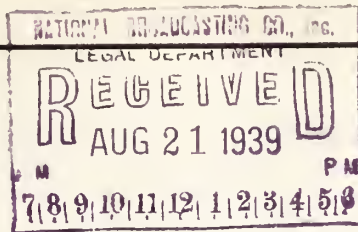


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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CANADA OUR BEST RADIO CUSTOMER

Canada has forged ahead as the largest radio market of the United States during the last fiscal year according to John H. Payne, Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce. South Africa led in 1936 with \$2,901,000 with Mexico second; Mexico was ahead with \$2,835,000 the year following with the United Kingdom close behind.

During the past year Mexico took a drop to sixth place. No comment was forthcoming on this at the Commerce Department but reasons advanced for the falling off of radio trade with our neighbor to the south were that either they were less friendly on account of the oil controversy or not so prosperous now as they were the year before.

The following table shows United States radio exports during the last fiscal year.

(Note: Underlined figures indicate first place for that year. Values in thousands of dollars.)

| Commodity Description | Argentina | Brazil | Canada | Mexico | South Africa | United Kingdom |
|--------------------------|--------------|----------------|--------------|--------------|-----------------|-------------------|
| | | <u>1 9 3 8</u> | | | | |
| Transmitters.... | 54 | 72 | <u>247</u> | 136 | 24 | 53 |
| Receiving Sets.. | 69 | 1,192 | <u>296</u> | 711 | <u>1,552</u> | 738 |
| Tubes..... | 494 | 167 | 221 | 75 | <u>85</u> | 140 |
| Components..... | <u>1,094</u> | 322 | 1,044 | 65 | 124 | 857 |
| Loudspeakers.... | <u>130</u> | 60 | <u>210</u> | 11 | 11 | 8 |
| Accessories..... | <u>17</u> | <u>11</u> | <u>131</u> | <u>27</u> | <u>32</u> | <u>55</u> |
| Total..... | <u>1,858</u> | <u>1,824</u> | <u>2,149</u> | <u>1,025</u> | <u>1,828</u> | <u>1,851</u> |

The total radio exports to all countries by the United States during 1938 was \$23,100,000, of which \$10,554,000 was for receiving sets.

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BOSTON RADIO BUOY SUCCESSFUL

The following observation by the commanding officer of a Navy Vessel on the radiobeacon buoy which is now undergoing service trials in Boston Channel is of interest:

On May 29, 1939, this vessel received signals from the radiobeacon buoy No. 10 in Boston Channel, when at a distance of approx-

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imately 5½ miles from the buoy. The character of the signal was excellent at this distance and is considered sufficiently strong to obtain reliable bearings."

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FRANCE TO IMPROVE S-W BROADCASTS TO U. S.

At last France evidently intends to do something to improve its short-wave broadcasts to the United States. This is understood to be the proposal of M. Leon Brillouin, slated to be Director of State Broadcasting. At the same time M. Jean Giraudoux is to be named Commissioner for Information in charge of propaganda. Under them will be the government stations - Radio Paris, PTT, the Eiffel Tower, and the state provincial stations.

M. Brillouin while visiting the United States recently is said to have been told of many shortcomings of the French short-wave broadcasting service insofar as this country was concerned--that Germany, England, Italy, Holland and even Czecho-Slovakia were sending a better signal into the United States than France. Also that the programs of these countries were superior to the French, the latter using for the United States many gramophone records.

So now evidently M. Brillouin proposes to do something about it. To meet the necessary additional expenditure, it is reported that the draft of the French Budget for next year will contain a provision for raising the licence fee from 50 to 75 francs. M. Brillouin is a Professor of Physics and is the inventor of a sound amplifier. He is well acquainted with the technical problems of broadcasting.

M. Jean Giraudoux enjoys the double distinction of being a member of the Diplomatic Service, and also of being one of the most notable among French men of letters. Many Londoners will remember his play Amphytrion 38, which was produced some time ago. As a diplomat he spent three years in Berlin, and at one time he was head of the Press service at the Quai d'Orsay.

