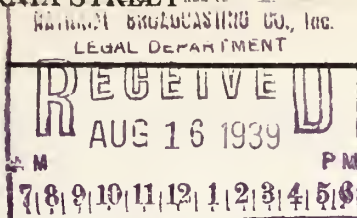


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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BOSTON STATION TO STRENGTHEN EUROPEAN AND S. A. SIGNALS

A step further in building up our international short-wave service to foreign countries will be additional facilities contemplated by Station WIXAL, operated by the World Wide Broadcasting Foundation in Boston.

"Early in September we hope to have WIXAL moved to a new location right on the Atlantic Ocean outside of Boston." Walter S. Lemmon, President of World Wide said in discussing his plans. "We will then put some reel signals into Europe and South America."

Three years ago The Rockefeller Foundation appropriated \$25,000 to enable the World Wide Broadcasting Foundation to experiment with radio programs of cultural and educational value. The Broadcasting Foundation has since received two additional grants from The Rockefeller Foundation for its experimental work: one of \$40,000 for use during the two years beginning July 1, 1936, and one of \$100,000 for the next two years. Of the latter sum, \$25,000 is to be paid unconditionally and \$75,000 on the basis of one dollar for each dollar collected by the Broadcasting Foundation from other sources.

"The World Wide Broadcasting Foundation is a noncommercial organization incorporated for the purpose of developing, producing, and broadcasting programs of an educational, artistic, and cultural nature, and for arranging interchanges of constructive radio programs throughout the world." A Report of the Rockefeller Foundation states: "For this it has use of the facilities of the shortwave station WIXAL in Boston." This station accepts no advertising and operates on a nonprofit basis for the service of the public. It is the only station in the United States with national coverage that is devoted exclusively to educational and cultural programs. Its license gives it the use of four shortwave frequencies. Last year the Federal Communications Commission assigned to it, on loan, two additional frequencies of the five reserved for Pan-American Broadcasting."

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THUMBS DOWN ON NEW LOUISVILLE STATION

An application by the Northside Broadcasting Corporation now operating Station WGRC at New Albany, Indiana, and the Gateway Broadcasting Company, of Louisville to construct an additional station in Louisville has been refused by the Federal Communications Commission. After considering the case the Commission reached the following conclusion:

"Station WGRC and the station proposed by the Gateway Broadcasting Company, operating as proposed, would be limited at night to the approximate 5 or the 5.2 millivolts per meter contour, and would not render primary service day and night to the entire metropolitan district of Louisville. Under the allocation practice of the Commission it appears, and the Commission finds that a grant of these applications, or either of them, would not be in accordance with the proper allocation of regional frequencies and good engineering practice, and would not be in the public interest."

It had been proposed to locate the transmitter for the new station on an island in the Ohio River between the business districts of Louisville and New Albany.

George O. Sutton, Arthur H. Schroeder and C. E. Schindler on behalf of the Northside Broadcasting Corporation and Paul M. Segal on behalf of the Gateway Broadcasting Company and Station WAVE; Horace L. Lohnes and M. M. Jansky on behalf of Station WGBI; T. P. Littlepage, Jr., and William A. Porter on behalf of the Kentucky Broadcasting Corporation.

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ART STRINGER LANDS WITH BROADCASTERS

Another addition to the staff of the National Association of Broadcasters last week was Arthur Stringer, of "Eoornis Gobiensis" fame. He was engaged as a promotion specialist and will be assigned to the Public Relations Department.

Mr. Stringer, a resident of Chicago, has had a long and extensive career in radio promotion. He began work as a member of the Advertising Department of the Chicago Tribune. He was at one time Associate Director of Gorgas Memorial Institute. In 1926 he became Publicity Director for the first New York and Chicago Radio Shows and more recently was with Station WLW at Cincinnati.

