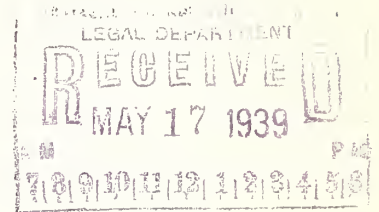


# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.



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No. 1125

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May 16, 1939

## FCC REPORT ON TELEVISION EXPECTED SHORTLY

With conferences concluded, the Television Committee of the Federal Communications Commission this week started work on its report to the full Commission. Commdr T.A.M. Craven, Chairman, said it will be completed before the end of this month.

Commdr. Eugene McDonald, Jr., President of the Zenith Radio Corporation, was the last radio manufacturer to be consulted by the Committee, which includes Commissioners Norman S. Case and Thad H. Brown.

Previously, the Committee conferred with Powel Crosley, Jr., President of the Crosley Corporation, and representatives of the Majestic Radio & Television Corporation and the Wald Radio & Television Laboratories, Inc. It also had made a trip to the principal television plants in the East.

Because of the growing public interest in television since its formal debut at the opening of the New York World's Fair, the recommendations of the Committee will be awaited with keen interest by the radio industry, which now is sponsoring the television broadcasts without commercial return.

Although the recommendations of the Radio Manufacturers' Association for standardization of television transmission and reception at 441 lines are before the FCC, it is not believed the Committee will propose any fixed standards at this time.

All indications are that the FCC will proceed cautiously in the immediate future, as it has in the past, in the treatment of television problems. Action probably will be taken on individual applications as they are presented, with no fixed general policies governing the industry at this stage.

Meanwhile, reports of the sale of television receivers in New York since the April 30 debut have been meager. Rough estimates place the sale at possibly 1,000, according to Broadcasting Magazine, but other estimates are well below this figure.

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## BAN ON RADIO ADS OF BEER PROPOSED IN HOUSE BILL

Sponsored by the Federal Alcohol Administration, an amendment to the organic FAA Act has been proposed by Chairman Doughton, of the House Ways and Means Committee which would have the effect of barring all beer and liquor advertising on the air.

Representative Doughton (D.), of North Carolina, said it was introduced at the request of the FAA and has not been acted upon by the Ways and Means Committee.

If enacted into law, it would forbid holders of basic permits from sponsoring radio programs or having their names mentioned on the air in connection with commercial programs.

There is already pending on the Senate calendar a bill to prohibit radio advertising of liquor or beer.

The Doughton proposal states:

"It shall be unlawful for any person required to secure a basic permit under the provisions of this Act, or for any other person, or for any person for, or in behalf of such persons, to broadcast or cause to be broadcast, directly or indirectly, by means of radio, any advertisement of an alcoholic beverage, nor shall any such person or any person for, or in their behalf, pay for or sponsor, directly or indirectly, any radio program, or be mentioned in any radio advertisement if, either by use of a trade name or otherwise, reference is made to the fact that any such person is engaged in the manufacture, sale, or other distribution of any alcoholic beverage."

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## FCC FUNDS RUNNING SHORT, ECONOMIES FORECAST

Employees of the Federal Communications Commission are expecting to see the axe of economy start working shortly unless Congress takes cognizance of the increasingly serious financial plight of the Commission.

Only about \$25,000 is left to operate the Commission the remainder of the fiscal year, which ends June 30, it was said, and no money has yet been appropriated for the next year due to the uncertainty of the FCC reorganization.

More than \$2,000,000 with provisions for expansions, was asked for the next fiscal year, but the House Appropriations Committee declined to approve it because of the proposed shakeup.

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## NAB INVITES MOVIE, PRESS CHIEF TO CONVENTION

Broadening its field of discussion, the National Association of Broadcasters, through Neville Miller, its President, has invited Will Hays, movie czar, and James G. Stahlman, retiring President of the American Newspaper Publishers' Association, to address the NAB convention in Atlantic City July 10-13.

