

HEINL RADIO BUSINESS LETTER

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No. 1120

April 26, 1938.

POSTPONEMENT OF SUPER-POWER HEARING EXPECTED

The public hearing scheduled to begin May 16 is expected to be postponed this week until June 6th by the Federal Communications Commission. Formal announcement will be made within a few days.

The action follows the filing of a petition with the FCC by twelve clear channel stations asking the postponement "for such reasonable period (not less than 30 days) as the Commission shall determine."

One effect of the postponement will be to delay the inquiry until after Congress adjourns. Members from rural districts in particular have been outspokenly antagonistic toward proposals for establishing super-power stations over the country because of the economic effect they would have on low-power local and regional outlets.

Sixty odd notices of intention to appear at the super-power hearing have been received by the Commission to date, and others are expected before the inquiry gets under way.

Two of the more pertinent reasons set forth by the clear channel stations in their request for postponement of the super-power hearing were:

"Important evidence bearing on certain of the issues specified in the notice of hearing will not be available to interested parties until on or just before May 16, 1938, and perhaps not until later, and in any event will not be available soon enough to permit petitioners and other interested parties to check its accuracy and, if necessary, to secure evidence in rebuttal. Petitioners refer particularly to the questionnaire sent to all broadcast licensees pursuant to the Commission's Order No. 38, adopted March 23, 1938, requiring certain information to be filed by April 25, 1938, and to any further questionnaires or requests for information of similar character that may hereafter be sent to broadcast licensees. Petitioners are informed and believe that such information, when received, is to be summarized and analyzed by the Commission's staff and that, because of the vast amount of work involved, such summaries and analyses will probably not be completed or made available to interested parties until on or just before May 16, 1938, and perhaps not until later. Petitioners also have reference to

other preparation, particularly of a technical character, now understood to be in process in the Commission's staff.

"Other proceedings now pending before the Commission involve inter-related or closely related issues. Petitioners refer particularly to

- "a. The pending revision of the Commission's regulations under which, on information and belief, the maximum authorized power of regional and local stations will be substantially increased, and
- "b. The pending investigation of chain broadcasting pursuant to the Commission's Order No. 37 adopted March 18, 1938, Issue No. 3 of which has to do with the same subject matter as Issue No. 9 herein, namely, so-called network program duplication."

Fourteen clear channel stations have filed a joint written appearance with the Commission and a summary of the evidence which they propose to submit at the time of the hearing.

The appearance outlines the testimony in favor of increasing the minimum power limitations from 50 KW. The adequacy of the present daytime and nighttime service and the interference from foreign stations are also brought into issue by the appearance. Another section of the appearance deals with the economic and social factors.

The appearance was filed on behalf of Stations KFI, Los Angeles, Cal.; WSM, Nashville, Tenn.; WLW, Cincinnati, Ohio; WGN, Chicago, Ill.; WSB, Atlanta, Ga.; WJR, Detroit, Mich.; WBAP, Fort Worth, Texas; WFAA, Dallas, Texas; WHAS, Louisville, Ky.; WWL, New Orleans, La.; WLS, Chicago, Ill.; WHO, Des Moines, Iowa; WHAM, Rochester, N. Y.; and WOAI, San Antonio, Texas.

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REVISED RULES ON POLICE EMERGENCY SERVICE OUT

The latest rules governing police radio stations in emergency service have been issued by the Federal Communications Commission.

Zone and inter-zone stations are defined, and the power and frequency limitations of each class of station are set forth.

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NEW TELEVISION TESTS GET EXAMINER'S O.K.

New experiments in visual broadcasting, with particular attention directed toward the use of double beam cathode ray systems, were given a favorable report this week by Examiner R. H. Hyde of the Federal Communications Commission.

Recommending that Allen B. DuMont Laboratories, Inc., of Upper Montclair, N. J., be granted a permit to construct and operate a television station on a band of from 42,000 to 56,000 kc., between midnight and 9 A.M., Examiner Hyde found that the applicant has an adequate staff of competent engineers to carry on the proposed research program.

