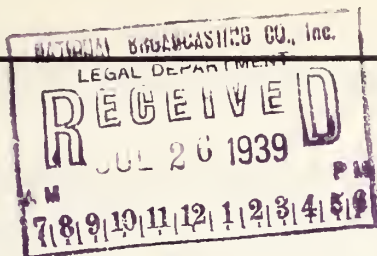


HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF JULY 25, 1939

| | |
|--|----|
| World Listeners Jump 33 Million In A Year..... | 2 |
| Craven-For-Chairman Boomlet Is Launched..... | 4 |
| Radio Wire Television Corporation Formed..... | 4 |
| Opening Of Congress Radio Galleries Celebrated..... | 5 |
| Logan Bill, Fought By Administration, Curbs FCC..... | 5 |
| G.E. Develops Water-Cooled Television Lamp..... | 6 |
| McDonald Called "Good-Bad Boy Of Radio"..... | 7 |
| Elliott Roosevelt Hit For Coughlin Attack..... | 8 |
| Vatican Paper Explains Papal Radio Blessing..... | 9 |
| Sweden Celebrates Decade Of School Broadcasts..... | 9 |
| <u>Bulletin</u> - McNinch Announces Resignation As FCC Chairman..... | 10 |
| German Radio Set Prices Are Reduced..... | 10 |
| FCC Authorizes Transfer Of Mackay Control..... | 11 |
| Littlepages Move To New Quarters..... | 11 |
| RCA Television Antennas Announced For Amateurs..... | 12 |
| WOR To Try To Tune In Mars..... | 12 |

No. 1143

SEE BULLETIN ON PAGE 10 - RE RESIGNATION OF McNINCH

L m H.S.

July 25, 1939

WORLD LISTENERS JUMP 33 MILLION IN A YEAR

There are at least 33,000,000 more radio listeners over the world today than there were a year ago, according to Arthur R. Burrows, of the International Broadcasting Office, Geneva, who makes a yearly tabulation of the distribution of receivers.

The International Broadcasting Office has just issued its annual chart showing the growth during the previous year of homes equipped for the reception of broadcasts. The figures obtainable from 88 governments or administrations show that in these countries the number of homes equipped rose from 69,748,829 in 1937 to 77,997,444 in 1938.

"The actual position is undoubtedly even more favorable than the figures suggest", Mr. Burrows comments in World-Radio. "Although the Geneva Office has received more returns than on any previous occasion, the Union of Socialist Soviet Republics has again provided no new figures and we have been compelled to have recourse to those of 1936. Brazil and China, too, are countries with some hundreds of thousands of listeners which, for various reasons, have not given their figures for 1938. These facts apart, the new total of 78 million equipped homes, or approximately 312,000,000 persons to whom radio programs are available in their homes, is a gratifying one.

"It is also interesting to note that Europe is rapidly catching up with the rest of the world in the matter of radio installations. At the end of 1937 Europe had only about 33½ million radio-equipped homes against 35,900,000 on the other Continents. At the end of 1938 Europe had nearly 38,600,000 against just over 39,400,000 elsewhere. These figures, it should be kept in mind, refer to homes and do not take into account the many millions of sets now installed in motor-cars, notably in the United States of America.

"There is a possibility that European listeners will equal in number the listeners in the rest of the world at the end of the present year.

"The United States of America remains the most densely equipped country. Her figures are approximative, as there is no system of registration; but the estimate of the Federal Communications Commission (which is one of 28 millions at the end of 1938 as against something like 25½ millions at the end of 1937) places the United States in the forefront with just over 215 sets for each thousand of its inhabitants. Denmark takes second place with 205.78 sets for each thousand inhabitants. Actually, Denmark still leads the world amongst those countries possessing a license system and able therefore to provide definite figures as distinct from an estimate.

"Third in the world order comes New Zealand with 195.90 equipped homes for each thousand persons. New Zealand has displaced Great Britain from third position by raising her license numbers from 279,054 to 313,826 - a highly creditable performance; Sweden has fourth place with 194.74 receivers to each thousand persons; and Great Britain fifth place with 192.86 per thousand. The Commonwealth of Australia, which for some years past has been highly placed in this great world race, is sixth with 160.53 sets to each thousand of her people.

"If we continue to think in terms of the relation of equipped homes to the white population, then Northern and Southern Rhodesia now hold seventh place, there being, at the end of 1938, 9,956 receiving sets among a white population of 67,552. This is a growth of over 2,150 sets within a year - due, in a great measure no doubt, to the development of short-wave broadcasting. Uganda, Kenya, and Tanganyika, together take eighth place with 140.25 sets to each thousand of the white population. Actually, there was a growth of 1,160 sets in a total of 3,996 in these areas during last year.