A nationwide broadcast, in which Messrs. Hays, Stahlman and Miller would participate, is tentatively planned for the evening of July 12 during the annual banquet. Thus, the heads of the press, movies and radio, for the first time from the same rostrum, would address the nation on public service.

Preliminary convention plans contemplate formal opening of the general sessions Tuesday, July 11, with the entire day devoted to copyright. At that time President Miller and his Copyright Committee will report on negotiations with ASCAP and individual industry groups regarding the most desirable type of performing rights contract, to succeed existing contracts which expire December 31, 1940. Several alternative provisions probably will be advanced.

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## FCC "PARTY" INVESTIGATED BY WHITE HOUSE, DEWEY

Rumors circulating around the Federal Communications Commission are that the recent "party" in a New York night club of several members of the Federal Communications Commission Committee studying television is under investigation by the White House and Thomas Dewey, U.S. Attorney for New York and Republican presidential aspirant.

Just what is the purpose of the investigation is unknown, although political repercussions would not be surprising.

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Luxembourg has only one radio station but it is one of the most powerful and modern in the world, broadcasting at 200,000 watts on a frequency of 232 kilocycles and a wave length of 1293 meters. "Radio Luxembourg" is the name of the station, which has no official call letters. The station is in constant operation from 7:00 A.M. until 1:00 A.M.

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## "HOUSE OF FUTURE" SPONSORED BY NBC

In keeping with the trend of exhibits of the World of Tomorrow, the National Broadcasting Company's Washington stations, WRC and WMAL, are sponsoring the construction of a "House of the Future".

It is believed this is the first time that a radio station has sponsored the construction of a house which will exemplify the type of dwelling people will own five years hence.

L. E. Breuninger and Sons of Washington are the builders. The site chosen for construction is at Massachusetts Avenue and Jamestown Road, one block beyond the District line in Maryland, and only a short distance from the Capital's Embassy row.

Ground breaking ceremonies were held by the NBC's two Washington stations during the first week of May. General Manager K. H. Berkeley officiated, pulling the levers of the steam shovel to remove the first scoop of dirt for the foundation. Now the foundation has been completed and construction on the frame has begun. The house is expected to be finished and open to the public by August 1st. An estimated 200,000 people will view it.

Tremendous interest has been evidenced by national manufacturing companies. Officials of several out of town firms have flown to Washington to bid on heating, lighting, cooking and refrigeration.

Some of the outstanding innovations of the six room house are: Fluorescent tubular lighting recessed in the walls; flexible composition floors, and extensive use of plate glass and glass brick for light and trim. Two things usually associated with home construction, will be missing from the "House of the Future". No wood will be used in the structure, and no space designated as a dining room. Concrete, stainless steel, aluminum and the glass brick will take the place of wood. The living room is so large that it can be used for dining. The exterior of the modern building will be painted brick.

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## PATENT GRANTED FOR TWO-WAY TELEVISION

A combined television transmitter and receiver which utilizes only one cathode ray tube and which permits simultaneous two-way television communication between two stations has been developed, according to a patent (No. 2,157,594) granted to Allen B. DuMont, noted television researcher, of Upper Montclair, N.J.

The heart of the system is the cathode ray tube, which acts both as a "tele-eye" to pick up scenes for broadcasting and as a viewer or receiving device to make visible on a fluorescent screen the television images being broadcast from a distant

station. Since both functions are combined in a single tube the system is much more simple and cheaper than prior methods in which separate pick-up and viewing tubes are required at each station, it is said.

The new tube has two screens. One is photo-electric. On this the image to be broadcast is focused and converted into electric impulses that correspond to the lights and shadows of the image. The second screen is fluorescent and makes visible as an image which can be viewed the television impulses received. Both screens are scanned by a single cathode ray, a pencil beam of electrons. When the tube serves as a pick-up tube for television broadcasting, the pencil beam of electrons scans only the photo-electric screen. When the tube is used as a receiver, only the fluorescent screen is scanned.

