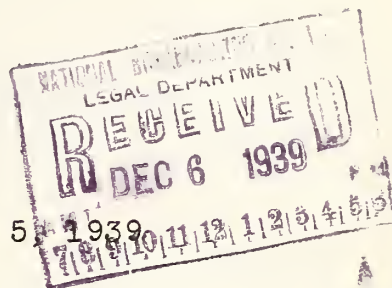


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No. 1180

December 5, 1939

NON-COMMERCIAL STATIONS MUST HUG THE WAVES

The Federal Communications Commission this week sent out notices to all licensees of relay, international, high frequency, non-commercial educational, facsimile, television and developmental broadcast stations that they must henceforth adhere closely to their assigned frequencies.

Calling attention to a rule that became effective September 15th last, the FCC said that each of the non-standard stations, except relay, shall operate continuously a frequency monitor having an accuracy sufficient to determine that the operating frequency is within one-half of the allowed tolerance.

Any station not now having the required monitor, the FCC said, "shall not operate until such monitor is obtained and placed in operation".

A frequency monitor is defined as a device which will indicate automatically whether or not the operating frequency is within the allowed tolerance, as contrasted with "frequency meters" which require a certain amount of manipulation by a skilled person. A frequency monitor is required and a frequency meter is not acceptable, the FCC said.

"Frequency monitors designed for amplitude modulation may be used in conjunction with stations employing frequency modulation, it being understood that these monitors will only give an indication of the center frequency on no modulation", the notice added.

"The frequency monitors used in compliance with this rule by all broadcast stations other than standard broadcast are ordinarily calibrated at the laboratory of the manufacturer. However, the maintenance of the constancy of calibration is the responsibility of the licensee. The licensees of all stations shall be prepared to demonstrate to a representative of the Commission that the frequency monitor has the required accuracy.

"Licensees operating two or more stations at the same location coming within the purview of Section 4.1 (formerly 40.01) may operate one frequency monitor if arrangements are made to switch the monitor from one transmitter to another by a simple operation and no adjustments are required on each frequency.

"Relay broadcast stations shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance. The frequency measuring equipment used in compliance with this rule may be located at the relay station, at

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a central location or the receiving location. If the monitor is located at a distance from the station, provision shall be made to check the frequency in accordance with Section 4.2(d). The equipment used to determine that the frequency at a station is within the allowed tolerance may be either a frequency monitor or a frequency meter (heterodyne frequency meter or equivalent). If commercial types of frequency monitors are used it may be necessary to use a radio frequency amplifier in order to provide sufficient signal to operate the device. Frequency meters, if used, shall be capable of required accuracy and shall be capable of being maintained in calibration by comparison with the signals of WWV or standard broadcast stations."

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NAB TO LET STATES DECIDE POLITICAL RULES

Because of the varied practices of the States governing political campaigns, the Code Compliance Committee of the National Association of Broadcasters has decided to let the member stations in the respective States determine the policies with regard to broadcasts.

A resolution, adopted at a meeting of the Committee in Washington last week, states:

"In view of the fact that different laws or practices govern the conduct of elections in the different States and local communities, it is the recommendation of the Code Compliance Committee that the broadcasting stations in the different States should be called into meeting by State Chairmen or through the efforts of District Directors, where no State organization exists, and request them, after a study of their respective State and local laws, to determine:

- "(a) When does an individual become a legally qualified candidate for public office and qualify for the sale of time under the Code, or,
- "(b) Determine the date for the opening of a campaign for election of public officials, or for the discussion of public proposals which are subject to ballot."

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Keith Kiggins, Director of the Blue Network of the National Broadcasting Company, has been named Chairman of the Radio Committee for the Department of New York of the American Legion.

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INDEPENDENT STATIONS HIT PUSH-BUTTON RECEIVERS

An appeal to the Radio Manufacturers' Association and several set manufacturers to discontinue the production of push-button and restricted receiving sets was made last week by Harold A. Lafount, former Federal Radio Commissioner, upon behalf of organized independent radio stations.