Sixteen objectives are set forth by the applicant in his study of television. They are:

"First, investigation of the use of double beam cathode ray receivers for producing three-dimensional pictures. This undertaking will require the use of electromagnetic deflection of the two beams in the system to avoid interaction between fields which would result from the use of electro magnetic deflection. It will also present considerable difficulty in obtaining proper register of patterns;

"Second, development of a double beam receiver with reciprocal scanning to reduce flicker. More even illumination of the picture simultaneously from top and bottom is expected to assist in accomplishing the elimination of flicker. Applicant's engineers believe that with the reciprocal method using double beam principles, received pictures can be effectively illuminated top and bottom simultaneously more nearly simulating present motion picture projection where the entire picture is illumined intermittently but completely at a given time. The applicant hopes through successful working out of experiments in this line to provide a basis for reduction in necessary transmission band width by one-half and a simplification in receiving equipment;

"Third, investigation toward expansion of the principles involved in multiple beam transmission to permit television in color;

"Fourth, investigation of synchronizing methods with a view of discovering a simpler substitute for the interlaced system now in use. In this connection applicant's projected double beam transmission affords some promise of simplification of synchronizing methods through elimination of synchronizing pulses required in existing systems;

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"Fifth, transmission of synchronized pulses on the audio carrier to eliminate necessity of amplitude separation in the visual receiver;

"Sixth, transmission of automatic volume control signal and automatic background control on the audio carrier to prevent distortion on the visual channel;

"Seventh, cooperation with other experimenters in investigation of television, particularly in the manufacture of cathode ray tubes and associated equipment, such as applicant has heretofore supplied for experimenters in various parts of the country;

"Eighth, study of transmission characteristics and field patterns for ultra-high frequencies, particularly the effect on coverage which might be caused by a large hill adjacent to the applicant's site;

"Ninth, study of reflected signals and other ghost effects;

"Tenth, investigation of proper design and construction of suitable cathode ray equipment for transmitters and receivers;

"Eleventh, investigation of the use of cathode ray tubes in the monitoring of ultra-high frequency transmitted radio signals;

"Twelfth, promotion of interest in television work;

"Thirteenth, study of the advantages of horizontal and vertical polarization of transmitted signals;

"Fourteenth, further research in various phases of television;

"Fifteenth, research to qualify applicant to contribute to formulation of suitable standards for television in the United States; and

"Sixteenth, investigation of a system to transmit the horizontal sweep signals by way of the actual carrier."

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INTERNATIONAL COMMITTEE DUE TO REPORT THIS WEEK

The special Inter-Departmental Committee named by President Roosevelt to study international broadcasting of this and other countries, particularly that directed to the Latin Americas, is expected to make its report to the White House this week.

While the findings of the Committee have not been disclosed, indications are that the government group headed by Chairman Frank R. McNinch, of the Federal Communications Commission, will recommend more Government-prepared short-wave programs but will not endorse the erection of a Government-owned Pan American station at this time.

The Committee has made a thorough study of the types of programs broadcast by international stations in the United States as contrasted with those emanating in Rome and Berlin for South American consumption.

The United States Office of Education, of which Dr. John W. Studebaker is Commissioner, is likely to have the job of supervising whatever programs the Government sponsors.

Unless and until a Pan American station is erected, most of the Government's programs are likely to be carried over the Pan American frequencies recently lent to General Electric and the World Wide Broadcasting Foundation.

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RULES ON EDUCATIONAL STATIONS ISSUED

The Federal Communications Commission has issued regulations governing the establishment and operation of non-commercial educational broadcast stations. These regulations follow the recent action of the Commission setting aside a band of high frequencies for the exclusive use of stations engaged solely in non-profit educational broadcasting.

These rules provide that transmitter installation shall be in accordance with "good engineering practices as specified from time to time by the Commission"; govern the location of transmitters and antennae; and provide for the elimination of harmonics and spurious radiations. Generally the rules require that non-commercial educational broadcast stations shall be operated in accordance with the standards heretofore set up by the Commission governing commercial broadcast stations.

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A.P. TURNS DOWN SPONSORED NEWS PROPOSAL

The Associated Press will continue its policy of restricting the sale of its news to newspapers, its Board of Directors decided in New York this week.

By a voice vote the Directors rejected a proposal that members be permitted to sell the A.P. news for commercial sponsorship over the radio. The action followed a warm debate. The issue was presented by Frank B. Noyes, the retiring president.

Proponents argued that such a plan would enable the Associated Press to make needed increases in revenue, through extra assessments on papers using news for radio purposes.

Opponents contended the plan might raise suspicions, however unfounded, that radio sponsors were influencing the news.

Both the United Press and the International News Service now sell their news directly to broadcasting stations for commercial sponsorship.

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FCC SENDS OUT QUESTIONNAIRE TO STATIONS

Continuing to gather data in anticipation of the investigation of chain broadcasting and monopoly charges, the Federal Communications Commission this week sent out an extensive questionnaire to all broadcasting licensees operating on the band 550-1600 kc.

The order specified that the information must be furnished the Commission not later than May 18th. The data requested has to do with program service and personnel.

Stations are instructed to give a complete break-down and analysis of their programs for the week of March 6, including various types of music, dramatic programs, news reports, religious and educational programs, children's programs, special events, sustaining features, and live talent programs taken from the networks.

