

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF JUNE 9, 1939

McNinch To Stay At FCC; Power Post Filled.....	2
Ban On Unauthorized Recording Proposed.....	4
Radio Gallery To Get A Superintendent.....	4
Curb On FCC Seen If Logan Bill Becomes Law.....	5
McNinch Expected Back At Office Next Week.....	5
Preliminary Bout Scheduled In Press Scrap.....	6
Clearer Television Reception Seen With New RCA Tube.....	7
New Monitoring Station Funds Asked By FCC.....	8
Paley Presents Third Amateur Radio Award To Burgess.....	8
Radio Used To Solve Educational Problem.....	9
Reallocation Of European Waves In 1940 Ordered.....	10
Germany Opens New 150 KW. Station.....	10
Television Will Shift Retail Advertising, Says G.E. Official...	11
American Record Changes Name To Columbia Recording Corp.....	12

No. 1131

McNINCH TO STAY AT FCC; POWER POST FILLED

Chairman Frank R. McNinch will remain as Chairman of the Federal Communications Commission indefinitely, it was indicated this week as President Roosevelt filled his former post as head of the Federal Power Commission.

In an exchange of letters, which the White House released, it was revealed that Mr. McNinch had called attention to the fact that his appointment to the Power Commission would expire June 22nd. Mr. McNinch was "lent" to the FCC a year and a half ago with instructions "to clean house". He asked that he no longer be considered further in connection with the Power Commission post.

President Roosevelt sent to the Senate yesterday the name of Leland Olds, of New York, to succeed Mr. McNinch on the Power Commission. Mr. Olds is Secretary of the New York State Power Commission.

One report on Capitol Hill, however, was that certain Senators had threatened to block Mr. McNinch's confirmation if he were reappointed to the Federal Power Commission.

Rumors continued to persist, moreover, that the doughty North Carolinian may retire shortly because of ill health or be transferred to a cooler political spot in the Government than the Chairmanship of the FCC.

The exchange of letters between Mr. McNinch and the President follows:

"June 7, 1939

"My dear Mr. President,

You will recall that some time ago we discussed your reappointment of me to the Federal Power Commission, from which I had resigned to take up the work as Chairman of the Federal Communications Commission, at such time as my work at the latter Commission had been completed. I then expressed doubt as to whether or not I would feel like undertaking the responsibility of another five year term on the Federal Power Commission. You were gracious enough to leave this matter for my further consideration.

Now that the term of office on the Federal Power Commission expires June 22, 1939, I deem it my duty to call this fact to your attention and to advise you that, after most careful consideration, I must regretfully tell you that I hope you will not further consider me in that connection.

6/9/39

"With assurances of my appreciation for your generous consideration and of my continuing high regard of and loyalty to you, I am,

"Faithfully yours,

(Signed) Frank R. McNinch"

"June 8, 1939

"Dear Frank:

Please accept my thanks for your thoughtful note of June seventh, reminding me that the term for which you were appointed as a member of the Federal Power Commission expires on June twenty-second and that you do not feel like returning to the responsibilities which a reappointment would entail.

I received word of your decision with less misgiving because it means that you can continue your service as Chairman of the Federal Communications Commission and devote all of your time to the exacting duties of that difficult post. I cannot, however, allow this opportunity to pass without expressing my sincere thanks for the splendid work you did as Chairman of the Federal Power Commission. Your industry, your skill in the elucidation of complex problems and your faithful stewardship of the public interest at all times, have made your services invaluable. You will be interested to know that I have decided to nominate Mr. Leland Olds of New York as your successor.

I do hope you will have a care for your health and with all good wishes remain, as always,

Very sincerely yours,

(Signed) Franklin D. Roosevelt"

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The new broadcasting station known as "Radio-Paris" raised at Allouis in the Center of France, and which made its first broadcasts during May, has a power of 450,000 watts. However, it will only be able to use this power during daytime, since it has been decided that in the evening after 7 o'clock - that is, after nightfall - it will be prohibited to broadcast at more than 200,000 watts.

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BAN ON UNAUTHORIZED RECORDING PROPOSED

Amendment of the Communications Act to prohibit the recording of any music or other radio programs without consent in writing of the performers was proposed in a bill introduced this week by Representative McGranery (D.), of Pennsylvania.