As President of the National Independent Broadcasters, Inc., Mr. Lafount said that many independent low-powered stations in the larger cities may be forced out of business by the present trend in set manufacturing.

To supplant the four push-button receivers, which are usually adjusted to network or high-powered stations, Mr. Lafount asked that manufacturers get together in an effort to produce at least ten push-button sets for larger cities, and that the sale of the other units be discontinued. He offered the cooperation of the local stations, possibly through sales aids for the manufacturers.

"It is my sincere belief", Mr. Lafount stated, "that if many of these four and five push-button receiving sets are sold in cities that have 10 or more broadcasting stations, many of the smaller local independent stations will soon be forced out of business. I therefore, respectfully urge that you build receiving sets with at least ten push-buttons and that you discontinue the sale of sets with less push-buttons in the larger cities.

"I am sure that if you will place on the market in these larger cities receiving sets capable of reproducing the programs broadcast by the smaller local stations - in other words, sets that will without discrimination provide equality of reception and tuning convenience, the local stations will cooperate with you in their distribution and sale."

For competitive reasons, the NIB President stated, many set manufacturers are offering small inexpensive sets capable of receiving and reproducing programs broadcast by high-power chain or clear channel stations. Frequently, he said, the first stage of amplification is omitted, along with other refinements "which render these sets incapable of receiving and reproducing" low-powered stations without static or other interference. The sale of hundreds of thousands of these sets, he declared, has been very detrimental to the local broadcaster and in many large cities where noise level is high "is directly responsible for the partial loss of his listening audience". Thus, he asserted, the listener desiring to hear the local station without interference "must purchase a high-priced receiving set".

Citing the push-button set as adding to the locals' problem, Mr. Lafount declared that in a city like New York, the sets usually are adjusted or tuned to chain or high-powered stations. "The other 15 or 20 broadcasting stations must depend upon the listener to use the manual control", he declared.

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FCC SEES "VEST POCKET" TELEVISION TEST

New "vest pocket" television field equipment, so light and compact that a complete basic unit may be carried in the back of an automobile, will be delivered to the National Broadcasting Company this week, according to Alfred H. Morton, NBC Vice-President in Charge of Television.

The new apparatus, demonstrated under practical operating conditions for the first time Friday before members of the Federal Communications Commission in Washington, D. C., was developed by the RCA Laboratories at Camden, New Jersey. Among those who witnessed the test of NBC's equipment were James L. Fly, FCC Chairman, and Commissioners T.A.M. Craven, Thad H. Brown and Norman S. Case of the Television Committee.

With the new equipment, said Mr. Morton in his announcement, NBC's television field crews will be freed of limitations imposed by the necessity of finding parking space at the scene of pick-up for the large motor trucks that carry NBC's present mobile station. Entertainment such as stage shows of Broadway will lie within easy range of the stream-lined unit. Mr. Morton added that the new units will not go into immediate service, but go through a test period to determine service potentialities in the New York City area.

To facilitate transportation, engineers have assembled the various components in small carrying cases.

A complete one-camera assembly, according to Mr. Morton, requires only four of these cases, in addition to camera and connecting cables, the total weight being less than 275 pounds.

Striking innovations include a new radio transmitter for use on wavelengths of one meter and less, the shortest yet employed in practical television work, and a "fading" feature. NBC's engineers also will be able to utilize ordinary 110-volt power supplies. Apparatus for keeping two or more cameras in absolute synchronization, thus eliminating the cause of "slipping frames", is a part of the RCA development. A newly designed antenna of the "wedge" type focuses the broadcast energy into practically a searchlight beam, to be directed at the main NBC transmitter in midtown Manhattan.

The basis one-camera unit may be converted into a two-camera assembly by the addition of camera and four cases, bringing the total weight to less than 550 pounds. A third camera may be added by bringing three more cases into the equipment line, making the weight 862 pounds, exclusive of connecting cables. The radio relay transmitter with its associated power supply equipment weighs 250 pounds. With 500 feet of cable to serve the assembly, the entire three-camera unit will weigh only about 1200 pounds. NBC's present two-camera field unit, mounted permanently in two large motor trucks, has a total weight of ten tons.