"For the ninth place we come back to Europe. Belgium can claim this position by having raised her proportion of sets to each thousand of the population from 122.09 to 134.29. Germany takes tenth place with 133.45 sets per thousand. This figure takes into account the license figures for what was Austria and also those of the Sudeten German areas. It also takes into account an augmented population.

"The Netherlands, which possess a registration system, but prefer to rely on voluntary contributions rather than institute a tax as a source of revenue, hold eleventh place with 132.74 equipped homes for each thousand persons; and Switzerland twelfth place with 131.27, as against 120.97 at the end of 1937. Iceland, Norway, Luxembourg, France, and Danzig come thirteenth, fourteenth, fifteenth, sixteenth, and seventeenth respectively, with figures ranging down from 131 to 110.68 equipped homes per thousand of the population.

"One cannot pursue these figures throughout the countries of the world without risk of becoming tedious. It is interesting to note, however, that the Dominion of Canada takes eighteenth place with a total of 1,213,725 equipped homes representing 108.85 for each thousand of the population and the Union of South Africa nineteenth place with 102.29. The next best figure - an approximation - comes from the Argentine Republic. It shows 91.44 equipped homes for each thousand of its people."

Next year, Mr. Burrows concluded, it may be possible to obtain an estimate of the number of short-wave receivers in use in these distant places.

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7/25/39

CRAVEN-FOR-CHAIRMAN BOOMLET IS LAUNCHED

A mild boom to make Commdr. T.A.M. Craven Chairman of the Federal Communications Commission if and when Frank R. McNinch resigns, as is expected, has been launched by persons prominent in the radio broadcasting and manufacturing industries.

Commissioner Craven, who is the only trained engineer on the FCC, was slated for the chairmanship at the time of his promotion to the Commission from the position of Chief Engineer. Politics and his refusal to knuckle under to some of the Administration aides, it is understood, interfered, however.

Commander Craven was intimate with President Roosevelt when they were both in the Navy Department, and since he has been associated with the Commission, he frequently has been called to the White House for conferences with the Chief Executive.

His opposition to the McNinch purge last Fall aroused some of the Presidential advisors, notably Thomas G. Corcoran, and led to an open feud with the Chairman.

Within recent months, however, the attitude of the White House toward McNinch and other members of the Commission has changed, and it is believed that Commander Craven is again in favor with the President.

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RADIO WIRE TELEVISION CORPORATION FORMED

The Radio Wire Television Corporation of America, with studios at 160 East 56th Street, New York City, has been formed as a merger of Wire Broadcasting, Inc., and Radio Service Co., Inc., it was announced last week. John E. Otterson, formerly President of the Winchester Repeating Arms Corporation, Electrical Research Products, Inc., and Paramount Pictures, will be head of the new organization. Incorporation papers were filed last Thursday in Wilmington, Del.

In accepting the active leadership of the expanded enterprise, Mr. Otterson said that every current technological trend pointed to the ultimate distribution of entertainment by wire. He said that at present the company's operation is limited to key cities on the Atlantic seaboard, but that in the near future he hoped to extend it on a nationwide basis.

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OPENING OF CONGRESS RADIO GALLERIES CELEBRATED

Radio correspondents, broadcasters, and legislators celebrated the formal opening of radio galleries in the U. S. Senate and House Monday night at a dinner given on Capitol Hill.

Officials of the three major networks - NBC, CBS and MBS - mingled with radio reporters and members of the Federal Communications Commission. Speaker Bankhead participated in a network broadcast. Boake Carter was a guest.

Present also were Representative Dempsey (D.), of New Mexico, who sponsored the changes in rules in the House, and Senator Gillette (D.), of Iowa, who brought about the change in Senate Press Gallery rules.

Fulton Lewis, Jr., Washington commentator for MBS and President of the Radio Correspondents' Association, acted as master of ceremonies.

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LOGAN BILL, FOUGHT BY ADMINISTRATION, CURBS FCC

Radio attorneys are watching with interest the efforts of the Administration to block the Logan bill to curb the powers of quasi-judicial agencies which has passed the Senate and is now in the House.

The proposed law is opposed by the government agencies as well as the Department of Justice, and an effort is being made by Administration leaders to have the bill reconsidered. It would impose a mandatory obligation upon Federal Courts to set aside decisions, rulings and orders of administrative agencies on any of the following grounds:

- (1) If the findings of fact were "clearly erroneous";
- (2) If the findings of fact were not supported by "substantial evidence";
- (3) If the decision was not supported by the findings of fact;
- (4) If the decision was issued without "due notice" and a "reasonable opportunity" for the aggrieved parties to have "a full and fair hearing";
- (5) If the decision was "beyond the jurisdiction" of the agency;
- (6) If the decision infringes the Constitution or statutes of the United States, and
- (7) If the decision is "otherwise contrary to law".