The text of his proposal follows:

"Sec. 506. It is hereby declared to be unlawful for any person, without the consent in writing of the performer or performers of said music or other program material, (a) to record or otherwise mechanically reproduce or cause to be recorded or otherwise mechanically reproduced within the United States, for profit or gain, any music or other program material of any kind transmitted in any manner mentioned or described in section 2 (a); or (b) to offer for sale, sell, lease, or license, or to have in his possession for the purpose of sale, lease, or license, any record or other mechanical reproduction of music or other program material of any kind transmitted as aforesaid. This Act is not to apply to any case of recording for private, personal, civic, or political use, or to any recording of any address or talk on subjects of a public nature. Any person violating this section shall, upon conviction thereof, be punished as provided in section 501; and all records or other mechanical reproductions made in violation of this section may be seized on warrant issued by or under the direction of the Attorney General of the United States, and the appropriate district court of the United States or any judge thereof may on proper cause shown order the destruction of such records or other mechanical reproductions."

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RADIO GALLERY TO GET A SUPERINTENDENT

President Roosevelt this week transmitted to Congress a budgetary recommendation that \$2,700 be appropriated for the job of Radio Gallery Superintendent to correspond to the Senate and House Press Gallery positions.

Facilities for radio news reporters and commentators already have been provided in the Capitol and Senate and House Galleries.

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6/9/39

CURB ON FCC SEEN IF LOGAN BILL BECOMES LAW

While not directed specifically at the Federal Communications Commission, a bill sponsored by Senator Logan (D.), of Kentucky, will have the effect of curbing the Commission's powers by making all decisions subject to court appeal is being considered seriously in the Senate.

The Logan Bill has been reported favorably by the Senate Judiciary Committee and is on the Senate calendar. A companion bill introduced by Representative Walter (D.), of Pennsylvania, has been approved by a sub-committee of the House Judiciary Committee.

Backed by the legal profession, the bill is designed to restrict "the arrogant assumption of power" by Government Bureaus and independent Commissions.

As the bills specifically refer to regulations, orders, and interpretations of statutes, the FCC would be immediately affected. While the FCC generally has afforded the industry opportunities to present views before adopting rules or procedural regulations, the legislation would have the effect of re-establishing the trial examiner system which was abolished in the interest of "efficiency" last Fall and would broaden the judicial review features - now subject of controversy - of the Communications Act.

The broad definitions in the statute mean that every action of the FCC would be subject to review by the courts, with aggrieved applicants permitted to go to the nearest appellate court, not necessarily to the D. C. Court of Appeals, in seeking relief from an unfavorable decision. Under the Logan Bill, any party to a proceeding has the right of appeal, and a "controversy" specifically includes, "any refusal to grant any license, permit, or other privilege".

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McNINCH EXPECTED BACK AT OFFICE NEXT WEEK

Chairman Frank R. McNinch, who has been resting and recuperating from a severe illness for the last several weeks, is scheduled to return to his office next week, it was said at the Federal Communications Commission.

It is expected that the FCC will take up the protests against its ruling with regard to programs on international broadcast stations shortly after Mr. McNinch resumes his duties.

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6/9/39

PRELIMINARY BOUT SCHEDULED IN PRESS SCRAP

Arguments scheduled for June 26 in a case involving the right of newspapers to own and operate radio stations are expected to open a series of fights which may be carried to the courts as the Federal Communications Commission tackles the issue it has long evaded.

The preliminary hearing was scheduled by the FCC after attorneys for the Allentown (Pa.) stations involved had filed a motion to call off the scheduled hearing on the proposal to merge WCBA and WSAN under control of the Allentown Call.

In the formal notice of the main hearing the FCC set forth three issues, all dealing with public interest aspects. The first specified determination of any benefit to the public by virtue of the consolidation of the stations, the second whether any adverse affect upon the public would result from the consolidation, and the third:

"To determine whether the assignment of the licenses for the two separate broadcast stations (WSAN and WCBA) to Lehigh Valley Broadcasting Co. would serve the public interest in view of the fact that Lehigh Valley Broadcasting Co. is controlled by the Allentown Call Publishing Co., which publishes the Allentown Call and which owns all of the stock of the Chronicle & News Publishing Co., which publishes the Allentown Chronicle & News.