The new ultra-short wave relay transmitter, according to the RCA designers, will go far in removing the relayed image from the influence of man-made sources of interference. These sources, notably elevator contactors, diathermy equipment and automobile ignitions systems, have been particularly troublesome at times.

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NEW STATION GRANT PUTS TOTAL AT 55 FOR YEAR

The granting of a construction permit to M. C. Reese, of Phoenix, Ariz., to erect a new radio station for operation on 1200 kc. with 100-250 watts power, unlimited time, brought the total new stations authorized by the Federal Communications Commission this year to 55.

Meanwhile, the Commission is continuing to authorize power increases in accordance with reclassification rules made effective August 1. A dozen regional stations were given power boosts to 5,000 watts last week.

Five stations on 1330 kc. were increased horizontally, along with two on 630 kc., plus individual increases on other channels. Stations granted construction permits for the 5 kw, night power are:

WMAL, Washington (now operating with 500 watts day, 250 watts night); WSPD, Toledo; KLZ, Denver; WIP, Philadelphia; WPRO, Providence; WPRO, Providence; WTAQ, Green Bay; KSCJ, Sioux City, Ia.; KGB, San Diego; WDRC, Hartford; WSAI, Cincinnati. Granted license modifications for 5,000 watts, full-time were KFPY, Spokane, and KGIR, Butte.

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ADDIS ABABA TO BROADCAST TO U.S. IN JANUARY

The Italian short-wave station at Addis Ababa will transmit a special program to North America on January 21, according to Alberto Garabelli, New York representative of the Italian Broadcasting Co., E.I.A.R.

The opening this Fall of a new "Imperial Radio Center", just outside Rome, now transmits "The American Hour" and other short-wave programs to the United States and other parts of the world, the correspondent said.

The new plant, he said, "may be held as the strongest and most perfectioned short-wave broadcasting center in the world". It consists of eight short-wave transmitters located in three buildings. More than a dozen different frequencies are used daily.

By means of a new arrangement the Italian Radio Center is able to broadcast simultaneously on two or three waves to the same locality, thus giving the listener a choice of the best frequency.

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NAB APPOINTS ATTORNEY AND ENGINEER

With the appointment of Russell P. Place as counsel, and Lynne C. Smeby as full time Director of Engineering, the National Association of Broadcasters has about completed its program of expansion as outlined in the reorganization plan.

Recently the Bureau of Radio Advertising was established to promote the use of radio advertising. It is headed by Sam Henry, Jr., former Sales Promotion Manager of World Broadcasting Company. To carry on a year 'round institutional type of promotion, Arthur Stringer, former promotional consultant, was added to the staff after the Atlantic City convention.

Headquarters is also formulating plans for increased activity of the Research Department during the coming year. As being drawn the work will include some fundamental studies designed to fix the advantages of research as a tool in station management. A committee is to be appointed to work with Paul Peter, Director of Research.

The projected year's work include plans for meeting media competition in the development of facts through research. Ways and means for the development of needed information for the Bureau of Radio Advertising, public relations, labor relations and the executive office of the Association are to be established.

In addition to a consulting Research Committee, it is planned to appoint a research representative in each district to assist the Director of Research and the Research Committee.

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FCC WANTS \$50,000 FOR INVESTIGATING UNIT

If Congress appropriates a requested \$50,000 next session, the Federal Communications Commission will establish a new Investigation Division which will report on the qualification of new station applicants as well as inquire into operations of existing stations.

Included in budgetary estimates given the Budget Bureau, it is understood the new division would operate initially from Washington headquarters but perhaps eventually decentralize with trained investigators assigned to each of the 26 field offices of the Commission. A dozen or 15 expert investigators is said to be contemplated.