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Message traffic and equipment sales in the marine radio field show a definite increase, according to Charles J. Pannill, President of the Radiomarine Corporation of America, who sailed from New York on the Normandie to attend the annual meeting of the Comite Internationale Radio Maritime in Paris.

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LOST BUSH-WALKERS

Tests made in Australia might be watched with profit by state police in this country in case there should be a repetition of an emergency brought about by the lost boy in Maine recently.

A Sydney suburban radio club has been conducting field tests to ascertain the value of portable radio transmitting and receiving equipment for communication between search parties looking for persons lost in the bush. The primary object of the tests was to determine what type of equipment is best suited for search and rescue parties, which are usually forced to walk over rough country.

Bushwalking is a popular pastime, and there are many well-organized and efficient bush-walking clubs. The members on these organizations are very well able to look after themselves and they have formed rescue and search sections to find, or assist the police force to find, careless or unskilled parties, a certain number of which lose themselves every year. In the Australian radio tests field parties kept in touch with a base station which in turn was in constant communication with a city station.

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NORWAY EXPANDS POLICE RADIO EQUIPMENT

In 1937 the Norwegian police authorities commenced to use radio transmitters and receivers in its service. The Oslo municipal police now own 11 receivers and 7 transmitters, and the Government police at Oslo own three transmitters and three receivers. With the exception of four patrol cars of the municipal police, which are equipped with receivers only, the two-way system is used. One of the transmitters, which is installed at police headquarters, is of 50 watts, whereas the other transmitters installed in patrol, passenger and transportation cars and a police harbor boat, are of five watts.

The equipment in use has been purchased from the local representatives of an American company. It is understood that when new patrol cars are provided, they will probably be equipped with ultra short wave radio telephone transmitters and receivers. The Norwegian police is interested in purchasing equipment for two-way communication only.

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THAW EXPEDITION WELL EQUIPPED

The four mobile motor units in the Lawrence Thaw trans-Asiatic expedition will be able to maintain contact with each other even when separated by distances as great as 200 miles. The equipment will permit short-distance transmission and reception between each of the two trucks, trailer and cruiser sedan by the use of four transmitters and communication type receivers. Two medium-high frequency transmitters and receivers installed in the cruiser sedan and trailer are capable of giving clear reception up to 200 miles or more.

The expedition left New York City on June 21, on the 14,000 mile tour that will take it through Budapest, Istanbul, Damascus, Baghdad, Herat, through Khyber Pass, Delhi, Calcutta and finally into Bombay, India, sometime next spring.

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MORE SHORT-WAVE CALL LETTER CHANGES

In recognition of the fact that the short-wave stations have outgrown their experimental status, the National Broadcasting Company's two international shortwave stations were assigned new call letters by the Federal Communications Commission. W3XAL hereafter will be known as WRCA, while W3XL is to be called WNBI.

Both stations will continue to operate on their old frequency channels, WRCA using 21,630 kilocycles (13.87 meters) and 9,670 kc (31.02 m.) and WNBI employing 7,780 kc (16.8 m.) and 6,100 kc (49.1 m.).

Westinghouse short-wave station W8XK, outlet of the pioneer station KDKA, will hereafter be known as WPIT; and the Crosley short-wave station at Cincinnati, W8XAL, which rebroadcasts the programs of its big brother WLW will now have the call letters of WLWO. General Electric's Schenectady stations will be known as WGEO and WGEA from now on and their San Francisco station is now KGEI. Columbia's station W3XAU is now WCAI.

So will be seen that several of the stations have availed themselves of the opportunity to include the initials of their companies in the call letters, such as WRCA (Radio Corporation of America), WNBI (National Broadcasting Co.) WPIT (Westinghouse, Pittsburgh) and WGEO, WGEA, and KGEI (General Electric).

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KHBRC CALL LETTERS FOR HOWARD HUGHES

Howard R. Hughes, famous around-the-world aviator, has been granted by the Federal Communications Commission special temporary authority to operate already licensed aircraft radio transmitter aboard plane NX-19904, owned by Howard R. Hughes and bearing call letters KHBRC, as a relay broadcast station. It will be on frequencies 4797.5, 6425, 12862.5 and 17310 kc, 100 watts, for a period not to exceed 30 days, to relay broadcast special program in connection with the proposed sub-stratosphere flight across the Atlantic Ocean and to be broadcast over CBS and Station Wcr for Mutual network.