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INTERNATIONAL GETS NEW CALL LETTERS

One of the nation's oldest short-wave calls passed out of existence August 1, when the Federal Communications Commission changed the call-letters of the Crosley International Broadcasting Station from W8XAL to WLWO. The announcement was made by R. J. Rockwell, technical supervisor. The assignment of the new call-letters, Rockwell explained, indicates that the station has been removed from the experimental classification and may now transmit commercial programs to its international audiences. At the same time the WLWO call-letters were assigned, all Crosley mobile unit and relay licenses were removed from the experimental classification and given call-letters WLWA through WLWI.

W8XAL, now WLWO, began operation as early as 1924 and is one of the pioneer experimental stations in the world. A new transmitter, developed by Rockwell, which will increase the power of the station from its present 10,000 watts to 50,000, was recently authorized by the FCC. It is expected that WLWO will begin operation on the new high frequency early in the fall.

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SARNOFF SEES TELEVISION AS GREAT CULTURAL AID

Through television coupled with the universal increase in schooling, Americans may attain the highest general cultural level of any people in the history of the world, David Sarnoff, President of the Radio Corporation of America, writes in the Journal of Applied Physics for July 1939.

"What of the effects upon existing institutions, such as motion pictures, the theatre, schools and churches?" Mr. Sarnoff goes on.

The motion picture industry may become an important source of supply of recorded programs to television broadcasters, where such recordings may serve the purposes of program material more conveniently than direct transmission of living actors. There are other possibilities too for cooperation between the motion picture industry and television. Each should be able to stimulate the other and this should result in an enlarged service to the public.

"With a rising cultural level, we may expect also an increase in the number of creative artists working with materials of the theatre. Such artists will be used not only by the television broadcasting systems; they will find additional outlets for their creative energies. Through these new developments we may see a rebirth of local community theatres for the production of

legitimate drama, musical performances, dances, and the like.

"The school systems will probably make increasing use of television as part of the educational program; for with this medium it will become possible for the best teachers in the land to give carefully prepared and illustrated lectures to millions of children simultaneously.

"Church broadcasting will rise to new spiritual levels, for with television the listeners can participate most intimately in the services of the greatest cathedrals; they will not only hear the ministers and the music, but see the preacher face to face as he delivers his sermon, witness the responsiveness of the audience, and observe directly the solemn ceremonies at the altar.

"Thus, the ultimate contribution of television will be its service towards unification of the life of the nation, and at the same time the greater development of the life of the individual. We who have labored in the creation of this promising new instrumentality are proud to launch it upon its way, and hope that through its proper use America will rise to new heights as a nation of free people and high ideals."

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CAPITAL POLICE STILL SEEKING RADIO HOME

Use of Central High School grounds in Washington, D. C. for a receiving set for the proposed two-way radio service soon to be inaugurated by the Police and Fire departments has been requested of the Board of Education.

After the Washington Monument Society refused to permit the use of the landmark for the receiving set, District officials experimented to find other suitable locations. The school site was selected, in addition to four fire engine stations in various parts of the city.

Herbert A Friede, superintendent of the police and fire alarm systems, expects to get part of a \$500,000 loan and grant asked from PWA for the new fire alarm headquarters, for the new radio service.

In addition, Maj. Ernest W. Brown, Superintendent of the Metropolitan Police, said he had enough funds available to install the two-way radios in about eight radio scout cars. A similar number will be tried out in Fire Department vehicles.

Engine Companies 16, 22, 25 and 31 would serve the radio system, Friede said.

The estimated cost to equip a scout car with the two-way system is \$350. Providing Congress appropriates the money, all police cars would be equipped with the new sets.

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PUBLIC TELEVISION IN GERMANY IN DECEMBER - MAYBE

Germany still hopes to come out with public television but nobody seems to know just when. Discussing this possibility in connection with a review of the German Radio Exhibition in Berlin, a writer in World-Radio (London) goes on to say:

"There is no theatre-studio to liven up the atmosphere of the television section, which consists of a vast hall, on both sides of which the five German firms interested in television show some historic apparatus, and present the new "Standard" television receiver--the first to become available to the public.