Information is requested as to the total employees of the station for the same week, classified as to departments and executives of each.

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FCC O.K.'S SALE OF CHURCH STATION FOR TEN TIMES COST

The sale of a broadcasting station, which cost \$4,422 originally, for \$50,000 by the Exchange Avenue Baptist Church or Oklahoma City, Okla., to the Plaza Court Broadcasting Company, a business organization, was approved this week by the Federal Communications Commission.

"Station KFXR has been operated by the church since 1927", the FCC report stated. "The original cost of the equipment of Station KFXR is estimated as \$4,422.000, the present value thereof \$3,011.00, and the replacement cost \$4,067.00. The average annual income from the operation of the station since 1932 is between \$7,000 and \$8,000.

"On March 11, 1936, the church adopted a resolution instructing the Radio Committee to receive bids and sell Station KFXR. This resolution was based upon a joint report of the Board of Deacons and Radio Committee, which report included the following statement:

"There has been, and is, various and sundry opinion, in the church and out of the church for a period of years, concerning our radio station. A study of the church records and general information received from the leadership of the church, reveal that the radio station has been a continual source of annoyance and agitation since it was first commercialized. Not only in the church but in our city, this annoyance has grown no better through the years. All of us are well aware that the membership of the church as a whole are anxious to do the right thing. It is granted by all of us that there are some members of this church who are honest and sincere in believing that the church should not sell the radio. Others are equally honest and sincere in believing that the church should sell, and that the church, as such, should go out of the radio business. There is, in our city and in the business world of this city, similar opinions existing. We all agree that so long as the station is owned by the church and operated by anybody, even the pastor, that it will be a continual source of annoyance and agitation, both in and out of the church."

Subsequently the Radio Committee reported to the church that it had entered into a contract to sell Station KFXR to the Plaza Court Broadcasting Company for the sum of \$50,000 cash, the contract providing for the broadcast of Sunday morning services of the church for a period of 7½ years from the time of the sale, and that the sale was conditional upon the

approval of the Federal Communications Commission of the transfer of Station KFXR to the Plaza Court Broadcasting Company.

It was also reported by the Committee that the Plaza Court Broadcasting Company had agreed by contract to make settlement with B. C. Thomason, a member of the church, for his lease-agreement of Station KFXR by payment to Mr. Thomason of \$15,000. The Committee recommended that the sale be consummated with the view of paying certain outstanding indebtedness of the church, including a mortgage of \$19,000.

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 ::: TRADE NOTES :::
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The Columbia Broadcasting System this week told how it had linked up 101 stations over-night to broadcast a special five-nation program on the Austrian crisis March 11th. It also listed 22 special programs on the same subject carried by an average of 66 CBS stations from March 11th to April 10th.

The Zenith Foundation has issued a booklet on "What Well Known Scientists Say About Telepathy" as a promotion of its weekly radio program. The booklet contains reprints of radio addresses and interviews given on the Zenith program in 1937 and 1938.

Station WMFF, at Plattsburgh, N. Y., on May 1st will become affiliated with the NBC-Blue network. WMFF, which will be NBC's 151st affiliate, serves an area with a population of 129,000. It operates full-time on 1310 kilocycles, with day-time power of 250 watts and night power of 100 watts. It is owned and operated by the Plattsburgh Broadcasting Corporation.

An increase in power for Station KSO, Des Moines, Iowa, from 500-2½ KW to 1 KW-5KW, unlimited time, was recommended to the Federal Communications Commission this week by Examiner Robert L. Irwin.

Following refusal of American offers to purchase it, the Italian Government has decided to convert Guglielmo Marconi's famous yacht "Elettra" into a wireless museum. It has also decreed that henceforth April 25th, Marconi's birth date, shall be observed as a national holiday.

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WMCA DEDICATION BRINGS MANY CONGRATULATIONS

Congratulations were still being heaped on Donald Flamm, President of Station WMCA, New York, this week for the success of the three-day dedication of the station's new \$250,000 studios over the week-end.

The celebration marked the entrance of James A. Farley, Postmaster General and Chairman of the Democratic National Committee, into the novel role of master of ceremonies. Others who served in a similar capacity were James J. Walker, former Mayor of New York City, and John Reed Kilpatrick, President of Madison Square Garden.

Other famous persons who attended were Attorney General John J. Bennett, David Sarnoff, Judge Ferdinand Pecora, Alfred J. McCosker, Thad Brown, Lowell Thomas, Billy Rose, Grover Whalen, Newbold Morris, and Dean Frederick T. Robinson.