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G.E. DEVELOPS WATER-COOLED TELEVISION LAMP

One of television's greatest problems, that of providing studios with twice the light now required by the movies, yet not subjecting articles to unbearable heat, has been solved by General Electric engineers in its television station at Schenectady, by the use of a battery of four new-type water-cooled quartz mercury-arc units containing 12 lamps having the light output equivalent to that provided by nearly 30,000 watts of incandescent light, at the same time giving off no appreciable amount of heat.

The lamps are about the size of a cigarette and have an exterior of quartz. Surrounding the tube is another quartz jacket through which water passes at the rate of three quarts a minute, to prevent the lamp from destroying itself, due to the intense heat.

The water, in passing around the tube, transmits 90 percent of the heat away from the light source, and as a result, little heat is dissipated into the studio, unlike other types of lamps previously used.

The new mercury lamp radiates more than two and one-third times the light given off by an incandescent lamp of the same wattage. The twelve 1000-watt lamps used in the G-E television studio have a total light output of 780,000 lumens, while the same wattage of incandescent lamps would give off only 330,000 lumens of light.

The greatest factor, however, prompting their use in the television studio was that no appreciable amount of heat was given off by the mercury lamps. The possibility of a burn from incandescent lamps, caused by the infra-red radiation, greatly inconvenienced performers appearing before the television camera; in the new lamps more than 90 percent of the infra-red radiation is absorbed in the circulating water.

The cooling system of the lamps is equipped with a pressure-operated switch and magnetic valve because the water in the jacket must be moving before the lamp is lighted and because the lamp must be turned off automatically in the event of failure or reduction of the water supply.

The lamp is filled with argon gas and, when lighted, a pressure of more than 1000 pounds per square inch is developed within the quartz jacket.

Two rubber hoses connect to each of the lamp units; one leading from a tap at one of the studio walls to allow water to pass into the lamps, and another carrying the warmed water from the lamps to the sewer line. An electrical conduit with a plug-in connection, also on the studio wall, provides the power to the transformers and control equipment mounted on the standard floodlighting unit tripods which support the lamps and reflectors.

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McDONALD CALLED "GOOD-BAD BOY OF RADIO"

Commander Eugene F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, is labelled the "good-bad boy of radio" in a biographical sketch by Jack Auburn Pennmann in "Future", a magazine published in Chicago in the interest of the Junior Chamber of Commerce.

The writer, after reviewing Commander McDonald's rise in the radio industry and his experiments in other industrial fields, concludes:

"He is known now as the 'good-bad boy' of radio. He is called the bad boy of the industry because of his unheralded moves that leave competition breathless. He does things that they 'know' can't be done and then, when he's done them, they have to find a way to do the same thing. He is the good Samaritan of the industry because of his constructive work in stabilizing the radio business and protecting retail dealers against price-slashing that ruins their investments. Although a busy man with many interests, he is famous for his personal correspondence with dealers.

"This hard-hitting, seagoing business executive lives an intensely interesting life. He has owned twenty-three boats and yachts in his lifetime. He lives with his wife and baby daughter on his 185 foot yacht, 'The Mizpah', which is known in every major port of the Great Lakes and from Labrador to the South Seas.

"The yacht, a floating home, is also the only floating experimental laboratory for radio in the world. Upon it, McDonald developed a Great Lakes radio-telephone service from ship-to-shore, the first automatic tuning and his famous 'radio nurse'.

"But in back of ownership of that yacht are years spent in taking the trouble to reason things out for himself and then having the courage to go ahead contrary to the weight of opinion. Then there has been the risk of putting hard earned money into ventures when that money had no more security than the correctness of his own judgment.

"McDonald always put his own finances into whatever he was trying to develop. Sometimes it wasn't much, and he had to make it grow. But when it was little, he put in little and then worked harder. When he made money, and really had money, he put more into what he was promoting so that he always has had a great stake in whatever he has done.

"And he constantly looked for something new or better. Besides the 'firsts' already mentioned, McDonald developed the first radio set for farmers to operate off a single auto-type of storage battery; the first single tuning control that did away with the many dials; the first radio set to operate one hundred

7/25/39

per cent from electric current without any batteries whatever; and the first set with more than one loud speaker - one for treble, another for bass notes and some sets with three speakers for high, medium and low vibrations.