"All the television sets are showing the same picture, transmitted from the Berlin television station, with 441-line definition. It seemed surprising that the receivers on view did not produce a "standard" picture. I carefully observed the reception quality throughout the opening day, and noted considerable differences; in some instances bad flicker, poor focusing, and unpleasing dark shadows were apparent. I was assured, however, that the sets would be tuned to give correct performance later in the run of the exhibition.

"The most sensational exhibits were the bearings made of ceramic materials and the porcelain valves, which are intended to take the place of the metal valves. The former will not, however, be introduced at present, as they would be more expensive than the present metal valves.

"Large-screen reception of television is being demonstrated in the hall of a Post Office in a North Berlin district. The screen is approximately 10 ft. by 12 ft., the same as that used in small cinemas. Lighting of the screen seemed even brighter than in some of the smaller Berlin cinemas, but the brilliancy and quality of the picture shown is not up to full entertainment standard, bearing in mind the expectation of a public who will enter this hall as they would a cinema.

"The television set with its new flat screen with square picture--due to the form of the new type of cathode-ray tube used--will no doubt attract considerable attention at the Berlin Show. It is announced that five thousand sets will be on the market by December, and that another five thousand will then be made by the joint television industry. The price is fixed at £32 10shillings (at par), and this set is without medium or long wave radio reception although it has complete equipment for ultra-short waves. The screen of the set can be covered when the listener wishes to listen to the ultra-short transmissions of the Deutschlandsender programmes, which will fill in television intervals.

"The actual official opening of the first German public television service remains in the future. Once the sets become available--which, it has been officially stated, will be possible only if enough raw materials, can be spared from other work--by December Berlin will at any rate have a service."

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REGIONAL STATION RULE ENFORCED

In reporting adversely upon a request for an increase in power for Station WMBR at Jacksonville, Florida the FCC cited the fact that regional stations are designed to serve a metropolitan district and large rural areas adjacent and concluded: "In this instance the applicant will not render the service to be expected of a regional assignment.

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NEW WISCONSIN STATION FAVORABLY REPORTED

Favorable action was taken upon the application for a new station WJMS at Ashland, Wisconsin. It was believed that no interference would result to WSAV and WHLB there. The FCC concluded that public interest would be served by granting the WJMS application, subject to the following conditions:

(a) That the applicant shall, within a period of thirty days furnish the Commission with satisfactory proof of its authority to issue the capital stock proposed to be issued and to do business in the State of Wisconsin; and

(b) That if a construction permit be subsequently issued to the applicant, upon compliance with the above conditions, said permittee shall, within three months after the effective date of this order, file an application for modification of construction permit, specifying the exact transmitter location and complete radiating system.

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NINE MILLION GREAT BRITAIN LICENSES

Great Britain has now more than 9,000,000 licensed listeners, the number at the end of June being about 9,009,700, it was announced recently by the Postmaster-General. These figures give an average of 72 licences per 100 households, and, excluding children under seven, a total of 29,000,000 listeners. Licences, which have continued to increase, though at varying rates, since the wireless licence was instituted in January, 1923, increased by over 25,000 during June.

The density of licences to population in this country is exceeded, in Europe, only in Denmark and Sweden. It is exceeded, outside Europe, in New Zealand and the U.S.A. (as there is no licensing system in America, the proportion of listeners to total population is an estimate).

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NEWSPAPERS WARNED AGAINST TELEVISION

Surveying the probable effects of television upon newspapers David S. Spector in the first of a series of articles in the Editor and Publisher sees it as a definite threat to local advertising revenues. Mr. Spector intimating that publishers overlooked a great opportunity to get in on radio in the early stages warnsthat television is even more important, and advises newspapers to "take it into camp" while there is still time.

"Last April at a meeting of the National Newspaper Promotion Association held in New York, consideration was given to the problem of the position of the newspaper in national advertising schedules." Mr. Spector writes: "It appears that national advertising in newspapers in the year 1938 was 14.7% greater than in 1933, whereas national magazines showed an increase of 34.3% and radio an increase of 127.6%. The figures for 1938 continued to express a trend away from the use of the newspaper by the national advertiser and, very properly, intelligent newspaper officials are considerably disturbed.