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CAPITAL STATION SEEKS 5KW BOOST

The National Broadcasting Co. filed with the Federal Communications Commission an application for the removal of the transmitter of Station WMAL. The Washington Evening Star station from 712 Eleventh Street, N.W. to Bethesda, Md., a suburb of the capital. The application asks for a construction permit to install a new transmitter, directional antenna for day and night use and an increase in power from 250 watts night, 500 watts day, to 5 kilowatts. The station would remain on its present frequency of 630 kilocycles.

A map furnished with the application shows the proposed site of the station, about one mile west of the old Georgetown road between Alta Vista and Beane. The proposed transmitter would have four towers approximately 400 feet in height each.

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BOAKE CARTER STAGES COME-BACK THROUGH DISCS

Boake Carter, noted Philadelphia Commentator, whose retirement from the air sometime ago occasioned considerable comment, some declaring it amounted to censorship is to be heard through electrical transcription.

The daily commentary series begins September 11. The discs are now being distributed. Donald Flamm has contracted for the services in New York City for Station WMCA.

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At the end of May there were 1,128,664 radio receiving licences in force in Australia, equivalent to about one for every six persons. The gross income is estimated at £1,180,000.

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 ::::TRADE NOTES::::
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An application has been received to erect a new station at San Juan, Puerto Rico. It would be operated by the Puerto Rico advertising Company on 1500 kilocycles, 250 watts power, unlimited time.

A construction permit has been granted for a new municipal police station for Martinsburg, Va., with a frequency of 2490 kc.

Station KHQ, Spokane, Wash., has been given temporary authority to rebroadcast Washington National Guard planes in radio maneuvers.

Unit sales in radio-phonographs are 710 percent ahead of what they were last year, according to E. J. Krause, head of Philco's radio-phonograph division.

The Federal Trade Commission issued a complaint against Sam Luber, trading as Dearborn Sales Company, 711 South Dearborn St., Chicago, charging the use of lottery methods in the sale and distribution of radios and other articles of merchandise.

Ian C. Javal, commercial director of the Baird Television Corporation, sailed for England last Wednesday, on the Normandie, on business in connection with important new developments. He will return here in the late fall.

The first short wave radio direction-finding station will be installed at Sydney, Australia this summer. This station, the first unit in a scheme for 18 stations to cost \$50,000, will serve the Empire line, the trans Tasman line that is to start in 1940, the New Guinea line and the Dutch line. As soon as this station has been fully tested another will be erected on Lord Howe Island for the Tasman service.

WJSV LAUDED BY LABOR LEADERS

Representative Andrew C. Schiffler (Rep.) of West Virginia has caused to be entered in the Congressional Record an official recognition of "devotion to public service by radio station WJSV, of Washington" for its "Labor News Review" program now in its sixth year.

Simultaneously, A. D. Williard, Jr., general manager of the CBS station, and Albert N. Dennis, commentator on the program, have been presented with plaques in Appreciation of their service to Labor and given by Brewery and Yeast Workers Local No. 48 and Beer and Soda Water Drivers' Local No. 67.

Representative Schiffler, in placing a radio address by Harry J. Thompson, of the Brewery and Yeast Workers, in the Record, prefaced the entry with the following:

"The address (Mr. Thompson's) was delivered on the Labor News Review radio program which WJSV has presented continuously as a public service since the Summer of 1934 and which has become the oldest continuously presented labor radio program in all the world. Devoted to facts and avoiding participation in any controversy within the ranks of labor, the Labor News Review has become a worthy institution, rendering a first-class public service that is highly regarded, not only by labor but by the entire public."

The legislator also caused to be published the transcript of a tribute over WJSV by the Brewery and Yeast Workers and the Beer and Soda Water Drivers to their employer, Christian Heurich, Sr., prominent Washington brewer, whose employes broadcast their respects on his approaching 97th birthday.

