVERSION EASY

A United States patent covering an electronic device said to be capable of almost directly converting any form of electric power into any other form, or of "manufacturing" radio waves from light socket current with a minimum of other apparatus requirements has been given by Dr. Sydney N. Baruch, New York research engineer, according to the New York Times.

Constructed as a metal or glass bulb, with several internal electrodes and elements, this tube is said to convert alternating into direct current, or vice versa, or to create from a source of electric power of any type electric pulsations of any desired number per second.

The device appears to act as a kind of universal key to anything that is wanted in the line of electric or radio power when the correct controlling features are provided, the inventor says. Dr. Baruch asserted that his patent, No. 2,113,392 of April 5, 1938, issue, covers these control features.

Employed as a part of a broadcasting station, Dr. Baruch maintains, that "about 75 per cent of the apparatus normally found necessary to generate the waves is unnecessary and may be discarded" when this device is used.

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4/22/38

HUGE LOUDSPEAKERS TO CARRY HITLER'S SPEECHES

In order to enable all Germans to listen to the Fuehrer's speeches, it has been decided to erect 6,000 "Reich Loudspeaker-Pillars" (Reichslautsprechersaeulen) in the larger German cities, according to the U. S. Commercial Attache at Berlin. A smaller type of public loudspeaker has been developed for towns and villages. The local radio commissioners of the Nazi Party will be responsible for the erection and operation of these loudspeakers on the spot.

The bigger type is an illuminated sexangular pillar which can also be used for advertising. It will be leased out to restaurants and cafes and will thus, as the official statement puts it, "contribute toward increasing their turnover". It is stressed, however, that as the number of these pillars will be limited to 6,000 for all of Germany, they will not compete with other advertising media. Although the statement itself is reticent in this respect, the obvious implication is that the revenue from the lease of these advertising loudspeakers will flow into the treasury of the Nazi Party and possibly provide the necessary funds for their manufacture.

The smaller type is a pillar in "mushroom" form which does not carry any advertising. It is to be used in small towns and villages and is intended to carry the Fuehrer's voice even to the remotest corners of Germany.

A special six-year plan has been evolved for the completion of the scheme. A special company controlled by the Party - the "Reichs-Lautsprechersaeulen-Treuhand G.m.b.H." - is in charge of the execution of this project.

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Alfred J. McCosker, President of WOR and Chairman of the Board of the Mutual Broadcasting System; William S. Paley, President of the Columbia Broadcasting System, and David Sarnoff, President of the Radio Corporation of America and Chairman of the Board of the National Broadcasting Company, on May 4th will address the Women's National Radio Committee luncheon on the St. Regis Roof.

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CBS PLANS UNIQUE EDUCATIONAL SERIES

The recently announced plans of the Columbia Broadcasting System's Adult Education Board, embodying a new concept of learning through the medium of radio, have reached fruition in three separate series of unique character and scope, "Americans at Work", "Adventures in Science", and "Living History", the first of which is to be launched over the nationwide Columbia network Thursday, April 28th.

"Americans at Work", designed to give the radio audience a comprehensive and engrossing picture of the nation in all fields of endeavor, will be given on the opening date from 9:30 to 10:00 P.M., EST, and each Thursday thereafter at the same time. The subject of the first dramatization is "Sandhog", an enlightening and entertaining exposition on the men who dig our tunnels.

"Living History" and "Adventures in Science" will be given in quarter-hour periods shortly thereafter. Each of these will have a commentator distinguished in his field to give authoritative interpretations.

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According to press reports, the Societa Marelli of Sesto San Giovanni (Milan), a well-known Italian radio manufacturing company, is opening a new plant at Rifredi near Florence, for the manufacture of radio tubes.

It is stated that the building of this plant will begin in June, and that when working at full capacity, it will provide work for 500 to 600 operatives, the majority of whom will be women.

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