"Now comes television. Unquestionably it behooves the newspaper to appraise most carefully the probable course of development of television as a new advertising medium and the effect of this development on the very foundation of newspaper income--that which comes from essentially local advertising.

"A sine qua non of such an appraisal is a clear understanding of one important aspect of television. Those who have this understanding have little doubt that television must inevitably develop into an additional advertising medium and directly competitive to the newspaper, and one which will constitute a definite threat to the newspaper of much greater significance than radio broadcasting as we know it today.

"This important aspect of television is that its effective reception range is from 25-35 miles from the location of the television transmitter, in all directions from that transmitter.

"The most significant fact in television is that its reception area corresponds almost exactly with the normal circulation area of the large city newspaper. Because of this, television is destined to become an even more direct competitor of the newspaper for local advertising than radio. Also because of this, television must appeal principally to the local advertiser, who contributes so large a part of the total advertising income of the newspaper."

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FCC REBUKED; QUESTIONED COURT'S POWER

The Federal Communications Commission received a sharp rebuke from the United States Court of Appeals yesterday for advocating a "method of uncontrolled competition that is one way of creating monopolies."

The attack was contained in a decision by Justice Miller upholding the commission's action in granting a license to radio station WMEX, operated in Boston by the Northern Corporation, to increase from 100 to 5,000 watts.

The Yankee Network, Inc., appealed from the decision on the ground that the financial and economic interests of its station, WAAB, would suffer in competition with the more powerful station. The court found the commission had a "substantial basis" for concluding that the new station would have no such effect and therefore dismissed the appeal.

The commission's claim that the court had no power to hear the appeal was made the basis of an attack on the "arbitrary and uncontrolled exercise of power" that might result if the claim were allowed.

Quoting the Commission's statement that "one of the chief concerns of Congress . . . was to guard against monopolies and to preserve competition" (in passing the Federal Communications Act), the Court commented, "It is difficult to understand how this result could be achieved by deliberately or carelessly licensing so many new competing stations as to destroy already existing ones, and possibly the newly created ones as well."

"The method of uncontrolled competition argued for by the Commission in the present case," the Court continued, is in fact one way of creating monopolies. If it were allowed to go on unrestrained, according to its theory of nonreviewable arbitrary power, none but a financial monopoly could safely exist and operate in the radio broadcasting field."

The right of existing licensees to appeal from decisions of the Commission is granted in the Federal Communications Act, the Court ruled, holding to interpret the section any other way would be to "deprive it of meaning and eliminate it from the act."

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PATENT LAWYER HIRED FOR MUSIC SCRAP

Sydney M. Kaye has been engaged as special counsel by the National Assn. of Broadcasters to complete the drafting of final plans to develop new sources of music for the radio industry independent of ASCAP.

"Mr. Kaye is regarded as one of the outstanding copyright lawyers in the nation", according to an NAB bulletin. "He is thoroughly conversant with broadcasting and its operating problems. He possesses a wide knowledge of the music publishing business and has acquaintances throughout the music publishing world."

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 : : : TRADE NOTES : : :
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In line with its policy of experimenting with all types of television programs in order to determine audience preferences, the National Broadcasting Company will inaugurate a new series of telecasts dealing with the advertising of women's shoes over station W2XBS, on Wednesday, Aug. 16, at 12:45 p.m., EDT.

RCA Communications, Inc. - June and six months to
June 30:

	1939	1938
June gross	\$415,307	\$417,378
Net income	21,269	20,018
Six months gross	2,696,206	2,584,869
Net income	224,834	166,700

Aiming his camera through a high power telescope, Byron McGill, of the National Broadcasting Company at KDKA, Pittsburgh made a picture of the top of the broadcasting station's skyscraping antenna which is exactly 710 feet high.

Effective September 24, Station WCKY, Cincinnati - with 50,000 watts power night and day - joins Columbia as a member of the Basic Network, replacing WKRC (5,000 watts day; 1,000 watts night).

A national radio system for the whole of Malaya to be used in time of emergency was urged by Mr. E. N. C. Woolerton of Singapore at a meeting of the Legislative Council of the Straits Settlements.