"Television, air conditioning, aviation, commercial chemistry, plastics and a score of other industries are expecting today's young men to make similar accomplishments."

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ELLIOTT ROOSEVELT HIT FOR COUGHLIN ATTACK

Taking the air in defense of the Rev. Charles E. Coughlin, Dr. Edward Lodge Curran, of Brooklyn, N. Y., President of the International Catholic Truth Society, assailed Elliott Roosevelt for his recent criticism of Coughlin over a nationwide hook-up Monday night from Detroit.

Dr. Curran appeared last week at the hearing of the Federal Communications Commission on international rules and at that time denied that he represented the Detroit radio priest or was in any way associated with him.

"It is doubtful if Elliott Roosevelt would ever be on the air in the guise of a speaker were he not the son of the President", Dr. Curran said. "The truth is, however, that this New Deal dynasty, not satisfied to having attempted to purge Senators, is now trying to purge all citizens who dare criticize the New Deal experimentations.

"Liberty of speech is the corner-stone of all political liberty. Either Elliott Roosevelt and the group with which he is associated cannot stand criticism or else the members of that group, including himself, fear the peering rays of the lamp of truth.

"The assertion that Father Coughlin has been anti-Semitic in his oratory is a strange charge and accompanied by no proof. It was a rehash of what is being said by the Leftist leaders of the country who think no charge too low, or too unworthy if it succeeds in smearing the object of its attack.

"Without freedom of speech on the radio, who would arouse the American public to the dangers of the World Court, to the un-Americanism of the Supreme Court packing plan, to the truth of the entire Spanish question and to the insidious dangers which lurked beneath the recent attempt to throw us into war, known as the Neutrality Act."

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7/25/39

VATICAN PAPER EXPLAINS PAPAL RADIO BLESSING

Osservatore Romano, Vatican City newspaper has published an explanation of Pope Pius's decision July 12 to extend the benefit of plenary indulgence to all the faithful who listen to a radio broadcast of it. To obtain the indulgence, the newspaper says, those who listen in at the radio "must receive the Supreme Pontiff's blessing with the same devotion as those who are present at the rite."

Moreover, it continues, there are some conditions to fulfill for the acquisition of the indulgence. They are the same as for those who are physically present at the rite. These conditions are: confession, communion, a visit to a church or to a public or semi-public oratory and prayer in keeping with the Pope's desire.

"From the above", says the newspaper, "it can be obviously deduced that the indulgence connected with the blessing cannot be acquired by those who listen to the broadcast of the rite in a manner that does not concur with required piety and devotion or by those who have not fulfilled the four required conditions".

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SWEDEN CELEBRATES DECADE OF SCHOOL BROADCASTS

In Sweden, which is celebrating the tenth year of broadcasting to schools, the number of schools equipped with radio receiving sets has increased from 283 to 4,000, and the number of school listeners from 14,000 to 140,000.

The successful collaboration between the Swedish Board of Education and the Radio Service began in 1929, and while the programs for elementary schools have been extended, those for the higher-grade schools have been reduced because of the heavy demands of their normal syllabus. The elementary-school broadcasts deal with a wide range of items, but those for secondary schools are confined to courses in English, French, German, Danish, and Norwegian.

To enable the smaller schools in remote country districts to obtain suitable radio equipment, grants are made out of the revenue received from licenses.

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B U L L E T I N

McNINCH ANNOUNCES RESIGNATION AS FCC CHAIRMAN

Chairman Frank R. McNinch called at the White House late today (Tuesday) and conferred with President Roosevelt and afterwards announced that he was resigning as Chairman of the Federal Communications Commission. There was no immediate speculation as to his successor on the Commission.

Mr. McNinch has been ill and away from the Commission for several months.

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GERMAN RADIO SET PRICES ARE REDUCED

German receivers will be considerably cheaper this season, according to World-Radio.

"Drastic price-cuts have been made possible by the official removal of all price restrictions and agreements", its Berlin correspondent writes. "A number of types will be reduced by at least 30 percent. The industry is now quite free, and every manufacturer will sell at the price he chooses. His price calculation and his costs bill, however, will be checked by an official organization.

"Rationalization of the radio industry has now been completed, but the full effect will not be seen until 1940."

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At a special meeting of the Jefferson-Travis Radio Manufacturing Corporation, New York City, held this week, stockholders approved a plan of readjustment of the corporate and financial structure of the company which was submitted by Felt & Co., of 52 Wall Street, according to Raymond Jefferson, Secretary-Treasurer of the corporation.