While WMCA has now settled down again to its daily routine of furnishing blase New York with entertainment, memory of the celebration lingers on.

As Mr. Flamm put it: "It is more than a memory. The dedication merely marks another chapter in WMCA's history for all who turn to the top of the dial. The new WMCA will, even more than in the past, reflect the sparkling tempo of New York, the Empire City of the World!"

During the three-day period salutes came from Washington, Boston, Philadelphia, Cincinnati, Hollywood, and other American cities and in the studios, Broadway itself gave a rousing welcome to the new WMCA.

In its double column ad in the New York Times Monday written by Al Turner, the Pilot Radio Corporation announced that:

"WMCA's Donald Flamm wins Pilot Radio Award of Merit for outstanding achievement among 'guiding geniuses' of radio . . . A tribute to his accomplishment is the dedication of the gorgeous new WMCA studios . . . At 32, Mr. Flamm is one of the youngest, as well as most progressive, 'big moguls' of broadcasting."

Along with the announcement appeared Don Flamm's latest picture.

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INDEPENDENTS AND MUSICIANS AGREE

The week-long conferences between the National Committee of the Independent Broadcasters and the Executive Board of the American Federation of Musicians ended Saturday with the completion and acceptance of a plan modeled along the lines of the agreement executed some months ago between the Independent Radio Network Affiliates and the A. F. of M.

It is estimated that several hundred more union musicians will be placed to work in independent stations through this agreement. It is understood that the basis of allocation is to be $5\frac{1}{2}$ per cent of the gross yearly income for each independent station covered by the plan. There are approximately 386 independent stations. However, many of these have yearly grosses so small that they will be unaffected by the agreement.

The agreement contains provision that it shall not be effective unless a majority of independent stations substantial enough to satisfy the A. F. of M. approves the plan within the time period set by the musicians' organizations. The Executive Board of the Federation still was in session late Saturday and at that hour this time period had not been determined. President Weber, however, in a talk to Motion Picture Daily, said, "Undue delay by the stations in accepting the plan will not be tolerated." He added that he expected the plan to be in operation before the next meeting of the A. F. of M., which will be held at Tampa in June.

Members of the Independent Broadcasters' Committee, nine in number, left Saturday for their homes, the exceptions being Vice-Chairman Harold A. Lafount, WELI, and Jack R. Howard, WCPO, who will remain in New York for several more days to continued deliberations with the Federation.

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MARCONI AWARD GOES TO SARNOFF

David Sarnoff, President of the Radio Corporation of America, was named Sunday as the recipient of the Marconi Memorial Award for 1939. The award, for distinguished service to radio, has been established to perpetuate the memory of the famous Italian inventor. Premier Mussolini is contributing a medal which will be presented April 25, next year, the anniversary of Marconi's death.

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WSXL GETS TWO NEW TRANSMITTERS

Two new 25,000-watt transmitters, enabling American radio programs to penetrate every country of Europe and all parts of South and Central America, have been installed and will go into operation in the immediate future at the National Broadcasting Company's international short-wave station, W3XAL, Bound Brook, New Jersey.

Designed and built by NBC engineers, the new transmitters will operate through four directive beam systems and two non-directive antennae, occupying twenty-four acres at Bound Brook. Plans are under way, said O. B. Hanson, NBC Vice-President and Chief Engineer, to sharpen the directive beams so as to concentrate radio energy even more toward European and South American countries covered by NBC's transmissions in six languages.

Incorporating the latest developments in high frequency transmission, the new NBC short-wave transmitters will deliver international programs with higher field strength and greatly improved fidelity, said Mr. Hanson. The output stage of each of the transmitters consists of two water-cooled tubes delivering a maximum of 12,500 watts each to any one of the seven antenna systems. These tubes are excited by two other high frequency tubes newly developed for this purpose. The modulating stage consists of two great water-cooled tubes, each doing the work previously done by six tubes. Design of the transmitters, Hanson added, will greatly reduce background noises in the short-wave transmission.

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MORE CALIFORNIA PAPERS DROP RADIO COLUMNS

Dropping of radio comment columns in Los Angeles has spread to the six outlying papers of Col. Ira C. Copley's Southern California Associated Newspapers group, according to Editor & Publisher. The papers are: the Glendale News-Press, Alhambra Post-Advocate, San Pedro News-Pilot, Culver City Star-News, Monrovia News-Post and Redondo Beach Breeze. As in the case of the metropolitan papers, the Copley group will continue to run station logs. Space saved amounts to from one to two columns daily for each paper.

"Reaction to the elimination by Los Angeles newspapers of the radio comment columns April has been more favorable than the publishers anticipated, a check this week revealed", Editor & Publisher said.

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