The patent is assigned to Allen B DuMont Laboratories, Inc., of Passaic, N. J.

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#### NBC APPEALS LIBEL RULING IN JOLSON CASE

The National Broadcasting Company has filed an appeal to the Pennsylvania State Supreme Court from the \$15,000 award to the Summit Hotel Company in the so-called Jolson case.

The verdict, returned last Fall by the Common Pleas Court of Allegheny County, was for damages the hotel claimed it sustained as a result of an ad libbed remark made by Al Jolson during a Shell Chateau broadcast on June 15, 1935. Mr. Jolson was interviewing Sam Parks, then national open golf champion, and when Mr. Parks mentioned the Summer Hotel, Mr. Jolson came back with "That's a rotten hotel", a remark not in the script.

"Radio", says the appeal, "resembles the telephone in that the electrical impulses created by the words spoken into the mouthpiece travel so quickly they cannot be halted before they reach the receiver at the other end of the wire. It would be unthinkable to hold a telephone company liable for the transmission of a defamatory message." If a station is liable for every defamatory utterance reaching the microphone, NBC adds, then the operator of a receiving set, which changes the electrical impulses into sound and so is "as essential to the dissemination of the broadcast words" as the transmitting station, is equally liable.

"We submit, therefore, that to impose on a radio broadcasting station absolute liability as an insurer for all defamation broadcast over its facilities would be unwise and thoroughly undesirable from social and economic standpoints. It would serve principally to open a new and lucrative field for damage suits, and can have but one effect in the long run and that is to impair seriously the usefulness of radio as a means of communication, and to limit severely the scope of radio addresses and presentations of various types which are now brought to the listening public."

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## FRANCE SHOWS PROGRESS IN TELEVISION

"In view of the rather rapid strides which are being made with the development of television in both the United Kingdom and the United States, it is interesting to note that the French authorities are continuing and expanding basic experimental work along this line, the U. S. Commercial Attache at Paris reports. "The Eiffel Tower Television Broadcasting Station is now, as it has in the past, carrying out regular experimental broadcasts. Its power has now been increased to 25 kilowatts, the number of daily broadcasts has been increased from 2 to 4, and the service operates for 5 days per week. It is understood that these tests have, among other things, convinced the technical authorities that the antenna which has been in use is both inadequate and unsuitable, and it is reported that a new multiple antenna has been ordered and is now in the course of delivery. From what can be determined, this new antenna will be very similar to the one now used by the British Broadcasting Corporation at the Alexandra Palace in London.

"The television committee which was established by a Government decree on June 9, 1937, is busily engaged in examining and experimenting with equipment which has been offered for trial by the 4 companies named below. These studies have embraced what is known as direct television as well as telecinema, the survey of the former having been completed in May of 1938 and that for telecinema in August of last year: Cie. Francaise Thomson-Houston; Cie. Francaise de Television; Societe Radio-Industrie; Societe d'Applications Telephoniques.

"It is understood that as a consequence of the preliminary results of the tests made, the television committee has, at least temporarily, approved of the equipment manufactured by the Compagnie Francaise Thomson-Houston, for the purpose of direct television broadcasts, and of that supplied by the Societe Radio-Industrielle for telecinema broadcasts. A contract has already been signed with the Compagnie Francaise Thomson-Houston, one is to be concluded with the Societe Radio-Industrielle, and, apparently, another purchase is to be made from the Compagnie Francaise de Television.

"In an effort to familiarize the public with television, the Radio Broadcasting Division of the Ministry of P.T.T., has recently acquired two large receiving units, one from the Compagnie Francaise Thomson-Houston, and the other from the Societe Philips. The screen of the Thomson-Houston, and the other from the Societe Philips. The screen of the Thomson-Houston machine is 60 x 40 centimeters (23.6 by 15.7 inches) and that of the Philips machine 45 x 37 centimeters (17.7 x 14.6 inches). It is also reported that the authorities will endeavor to acquire, within the limits set by budget credits, 3 broadcasting units which will permit the projection at will of either television or telecinema. These machines will be established at Paris, Lille and Lyon. The equipment intended for use in Paris has already been acquired, and it is apparently planned to install it in a truck. At the same time, purchase of stationary direct telecinematographic equipment is planned in order to provide for permanent broadcasts from the Ministry of P.T.T. on the rue de Grenelle."