The Morris Liebmann Memorial Prize for 1939 awarded by the Institute of Radio Engineers to H. T. Friis will be presented by the 14th Annual Convention of the Institute to be held in New York next month.

WOR JOINS TELEVISION RANKS

In the interests of an extensive program of research and experimentation, station WOR of the Bamberger Broadcasting Service, Inc., announced this week that it has applied for permission to construct a television station in the heart of New York City. The project, according to Alfred J. McCosker, President of WOR, will be closely linked with a campaign of experimentation in new television program technique and engineering advancement.

The application, filed with the Federal Communications Commission at Washington, calls for a 100-watt transmitter operating in the 84 to 90 megacycle band and located atop a skyscraper in midtown New York. It will service the entire Metropolitan area.

The proposed policies of the new station will emphasize educational telecasts and special features coverage of spot news, political and sporting events with the same timeliness as WOR has displayed in its sound broadcasts.

Both live programs and motion pictures will be aired from the new television installation. A study of improved studio methods is already under way. The new station, although it will be licensed on an experimental basis for unlimited time, expects to offer visual programs daily, the number of hours being dependent on the increase within its service area of installed receivers.

Cooperation in the educational aspects of the venture has been assured by a number of important educational institutions in New York State and New Jersey.

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I. T. & T. APPOINTS NEW EXPORT MANAGER

O. J. Olgiati has been appointed export manager of the International Telephone and Telegraph Corporation, it was announced by Sosthenes Behn, president of I.T. & T. Connected with the telephone business since 1911, Mr. Olgiati in the past seventeen years has sold personally telephone, telegraph and radio equipment and other electrical supplies in thirty-five countries outside of North America.

Upon his graduation from the University of Vermont in 1911 as an electrical engineer, he joined the Western Electric Company and had four years' experience in its telephone factory at Hawthorne, Ill. In 1915 he was selected for the research staff of the Bell Telephone Laboratories and subsequently joined the United States Navy and served during the war as an ensign in the submarine service.

When International Western Electric was purchased by I.T. & T. in 1925 and reorganized as International Standard Electric Corporation, Mr. Olgiati was sales engineer. In 1934 he was made sales manager and now manager of the export department.

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WOR DEMONSTRATES FACSIMILE TO PRESIDENT

Miles will be no bar to President Franklin D. Roosevelt reading his daily news each morning while he cruises during the next ten days in the North Atlantic off American shores. Through the miracle of facsimile, a printed resume of the events of the day will be flashed across the miles to the U.S.S. Tuscaloosa each night and reproduced in identical form aboard the vessel for the nation's vacationing chief executive.

A special Finch facsimile receiver has been installed aboard the Navy cruiser, and this is tuned each night from 2 to 4:30 a.m., EDST, to WOR's regular 710 kilocycle channel. During that period WOR transmits facsimile signals which may be received many hundreds of miles at sea.

Facsimile is the new method of radio communication by which regular printed matter and pictures may be sent over the air for reproduction at the other end. WOR has been actively engaged in the new field for more than a year and a half.

A complete copy of the daily transmission, including all current items which should be of interest to the President during his vacation from Washington, will be placed before Roosevelt each morning by radio officers aboard the Tuscaloosa.

WOR also transmits facsimile each afternoon from 4 to 6 p.m., over its ultra-high frequency transmitter, W2XUP, for local receivers scattered about the metropolitan areas.

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MUTUAL ADDS NEW KENTUCKY OUTLET

Station WCMJ, at Ashland, Kentucky, and servicing the territory around Huntington, West Virginia, will join the Mutual Broadcasting System on September 24, thus forming another link in the newly-formed Southern Network.

WCMJ, operated by the Ashland Broadcasting Company, operates on 250 watts of daytime power and 100 watts at night. The channel is 1310 kilocycles. WSIX, Nashville, WLAP, Lexington, and WGRC, New Albany (Ind.) and Louisville, Ky., - the three other members of the Southern Network - officially become affiliated with Mutual on September 24.