Another legitimate theatre in New York will pass into the hands of a radio company when the National Broadcasting Corp. took over the Vanderbilt yesterday (July 24) on a thirteen week lease with a renewal option. The broadcasting company, which has been using the Ambassador since July 10, will install the Fred Waring program in the theatre.

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7/25/39

FCC AUTHORIZES TRANSFER OF MACKAY CONTROL

The following order, authorizing an intra-corporation transfer in control of the Mackay Radio & Telegraph Co., of Delaware, was issued this week by the Federal Communications Commission:

"The Commission having under consideration applications filed pursuant to Sec. 310(b) of the Communications Act of 1934, for consent to transfer control of Mackay Radio & Telegraph Company of Delaware from Radio Communications Company, Inc., to Commercial Mackay Corp., a Delaware corporation, through The Associated Companies, a Massachusetts trust; and to transfer control of Mackay Radio & Telg. Co. of California from George S. Gibbs and Raymond C. Kramer as trustees of the Estate of The Associated Companies, a Massachusetts trust, to Commercial Mackay Corporation, a Delaware corporation, both filed on May 13, 1939; which transfer of control will be effected as a result of and in accordance with the reorganization of the Postal Telegraph and Cable Corporation and The Associated Companies as provided in a Reorganization Plan approved and confirmed by order of the United States District Court for the Southern District of New York, dated June 30, 1939, in the Matter of Postal Telegraph and Cable Corporation, The Associated Companies, debtors, in proceedings for Reorganization of a Corporation; and it appearing that said transfer is in the public interest; the Commission granted the said applications; Provided, however, that nothing in this action shall be construed as a determination whether any acquisition or transfer involved in the reorganization of the Postal Telegraph and Cable Corporation and The Associated Companies in accordance with the aforementioned Reorganization Plan, or any operations thereunder may or will result in any violation of Section 314 of the Communications Act of 1934, Section 7 of the Clayton Act or any other laws relating to monopolies or unreasonable restraints of trade; and Provided further that nothing in this action shall constitute an approval of the provisions of any contracts entered into or to be entered into among the companies involved; and Provided further that the proposed transfer of control shall not become effective without further order of the Commission unless the said order of the U. S. District Court for the Southern District of New York, dated June 30, 1939, shall be affirmed upon any appeal which may be taken therefrom."

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LITTLEPAGES MOVE TO NEW QUARTERS

Littlepage, Littlepage, Porter, Littlepage & Williams, radio attorneys and counsellors at law in Washington, D. C., have announced the removal of their offices from the Bowen Building, 815 - 15th Street, to Suite 1036-1046 Investment Building, 15th and K Streets, N.W.

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RCA TELEVISION ANTENNAS ANNOUNCED FOR AMATEURS

Three television receiving antenna systems, designed to meet the exacting scientific requirements determined by RCA Victor's seven-year, \$2,000,000 field test of television receivers and antennas, have been announced for sale to television amateurs and experimenters by the RCA Manufacturing Company. The Company has previously announced a number of tubes and parts to enable television-minded amateurs to construct their own receivers.

Each of the three antennas is designed to bring in television, as well as standard broadcast signals, with maximum efficiency under different conditions of reception. Together, they provide for every contingency, from the problems caused by reflection in city and mountain areas or where other obstructions exist, to the simpler problems of reception in suburbs and in relatively unobstructed localities.

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WOR TO TRY TO TUNE IN MARS

When the planet Mars comes a'visiting Thursday (July 27) WOR engineers and a Hayden Planetarium executive will station themselves at a giant radio receiving station at Baldwin, Long Island, in an attempt to pick up signals from the planet.

With Earth and Mars closer together than at any time since 1924, observatories all over the world will train their telescopes on the mysterious orb in an effort to learn more about its characteristics. The radio engineers will be busy at the same time trying to solve the ever present question of whether or not life exists on the far away astral body.

Station WOR has requested the Army Signal Corps and the Navy Communications transmitters to remain off the air, except in the case of emergency, during the period from 9:30 P.M. to 10:30 P.M., EST, in order that many frequencies may be cleared for the experiment. At 10 P.M. Earth and Mars will be 36,030,000 miles apart. The maximum distance between the two planets is 61,000,000 miles. It is estimated that it would take approximately three minutes for a radio signal to flash from one point to the other on July 27 when Hans Christian Adamson, assistant to the President of the Hayden Planetarium, and WOR engineers tune more than forty powerful receivers to the frequencies they believe the Martians most likely to use.

"In 1924 WOR reported it had heard signals which apparently were not from any known transmitter on earth", a WOR release states. "Should they be successful in intercepting a signal from Mars this year they should be entitled to several important awards offered by distinguished scientists."

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