The FCC action last March in designating the transfer applications for hearing provoked a controversy reviving the strife over newspaper-ownership of stations, particularly in cases where a "local monopoly in public opinion" might result. The matter was designated for hearing in Allentown, but no date has been set.

At the time the FCC designated the Allentown applications for hearing, Commissioner T.A.M. Craven issued a strong minority opinion in which he advocated a general hearing on newspaper-ownership rather than a test case involving a relatively small city. He held this did not provide a satisfactory setting for a decision on the broad question which directly affects some 240 licensees of existing stations throughout the country affiliated with newspapers.

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"A Bird's Eye View" of the U. S. radio families has been prepared by the National Broadcasting Company in attractive and convenient pamphlet form. It lists the number of set-owning families in various classifications, such as rural, urban, by State, etc.

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6/9/39

CLEARER TELEVISION RECEPTION SEEN WITH NEW RCA TUBE

A new television pick-up tube that foreshadows clearer reception was described this week before the Institute of Radio Engineers in New York City by Harley A. Iams and Albert Rose of the RCA Laboratories at Harrison, N. J. The new device is regarded by scientists as one of the greatest single improvements in television since the invention of the Iconoscope or "television eye". It is applicable to transmission, and therefore necessitates no change in existing receivers to accomplish the improvement.

Present television pick-up technique is to focus the image to be transmitted on a plate whose surface consists of hundreds of thousands of tiny photo-electric cells. Light and dark areas of the scene thrown upon it are translated into electric charges, according to the scene televised. A beam of electrons scans the plate, line-by-line, 441 times to a single picture, and rapidly enough to produce 30 pictures every second. The varying electric impulses thus "wiped off" the plate are amplified and transmitted to the receivers, where they are again re-converted into a visible image.

Up to now, it has been necessary to employ an electron beam of strong force to perform the job. This has caused splashes of electrons from the plate, that have limited the possibilities of clearness in the received pictures. By analogy, a garden hose, representing the electron beam, with strong force directed against successive areas of the side of a garage, corresponding to the plate, would throw back a spray that would deposit some water on adjacent parts of the building. When such a spray is composed of electrons instead of drops of water, and when those electrons fall on areas with desired electric charges, they disturb such charges, and reduce the efficiency of the final result.

The new television pick-up tube described by Rose and Iams embodies a principle that is comparable to playing a hose on a garage with such precision that the stream just reaches the wall, allowing little or no splash. To do this they obviously could not have the "gardner" stand in one spot, with a fixed adjustment on the hose nozzle. So they contrived to have their electrical gardner move back and forth, up and down, always just barely within range of his target. This is done at a speed of nearly a mile a second across the plate, or "mosaic" of the television pick-up tube.

Laboratory results to date with the new tube indicate that performance of receivers of present design may be improved in considerable degree without any change in the receivers.

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NEW MONITORING STATION FUNDS ASKED BY FCC

The Federal Communications Commission this week sent to Congress the draft of a bill proposing the establishment of a new radio monitoring station near Millis, Mass., at an estimated cost of \$30,000.

Frederick I. Thompson, Acting Chairman, explained in a letter of transmittal that the station is needed to monitor the ultra-high frequencies above 30 megacycles. The FCC has a station at Hingham, Mass., he said, but its equipment is becoming obsolete.

Besides land stations, the new monitor would check on the radio transmissions of ships on the Atlantic Ocean.

The letter and bill were turned over to the Senate and House Interstate Commerce Committees.

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PALEY PRESENTS THIRD AMATEUR RADIO AWARD TO BURGESS

William S. Paley, President of Columbia Broadcasting System, presented the third annual Paley Amateur Radio Award on Tuesday to Wilson E. Burgess, 29, radio amateur of Westerly, Rhode Island, for outstanding heroism and service during the September, 1938, hurricane, which ravaged the New England seaboard. The ceremony took place in New York City.