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CBS NEW RATE CARD EFFECTIVE SEPT. 15, 1940

In publishing Rate Card No. 26 the Columbia Broadcasting System announces the first general rate revision since late in 1936.

"Constant advances in the size of the U. S. audience, and steady improvements in power and facilities, have been recorded in the past three and a half years, since the last rate changes," a Columbia press release states.

Growth of the radio audience since the last CBS rate revision in 1936 is seen in these percentage trends: total radio homes up 14%, from 24,500,000 to 28,000,000; total sets up 44%, from 33,000,000 to 47,500,000; auto radios up 56%, from 4,500,000 to 7,000,000. Moreover, sets in daily use have increased from 76.4% to 84%, and average hours of daily use have risen from 4.2 to 4.5 per day.

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"Development and extension of CBS facilities since 1936 have made notable strides, with total station power up 46.3%, 60% more 50-kw stations, 45 stations operating with increased power, and 65 stations utilizing improved transmitters and equipment. The new card, effective September 15, 1939 for new contracts, and effective a year later, or September 15, 1940, for present contracts, advances CBS rates 7.5% over the present average.

"Comparison of Rate Cards 25 and 26 reveals the following detailed changes: time charges for 12 stations have been lowered \$25 per evening hour each; 41 stations remain constant; 56 stations increase an average of \$36.16; two stations added to the network (WMT, Cedar Rapids, and KWFT, Wichita Falls). This totals 111 stations; with four bonus stations and a choice of WMFG or WHLB, Hibbing-Virginia, Michigan, and a choice of WGR or WKBW, Buffalo, the complete CBS network now stands at 117 stations in 116 cities.

"The basic network under Rate Card 26 comprises 26 cities, compared with 25 on the current card. WMT, Cedar Rapids, has been added as a basic station, effective May 1, 1940; WHP, Harrisburg, becomes a basic optional station; WORC, Worcester, becomes a basic supplementary."

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YOUTH, 16, WINS MARCONI SCHOLARSHIP

A two-year scholarship valued at \$1,000 to the RCA Institute of New York was presented at the Westinghouse Exhibit Auditorium at the World's Fair to Robert Barkey, 16, a graduate of Stuyvesant High School, following a competitive contest of which he was the winner. Robert was sponsored by the American Institute of the City of New York, a 111-year old organization interested in promoting opportunities for youthful science workers. The Institute has organized Science and Engineering Clubs in high schools throughout the country.

Donor of the award was the Veteran Wireless Operators' Association, which has established a series of awards in honor of Marconi. Robert's Scholarship is known as the Marconi Memorial Award. The ceremony, attended by 400 members of the Veteran Wireless Operators' Association, the American Institute and World's Fair visitors, was broadcast over a coast to coast network of the Mutual Broadcasting System. Robert T. Pollock, President of the American Institute, presided. William J. McGonigle, President of the Veteran Wireless Operator's Association, introduced the organization's Marconi Memorial Award Chairman, J. R. Poppele, who made the presentation.

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"STATIC-LESS" RADIO TRYOUT

Plans are being made for extensive testing in New York City of "static-less" or "frequency-modulation" broadcasting by the National Broadcasting Company and the Bell Telephone Laboratories, as soon as the Federal Communications Commission gives the necessary construction permits.

Static-less broadcasting, compared with the usual kind of broadcasting known as "amplitude," has become synonymous in the last few years with the name of Major Edwin H. Armstrong, radio inventor and Professor of Electrical Engineering at Columbia University.

On numerous occasions during thunder storms, he has shown that a program can remain clear despite the noises of nature.

W2XMN, the Armstrong Station, at Alpine, N. J. works on about seven meters, or 42.8 megacycles.

If the FCC approves, a 1,000-watt frequency-modulation station will be installed on one of the top floors of the Empire State Building. The NBC channel will be 42.6 megacycles, adjacent that of XMN at Alpine.

The Bell Laboratories station will be installed at Whippany, N. J., where a corps of engineers will study the "frequency-modulation" problem in all its angles, independently of the work of other experimenters it was said.

