

# HEINL RADIO BUSINESS LETTER

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No. 1116

## THOMPSON TAKES OATH OF OFFICE; FCC IS QUIET

Frederick Ingate Thompson, Alabama publisher and for many years a Director of the Associated Press, took the oath of office as a member of the Federal Communications Commission Thursday afternoon as the FCC appeared to have settled down into an abnormal calm.

Filling the vacancy created by the resignation of Judge Eugene O. Sykes, Mr. Thompson is the first newspaper publisher to sit on the FCC. His appointment comes at a time when the Commission is confronted with an issue of whether or not to curb newspaper ownership of radio stations.

The ceremony took place in the office of Chairman Frank R. McNinch, who formally presented Mr. Thompson with his commission. He was sworn in by Miss Pansy Wiltshire, Assistant Personnel officer of the Commission.

Mr. Thompson had been in the Commission office several days prior to the ceremony familiarizing himself with its affairs, including the examination of records in a number of important cases. He will attend the first FCC meeting next Monday.

Meanwhile, with the special Television Committee of the FCC out of the city on a tour of television manufacturing plants and laboratories, the Commission appeared to have settled down, temporarily at least, with a truce declared on intra-Commission fighting.

The Congressional spotlight on radio appears to have shifted for the time being. Although there is little or no prospect of enactment of legislation to reorganize the FCC, there seemed to be still a chance that an inquiry may be ordered before Congress adjourns. Even this prospect has faded somewhat, however, during the last few weeks.

The main concern of the Commission at the moment is its appropriation for the next fiscal year. The House Appropriations Committee passed over the budgetary estimates early in the session when considering the Supply Bill for Independent Offices on the ground that a FCC reorganization was expected.

A resolution renewing the FCC's current appropriation for another fiscal year probably would be enacted by Congress, if no previous action is taken, just before expiration of the present fiscal year on June 30th.

This would mean, however, that the additional appropriations asked by Chairman McNinch for expansion of Commission activities, particularly in the publicity field, would be denied.

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## TWO NEW STATIONS AUTHORIZED BY FCC

Construction permits for two new radio stations were granted this week by the Federal Communications Commission. The approved applications were by:

McComb Broadcasting Corp., McComb, Miss., for 1200 kc. with 100 watts power, daytime.

Clifton A. Tolboe, doing business as the Citizens Voice and Air Show, Provo, Utah, for 1210 kc. with 100-250 watts power, unlimited time.

The FCC also approved the transfer of Stations KHSL, Chico, Calif., and KVCV, Redding, Calif., from the Golden Empire Broadcasting Co. to Ray McClung, Horace E. Thomas, and Stanley E. Pratt, Jr.

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## NEW LIST OF INTERNATIONAL STATIONS ISSUED

A revised world list of international broadcasting stations, up to date as of December 1, 1938, has just been issued by the Federal Communications Commission.

An excellent reference log for short-wave listeners, the list of stations covers 21 mimeographed pages. Stations are listed according to frequencies.

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The Italian Broadcasting Company has started broadcasting amateur hours from three of its transmitting stations: Turin, Milan and Rome. The object of these programs is two-fold: to create a new form of attractive program and in particular to bring to light such artistic material as would otherwise remain unknown. This idea, of course, is not new to other countries though it is being undertaken for the first time in Italy.

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## G.E. ANNOUNCES FIVE TELEVISION RECEIVER MODELS

Five television receiver models, ranging from a picture receiver with sound converter to consoles combining television and all-wave radio, have been announced for Spring production by the General Electric Radio and Television Division, Bridgeport, Conn. For more than a year, General Electric has been designing television receivers, testing them, and building them on a production line at Bridgeport, but the sets covered by the present announcement are the first which will be offered for sale to the public, according to E. H. Vogel, Manager of the Division.

Smallest set in the new line is the HM-171, which is a table-type picture receiver with sound converter. It can be used to receive television pictures without sound, or can be used in conjunction with special types of radio receivers which will be made available later. The table model employs a five-inch picture tube, included in the complement of 17 tubes. Front controls include brightness, contrast, focus, and tuning, and rear controls include horizontal and vertical size, hold, centering, and distribution. The set stands  $14\frac{1}{2}$  inches high and is approximately 20 inches wide and 19 inches deep.

Model HM-185 is a console-type television receiver for both sight and sound, employing a five-inch picture tube. It has 18 tubes in all, has average high-fidelity audio, and is 38 inches high, 23 inches wide, and approximately 18 inches deep. Controls are similar to those on the smaller set with the addition of volume and tone control.

Model HM-225 is a console-type television receiver for sight and sound employing 22 tubes, including a 9-inch picture tube. It has two chassis, video-sound and power, and high fidelity audio. This model is slightly larger than the HM-185, and controls are similar.

The two remaining console models, the HM-226 and the HM-275, combine all-wave radio and television receiver features. The former employs 29 tubes and the latter 30 tubes, including a 12-inch picture tube. Each has a video-sound, power, and radio chassis.

Approximate price range of the new television receivers is from \$250 to \$1000.