Among distinguished guests at the ceremonies who paid tribute over the air to Burgess' feat were Rear Admiral Russell Randolph Waesche, Commandant of the United States Coast Guard, and Rear Admiral Stanford C. Hooper, of the United States Navy. Read Admiral Waesche spoke briefly on the important role amateur radio has played in national emergencies. Read Admiral Hooper extolled the value amateur radio operator training has to the United States Navy.

Also heard on the broadcast was Kenneth B. Warner, Secretary of the American Radio Relay League, who accepted permanent custodianship of the trophy for his organization, a nationwide association of radio amateurs.

The William S. Paley Amateur Radio Award has been given each year since 1936 to "that individual who, in the opinion of an impartial Board of Awards, has contributed most usefully to the American people". It is open to all amateur radio operators in the United States and Canada.

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RADIO USED TO SOLVE EDUCATIONAL PROBLEM

Through use of the radio and cooperation with civic groups, the Harvard Graduate School of Education recently has taken steps toward solving one of the major problems of modern educational scientists - how to translate their research and findings into immediate action in the schools.

Over the New England network of the Columbia Broadcasting System, the Harvard educators gave a series of Tuesday afternoon programs dealing with such modern problems of the schools as these: how can movies and radio be fitted into the scheme of education; should the high school system be shaped especially for college preparation, when most of the students do not want, or are not equipped, to go to college; what blocks installation of modern school methods, more closely related to life than the older academic traditions; and, finally, who really runs the schools, controlling appointments and policies.

The appeal of the broadcasts was definitely to the tax-paying public and the working school teachers and officers, and the air waves provided a direct contact with these groups. Such organizations as the Parent-Teachers Associations, League of Women Voters, Federation of Women's Clubs and others, assisted by publicizing the broadcasts to their memberships and organizing listening groups of teachers and parents in towns throughout the area.

The results of the broadcasts were above the educators' expectations. Over thirty groups of parents and teachers throughout New England held regular meetings in local school or city auditoriums to listen to the broadcasts and then held discussions on the topics. To assist these discussions the Harvard School sent out each week an outline of questions pertinent to the subjects.

The broadcasts on movies and radio in the schools elicited cooperation from local theatre managers in a number of communities, and also were responsible for the inauguration of new classroom projects in many schools throughout the area. In other schools new vocational and educational guidance projects were started. Local libraries cooperated with the project by setting out books dealing with the topics under discussion.

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Baird Television, Ltd., has opened free fortnightly courses in large screen television at its factory in Sydenham, England, to supply the demand for experienced operators, according to a cable received by I. C. Javal, Commercial Director of the company, stationed at New York.

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6/9/39

REALLOCATION OF EUROPEAN WAVES IN 1940 ORDERED

Extensive alterations in the wavelengths of European long and medium-wave stations will become effective in March 1940, as the result of the European Wave-length Conference recently concluded at Montreux. The proposed changes, which apply to Europe only, follow upon the International Radio Conference held at Cairo last year, when the bands allotted to broadcasting services were revised, and they will be made during the night of March 4-5, 1940. The Conference reviewed the operating conditions of 373 stations, 103 of which are projected but not yet in existence.

The present limits of transmitting power used by European stations were also revised, and under the new scheme transmitters working on the long waveband may increase their powers up to 200 KW by night and 500 KW by day. New power limits in the medium waveband are: 120 KW for stations working on frequencies below 1,300 kcs.; 30 KW from 1,300-1,500 kcs.; and above 1,500 kcs., 10 KW.

As a result of these new provisions, the powers of various British Broadcasting Corporation transmitters are to be increased. By March next the power of Droitwich, the BBC's long-wave transmitter, will have been increased to 200 KW - a change that will result in a 16 percent increase in field strength. In addition, the present 70 KW transmitters of the London Regional and North Regional stations are to be replaced by new transmitters, each capable of supplying an aerial power of 120 KW. A contract for their supply has already been placed.

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GERMANY OPENS NEW 150 KW. STATION

The new Deutschlandsender radio station at Herzberg, in Saxony, some 55 miles south of Berlin was opened recently. The station was designed for 150 KW and took three years to build. The power will be increased to 200 KW on March 4 next year. The aerial mast has a total height of 1,100 ft. from the ground, and bears, at the summit, a circular "ring" with a diameter of 80 ft. The mast acts as an aerial in itself, and stands on a single insulator, which has to support, the report states, a weight of one thousand German tons.