It is also reported that several projects are under consideration which presume the laying of a cable network throughout the Paris region, which will permit television broadcasts to be made from the various sections of the city."

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TRADE NOTES

Effective May 16, the Federal Communications Commission returns to its regular schedule of Tuesday meetings on broadcast cases from which it deviated last November coincident with the opening of the Network-Monopoly inquiry. The established broadcast decision day is Tuesday of each week. Under the temporary schedule, meetings had been held on Mondays.

Among the salaries of corporation officials for 1938 released this week by the Securities and Exchange Commission were: Crosley Corporation: Powel Crosley, Jr., President, \$24,000; Lewis M. Crosley, Vice-President, \$20,000; James D. Shouse, Vice-President, \$19,000.

Addition of French, German and Italian news broadcasts to the schedule of Station W2XE's foreign programs marked the opening Monday, May 15, of a new short wave service to reach Columbia's foreign listeners every day of the week except Sunday. These foreign language broadcasts to Europe augment the regular daily service of news in Spanish and Portuguese sent once a day to the Latin American republics and are in addition to the regular news service in English broadcast several times a day to both Europe and South America.

A nationwide search for deserving young musicians, sponsored by radio station WLW and the Cincinnati College of Music, with 12 scholarships to the winners, was revealed last week in an announcement made jointly by James D. Shouse, Vice-President of the Crosley Corporation in charge of broadcasting, and J. Herman Thuman of the College of Music. According to the provisions of the contest, any person who has been graduated from the music department of a high school or who has had an equivalent musical education will be eligible for competition for the scholarships.

General expansion of service to clients, agencies and stations is announced by Radio Sales in the transfer of Jerome Sill to the newly crested post of Director of Radio Sales Promotion, effective May 15. In his new capacity, Mr. Sill will work with other members of Radio Sales, and with managers of the ten Columbia stations represented by this division, in the organization of specific radio data to meet individual clients' marketing and advertising problems.

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## EUROPE RADIO HOMES NUMBER 35,130,000

Thirty-five million one hundred and thirty thousand homes were registered in the European zone as possessing radio receivers on New Year's Eve. The growth in the number of receiving sets during 1938 was 3,685,026 against 3,730,037 in 1937. Germany added 2,415,565 homes (26.58 percent) to her total of 9,087,454 at the end of 1937; Great Britain 428,866 to her 1937 total of 8,479,500 (an increase of 5.06 percent); and France 542,167 to her 1937 total of 4,163,692 (an increase of 13.02 percent). The greatest increase in wireless licenses in 1938 was recorded by the Turkish Republic. This was one of 110.20 percent, the actual rise being from 22,000 to 46,244.

These are the outstanding facts shown by the annual chart published recently by the Headquarters of the International Broadcasting Union at Geneva.

"No explanation is given by the International Broadcasting Office of the slowing up in the growth of the European auditoire in 1938, but it may safely be attributed to two main causes - the approach to 'saturation point' in those countries where broadcasting has been firmly established for a number of years, and the economic reaction to the political events of last August", World Radio comments.

"The remarkable rise in the number of German listeners is due in part to the taking over of the listeners in Austria and the Sudeten area of the Czecho-Slovak Republic. But even when this is allowed for there remains a formidable increase, due in part to the national policy which expects each good citizen to possess a receiving set, and in part to the continued popularity of the standard low-price receiver. The fact, however, that Germany has 708,653 homes which are exempt from the payment of license fees (as compared with 51,872 in Great Britain) cannot be overlooked.