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## WALKER ADDED TO TELEVISION COMMITTEE OF FCC

Commissioner Paul Walker this week was added to the Special Television Committee of the Federal Communications Commission which is now on tour of television plants and laboratories in the East.

Other members of the Committee are: T.A.M. Craven, Norman S. Case, and Thad H. Brown.

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## N.Y. ASSEMBLY PASSES RADIO LIBEL BILL

The New York Assembly passed and sent to the Senate this week the Moffat bill extending protection, under the libel and slander laws, to radio broadcasting stations.

The bill provides that no libel or slander action may be maintained against a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting system for the broadcasting of "a fair and true report, oral or written, of any judicial, legislative or other public and official proceedings, or for any title or headnote to such a report which is a fair and true title or headnote thereto."

The purpose of the bill, according to its sponsors, is to extend to radio stations the same privileges enjoyed by newspapers.

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## RADIO SALES MOUNT DURING MARCH

Dealers reports of radio set sales during March pushed the Radio Retailing barometer to 119, or 6 points higher than it stood in the previous month,--February, and 19 per cent above the same month of 1938.

The market increase in unit sales was matched in many territories by an increase in dollar sales volume as well, showing that more of the higher priced table models and some consoles are being sold.

But dealers in some of the larger cities still report that the increase in unit sales is due largely to moving of the small or midget sets without a corresponding boost in dollar volume.

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## RESOLUTION ASKS GALLERY PRIVILEGES FOR RADIO

A resolution extending gallery privileges to radio on an equal basis with the press was introduced in the House of Representatives this week by Representative John Dempsey, (D.), of New Mexico. The resolution is similar to one introduced on the floor of the Senate by Senators Gillette (D.), of Iowa, and Barbour (R.), of New Jersey, extending Press Gallery privileges to radio at that end of the Capitol.

Both resolutions resulted from an application by Fulton Lewis, Jr., of the Mutual Broadcasting System.

Mr. Dempsey is the father of William J. Dempsey, General Counsel of the Federal Communications Commission.

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## GERMANY EXPANDS ETHER HOLDINGS WITH TERRITORY

The latest changes in the map of Europe have altered considerably Germany's position in the "ether", according to World Radio. The Reich has become the owner of another seven transmitters for broadcasting in the medium and long wavebands, with a total aerial power of 308.5 KW, making a total of 41 stations, and 1,426 KW.

"The Czecho-Slovak program organization will continue independently of the R.R.G., but the German Post Office has taken over the entire Post and Telegraph Administration and with it the broadcasting transmitters", the B.B.C. periodical states. "The Czecho-Slovak short-wave broadcasting stations also pass into the hands of the German Post Office, but their power, and that of the Zeesen short-wave stations, are not included in the totals mentioned.

"Germany acquires no fewer than three new exclusive wavelengths, two of which are in the 300-400 metre band, and one in the 400-500 metre band. This gives Germany a total of fifteen exclusive waves, compared with Britain's present five.

"A glance at the map will show that, with her fifteen exclusive waves, most of them in the 300-500 metre band, Germany has vastly improved her ether position. The stations taken over are: Prague, Melnik, Banska-Bystrica, Presov, Moravska-Ostrava, Brno, Bratislava, and, of course, Klaipeda (Memel).

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## SUMMER RADIO COURSE OFFERED BY N.Y.U.

A Summer course in radio station operations will be offered from July 5 to August 12 at New York University's "Radio Workshop".

On the teaching staff is Douglas Coulter, Assistant Program Director of CBS; Robert S. Emerson, Assistant in Production for CBS; Earle Lewis McGill, Casting Director for CBS; Max Wylie, Director of Scripts and Continuity, CBS; and Philip Cohen, Production Director of the Radio Division of the U.S. Office of Education.

Courses include "The American System of Broadcasting", Radio Script Writing, and Principles and Problems of Radio Speech, Radio Production.

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## "STEREOSCOPIC" TELEVISION SUGGESTED BY BRITISHER

A London correspondent of World-Radio suggests that television transmission be given the depth of the old-fashioned stereoscope with which every American parlor was equipped a generation ago.

The editor of the BBC organ points out that the suggestion involves the use of a second transmitter, "in itself a considerable obstacle".

"As one who views with interest all progressive developments in the world of radio, I now look forward to the time, perhaps in the not-so-distant future, when we shall have stereoscopic television as an outstanding reality", the correspondent wrote.

"Any one who has viewed stereo photographs cannot fail to appreciate the difference from the 'flat' picture as seen in an ordinary single photograph. So, presumably, we shall require, on the transmission side, two separate channels for the vision waves, and one for sound - a double camera, each half of which will control the vision waves respectively.

"At the visual end, arrangements would be made to receive the two vision waves simultaneously, either by means of an entirely separate assembly of components or, preferably, on one vision receiver specially designed to receive the two waves, enabling two pictures to be received side by side by means of two cathode-ray tubes with suitable adjustable reflectors to bring the left and right pictures at the correct distance, apart for the requisite adjustment necessary for stereoscopic viewing.



"We may even look further ahead, to see the two pictures produced on one cathode-ray tube possessing a double array of electrodes.

"Fantastic - or isn't it?