Other applications now before the FCC, all on the Armstrong system, include a station for Stromberg-Carlson Telephone Manufacturing Company, at Rochester, N. Y.; the Traveler Company, Hartford; The Milwaukee Journal and the Worcester (Mass.) Telegram. Construction permits have been issued to various other experimenters both here and in the Middle West. Besides W2XMN at Alpine, three or more other stations are transmitting daily from various New England points.

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TAFTS GET CINCINNATI STATION

Agreement was reached for the sale of WKRC, Columbia's owned and operated station in Cincinnati, to the Cincinnati Times-Star. The sale will become effective on September 24 - subject to FCC approval. On that date, Columbia Network programs broadcast in Cincinnati will be aired from WCKY, Columbia's recently-affiliated 50,000-watt outlet in Cincinnati.

Negotiations preliminary to the sale of WKRC were under the direction of M. R. Runyon, CBS Vice-president, and Hulbert Taft, publisher and owner of the Times-Star.

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MUTUAL GETS WORLD SERIES

Exclusive broadcasting rights for the 1939 Baseball World Series were secured by the Gillette Safety Razor Company of Boston, Massachusetts, and the Mutual Broadcasting System. The contract was signed by the three contracting parties - Commissioner Landis for Baseball, President J. P. Spang, Jr., for the Gillette Company, and general manager Fred Weber for the Mutual Broadcasting System. The World Series will probably start on October 4.

The Gillette Safety Razor Company and the Mutual network also have an option on the 1940 World Series broadcast rights. The money paid baseball for the broadcasts will be divided in the World Series regular money pool, with the major portion going to the players.

The Mutual System announced that the network would link more than 150 stations by its network of wires to carry the broadcasts to the fans of the nation. In 1935 and 1936, the games were sponsored on the three networks - Mutual, CBS and NBC, by the Ford Motor Company, for which baseball was paid \$100,000 each year.

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CHEAPER TELEVISION SETS URGED

Sales of television sets will receive their greatest impetus when the industry develops a receiver offering a five by seven inch picture, to retail at about \$250, Ernest H. Vogel, Vice President in charge of operations of the Farnsworth Television and Radio Company, said in New York last week.

Mr. Vogel, who spent considerable time in London late last year, estimated that about 15,000 television sets are in operation in that area. He praised the quality of the English programs and said that the entire operation of televising broadcasts three or hours a day, seven days a week, was conducted at an annual cost of about \$1,500,000. Mr. Vogel was attending the showing of the new Farnsworth radio and television line at the Hotel Park Central, under the sponsorship of the Warren-Norge Corporation, local distributors for Farnsworth.

Another necessity for a greater consumer acceptance of television is better programs, Mr. Vogel continued. But, he pointed out within a year television programs will be emanating from ten or twelve major points in the country. He also expressed the belief that the desired goal of the cheaper sets may also be achieved within a year and the combination should bring about a sharp spurt in sales.

Mr. Vogel said there has been nothing discouraging in the slow reception to television sets since they were introduced about three and a half months ago. While probably no more than 1,500 sets have been sold, he pointed out, the industry had to go through a definite experimental stage.

He was confident that the American television industry will be able to solve all its problems, because the English system has been making rapid strides in the last year. In Great Britain, nine-

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inch tube sets, without radio chassis, have become available at \$150, or approximately \$150, he pointed out, while those with chassis are selling at \$45, or about \$225. Because of higher wages and standards of living here, the equivalent American prices for similar equipment would have to be \$225 to \$300, he said.

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LARGE UNIT LEASED IN N. Y. TELEVISION PLAN

Plans for expanding the facilities of the Radio Wire Television Corporation of America were announced when the company leased two floors in 250 West Fifty-seventh Street, in New York. The company, formed recently by the merger of interests in radio, television and wire broadcasting, will have 15,000 square feet for executive headquarters for the parent concern and its subsidiaries.

The two floors formerly housed Electrical Research Products, Inc., which was headed by John E. Otterson, President of the new corporation, engineering laboratories and studios.

Mr. Otterson said the company planned to open branches in major cities and expected to increase the number of its employees from 600 to 2,000 by the end of the year.

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