A special system of modulation has been employed, which gives increased range without infringing international regulations, and saves current at the same time. At some future date, it is said, the aerial system will be extended to give it anti-fading properties by adding to the number of aerial masts.

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6/9/39

TELEVISION WILL SHIFT RETAIL ADVERTISING, SAYS G. E. OFFICIAL

That television, as it grows, may revolutionize the entire technique of retail merchandising and seriously affect the department store advertising revenues of newspapers was a possibility presented to members of the Association of National Advertisers meeting at the Westchester Country Club, in Rye, N.Y., recently, by Dr. W.R.G. Baker, head of the Radio and Television Department of the General Electric Company. Dr. Baker, speculating purely as an engineer, declared that television ultimately would become an "electronic peddler", bringing daily to house-wives an animated presentation of a store's wares in a fashion made possible by no other medium. Logically it should greatly increase telephone sales and tend to eliminate the bargain-day rush that has so long been a feature of department store merchandising, he said.

"No one can estimate at this moment just how rapidly television will develop, or precisely how it will progress, but it is here, even if on a very limited scale", Dr. Baker said. "And no business executive - certainly no advertising man - can afford to overlook the tremendous potentialities of this new science. For the present it is largely an entertainment medium, but its end result will be that of a peddler. If it does this job well, if it even approaches in its results the effect on our system of distribution that was accomplished by the original Yankee peddlers, then the struggle to bring forth this new industry will have been worth while."

Dr. Baker referred to the rise of the peddler of miscellaneous wares, the establishment of supply depots, and his development as a wholesaler with retail outlets as transportation facilities improved, with the original cycle ending in the city pushcart.

"In a few years from now", he continued, "when television transmission facilities will have pretty well covered the country and television receivers will be standard equipment in millions of homes, instead of going to the motor shows to see the new models paraded and demonstrated, we will sit in our living room and see this done in a more convincing and dramatic fashion. The automobile manufacturer can take us behind the scenes in his factory, showing engineering steps and progress. Instead of looking at static illustrations of cars on a magazine page, we can witness thrilling road tests. We can step by proxy into the car and examine upholstery and fittings - slip into the driver's seat and go places.

"Our wives and daughters will see the season's new hats and gowns paraded on live models, see cooking demonstrations, receive lessons in interior decorating and gardening, see all kinds of products and appliances in actual use, with conversation and action.

6/9/39

"Television seems a perfect medium for department store advertising because the present effective range of a television receiver - 40 miles - covers almost the exact buying area of a store. If a large store should put on a television program for two hours in the morning, it could present merchandise in a far more interesting fashion than would be possible in newspaper advertisements. The housewife could make notes on items by numbers and prices, telephone in her order, and escape the terrors of bargain rushes. Such a method of shopping might revolutionize the entire technique of retail merchandising, not only in department stores but in many other fields.

"Advertising men know to what extent advertising funds have been diverted in recent years from magazines, newspapers, and billboards into radio", said Dr. Baker. "As soon as the ownership of television receivers becomes sufficiently widespread to constitute a mass audience for advertisers, we may expect a new shifting of budgets to accommodate this new medium.

"There are some tremendous problems, technical and financial, to be solved before this can happen. But one fundamental fact has been proved in London - that television can provide acceptable entertainment in the home and create a new service that most of our population will want to possess."

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AMERICAN RECORD CHANGES NAME TO COLUMBIA RECORDING CORP.

The American Record Corporation, Bridgeport, Conn., makers of Columbia, Brunswick and Vocalion records, will hereafter be known as the Columbia Recording Corporation, according to Edward Wallerstein, President.

The change is one of name only. It identifies the organization more closely with its parent company, The Columbia Broadcasting System, which recently purchased the record company.

The Columbia Recording Corporation are manufacturers of Columbia, Brunswick and Vocalion records. Executive sales and advertising offices were moved May 19th from New York to new enlarged quarters at the company's factory in Bridgeport, Conn. The factory has been modernized and renovated, making it now the largest and finest plant in the country devoted exclusively to the manufacture of records for home use.

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