"The actual size of the respective pictures would be on the small side, but this would be overcome by magnifying eye-pieces producing the illusion of viewing the scene projected as seen by the camera operator - in other words, a 'front stall seat.'

"By reflective or refractive means, the cabinet housing the stereo receiver would be fitted (where necessary according to the particular household demand) with two or more eye-piece assemblies.

"As British television leads the world, let us see to it that we do not lose that pre-eminence."

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#### S-W STATIONS SEEK TO IMPROVE U.S. SERVICE

Reports of reception in foreign countries of programs transmitted by international broadcast stations in the United States indicate no material improvement in reception during the last year", the FCC stated in its annual report. "This supports other evidence to the effect that the use of both increased station power and directional antennas is necessary to provide reliable broadcast service to certain foreign areas", it added. "Certain licensees have manifested an interest in better coverage as evidenced by the fact that several were increasing station power and erecting or improving directional antenna systems at the close of the fiscal year. The extent of the improvement in service which would result cannot be accurately predicted and it will necessarily take considerable time to collect information based upon actual observations.

"Increases in station power result in a stronger signal and a better signal to noise ration, thus improving reception through interference. With the use of conventional antenna systems the signals are radiated equally in all directions, and when the purpose is to reach a particular foreign area with a broadcast much of the energy radiated serves no useful purpose. The use of directional antennas concentrates the energy in the desired direction within the confines of certain horizontal and vertical angles determined by the design and adjustment of the system, thus materially improving the signal intensity in the country to be served."

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The fifth annual statistical number of "Electrical and Radio World Trade News" is now nearing completion and will be sent to all subscribers when issued by the U. S. Bureau of Foreign and Domestic Commerce. It contains statistical tabulations of electrical appliances and radio sales for the year 1938 - statistics of the electric power industry in the United States - statistics of the electric power industry in foreign countries - details of the radio broadcasting industry - statistics showing U.S. exports of electrical and radio goods for 1939 and prior years. Single copies may be purchased for ten cents each.

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Variety reports the rumor that Roy S. Durstine, who resigned this week as President of Batten, Barton, Durstine & Osborne, may become Vice-President in Charge of Sales of the Columbia Broadcasting System.

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Leaders in the radio industry will participate in the "World of Tomorrow" dinner at the Hotel Waldorf Astoria on April 20th to celebrate the opening of the World's Fair. Among those who have agreed to participate are: Maj. Gen. James G. Harbord, Chairman of the Board of the RCA; Alfred J. McCosker, President of the Bamberger Broadcasting Corp.; and Lenox R. Lohr, President of the National Broadcasting Company.

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It is estimated that for each licensed radio in India there are two unlicensed ones, many of which are home made. The Posts and Telegraphs Department has been very busy in Bombay, Calcutta and elsewhere trying to run down the "pirates" by means of "detector vans", which cruise the city constantly. They locate the radio and then go in to inspect the license, or take the name and address, checking them against the records. Four persons were convicted in Cawnpore recently for possessing unlicensed sets, and it is stated that the campaign has had some effect, particularly psychologically.

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## CBS SIGNS \$6,313,829 BUSINESS IN 30 DAYS

With a total of \$6,313,829 in gross business (new contracts: \$4,058,433; renewals: \$2,255,396) signed by the Columbia Broadcasting System within the past 30 days, CBS clients are completely reversing the seasonal radio trend in their arrangements for this Summer, and year-round schedules.

"The number and volume of these contracts closed by Columbia during the last month indicate a striking upturn in radio advertising of all lines of industry", CBS stated. "Foods, tobaccos, fuels, drugs -- all are represented in these increased investments, including 14 new and 5 renewal contracts, as of April 12th."

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## TRAMMELL PREDICTS SUMMER ADVERTISING INCREASE

Indicative of a definite increase in Summer advertising, according to Niles Trammell, Executive Vice President, the National Broadcasting Company during the past few weeks has participated in eight time sales, effective this Spring and Summer. It also indicates, Mr. Trammell said, that 1939 will be NBC's most successful year.

Last week the NBC announced three gross revenue records, with March, 1939, expenditures on the NBC networks hitting an all-time high of \$4,170,852; the Red network in March establishing a high mark for any single network of \$3,132,832, and the first-quarter figures for both networks soaring to \$11,953,447. With \$1,038,020 in March, the Blue network registered its high mark since October, when NBC began issuance of separate figures for the two networks. The billings for March, 1939, showed an increase for the sixteenth successive month, the percentage change over March, 1938, being -9.6.

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## CBS INCREASES TIME DEVOTED TO PUBLIC AFFAIRS

Broad expansion of its programs on public affairs and education to keep pace with world news and listener-preferences was made by the Columbia Broadcasting System in the first quarter of 1939, as compared with the same period in 1938, a survey of network programs has revealed, the Columbia Broadcasting System states. The increases in time and number of programs were noted in the fields of education, religion, news, agriculture, labor and sports. Statistics compiled show that under the general heading of education, which includes serious music, adult education, children's programs, international affairs, national and political affairs and drama, CBS broadcast 731 programs during January, February and March, 1939 as compared with 645 programs during the same period of 1938.

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