"Great Britain pursued her traditionally even curve throughout the seasons, but her percentage increase on the year dropped from 7.13 to 5.06. Those who would attribute this decline entirely to the approach to 'saturation point' must not overlook the fact that in Denmark, which has still the largest proportion of licenses to total population in any country in the world, the increase of licenses in 1938 was 8.33 percent, against 7.94 percent, in the previous year. France, also, which has a total number of receiving sets far removed from 'saturation point' managed to increase her wireless licenses by 13.02 percent, only in 1938, against 29.35 percent in 1937.

"If we put aside the special case of the Turkish Republic - where, under the influence of the new high-power station at Ankara the number of listeners was more than doubled in 1938 - we shall find that the average percentage increase in the European zone last year was just under 17."

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## S-W BROADCASTERS USE NEW GEOGRAPHY, SAYS "LIFE"

A new kind of geography that is based on the shortest distance between two points as travelled by short-waves is described with illustrations in the May 15th issue of Life magazine.

"The shortest route from New York to Manila is not across Mexico and the Pacific", the article says. "It lies across Alaska and Siberia. If you do not believe this, take a string and measure out the distance on a globe. Or look at the map below. It is an azimuthal map, made by taking New York as the center of the world, plotting the rest of the world in terms of the shortest distance from New York.

"This is the kind of map short-wave radio broadcasters use. Short-waves are sent along a focused beam. The narrower the beam, the more power along its length. The azimuthal maps, prepared by Harold Churchill, show problems U.S. and German broadcasters meet.

"The battle among nations to barrage foreign lands with short-wave radio propaganda is waged with growing fierceness. To America's radio artillery, two new big guns have just been added.

"Near Oakland, Calif., the General Electric Co. has opened a station whose short-waves are searching out the sets of the Orient with American programs. In Bound Brook, N. J., the National Broadcasting Co. is finishing a station which delivers to South America the strongest signals ever sent from the U.S."

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## NBC PLANS FIRST TELEVISED BASEBALL

History's first televised baseball game will be broadcast Wednesday, May 17, from Baker Field, New York City, the National Broadcasting Company. The televised game, an intercollegiate contest between Columbia and Princeton Universities, will begin over Station W2XBS, at 4:00 P.M., EDST.

In marking another milestone in the annals of American sports, the NBC mobile television station will televise the game on the spot at the Baker Field diamond. Broadway at 218th Street. Fast fielding plays will be converted to electrical impulses and relayed over a radio link to the main NBC transmitter at the Empire State tower for broadcast to home viewers in New York, Connecticut and New Jersey within the fifty-mile service area of Station W2XBS.

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## G. E. MERGES RADIO-TELEVISION ACTIVITIES

A new department of the General Electric Company, which will consolidate for the first time all radio, television, and related activities, has been established with headquarters at Bridgeport, Conn., effective immediately, it has been announced by C. E. Wilson, Executive Vice President of the company. Dr. W. R. G. Baker, for many years associated with G-E activities in the radio field and until now Chairman of the Radio Management Committee, has been named manager of the new unit, to be known as the Radio and Television Department.

"With the development of television, the scope of the potential market for radio and television tubes and for equipment used in their application is greatly enlarged", Mr. Wilson declared in announcing the new move. "Coincidentally there arises inter-related development, production, and commercial problems which suggest that centralization of responsibility for the company's activities associated with these products will be the most effective means of coping with them. The new Radio and Television Department will have responsibility for radio and television tubes, receivers, transmitting and relaying equipment, carrier-current equipment, and other associated radio product lines."

For the marketing of most of its products, the department will rely for the present on the distribution facilities of the Appliance and Merchandise Department, which has in the past been responsible for radio receivers. The formation of the new unit presages even greater emphasis than in the past on such related activities as experimental transmission of short-wave radio and television. General Electric has now nearing completion in the Schenectady-Troy-Albany area the most powerful television transmitter to be built in this country, and for many years it has operated a number of powerful short-wave stations as part of its developmental program. The company has also been a factor in the building of radio transmitters for Government use and for such service applications as two-way transmission for fire and police service. New York City's fireboats are linked by this kind of installation.

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