The proposed Investigation Division, which presumably would report to the FCC rather than to any existing departments, would operate on behalf of all FCC functions, including broadcasting, telephone and telegraph, though its primary duties would

be in the broadcast field. The innovation, it is felt, would work hand in hand with the recently instituted intervention policy, differing from past practices in that the Commission itself would seek to develop adverse matter rather than depend upon intervenor testimony to produce it.

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WMCA IS NEW YORK KEY OF NEW NETWORK

Station WMCA, New York, will be the New York outlet of the new Transcontinental Broadcasting System, which will begin operations January 1, with stations in all major markets, according to advance predictions. The new network was organized in Chicago recently with Elliott Roosevelt taking a leading role though no office.

While the full list of stations affiliated with TBS will not be made public until all arrangements have been completed, official announcement has been made of these major outlets: WMCA New York; WJJD and WIND Chicago; KFWB, Hollywood; KYA, San Francisco; KQV, Pittsburgh; KXOK St. Louis; KCMO, Kansas City; WMEX, Boston, WDGY, Minneapolis, and North Central Broadcasting Network, comprising stations in Northern Michigan, Wisconsin, Minnesota, North and South Dakota, and the 23-station Texas State Network. It was also reported that KSCJ, Sioux City, WCBM Baltimore, and KSAL, Salina, Kan., had practically completed negotiations.

George Podeyn, New York manager for the Texas State Network, has been appointed General Manager of TBS. As Mr. Adams is still General Manager of TSN, and Mr. Roosevelt President of that regional chain, it is expected that its operations may be merged with those of TBS.

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LINGUISTS LISTEN TO WAR PROPAGANDA AT BBC

Every day since the war began, forty expert linguists, several women among them, have sat at receiving-sets installed in secret centres somewhere in England, and listened to news and propaganda from broadcasting stations in all parts of the world, according to the British Broadcasting Corporation. Day and night, working in three shifts a day for seven days a week, these expert listeners "watch" transmissions that might contain information of value to the British Government.

To the BBC, which, in association with the Ministry of Information, has organized and operates this unique information service, the work is known as "monitoring" and the listeners as

monitors. Apart from important speeches by foreign statesmen, the monitors listen to about 150 news bulletins - representing about 250,000 words - every twenty-four hours.

After the material has been taken down and translated by the monitors, it passes to an editorial staff, the members of which, chosen for their knowledge of international affairs and political judgment, write a summary of the broadcasts. Summaries, stencilled immediately they have been prepared, are issued twice each day - in the morning and afternoon - and are often as many as 30,000 words in length. They are immediately dispatched to some twenty-five Government agencies and all the Departments directly engaged in the prosecution of the war. Information of special urgency is telephoned to the Departments known to be interested.

Teleprinters and dispatch riders, as well as the telephone, link the listening posts, deliberately spread over a number of points, with the collection and dispatch centre. High speed and accuracy are essential, and the monitors have the assistance of recording machines as well as a corps of shorthand writers. On an average, ten monitors and five sub-editors, together with shorthand-typists and the engineering staff responsible for the means of reception, are on duty in each shift, the peak number of staff at work being reached at about midnight. Both headphones and loudspeakers are used for listening.

In addition to all the principal European countries and the United States of America, places as far distant from Britain as Japan and Chile are among the countries to which the monitors regularly listen, and the languages in which they work range from the Scandinavian tongues to Arabic and Ukrainian.

Organized on the outbreak of war, the service swiftly proved to be of great value to the Government, and is proving more and more useful as time goes on. Necessarily, the work of organization was a complicated matter. Receiving points had to be established, methods of rapid communication installed, and staff recruited. Not only first-class linguistic ability was asked of the monitors: they had to be physically able to meet the demands of nightwork that involved unrelieved hours of listening - often to atmospheric-marred transmission.

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RADIO BILLINGS RISE ON NBC AND CBS

Billings of the National Broadcasting Company in November increased 8.6 percent from 1938 and those of the Columbia Broadcasting System rose 40.9 percent. NBC volume was \$4,234,984, against \$3,898,918 in November, 1938. The latest figure represented a gain of 0.4 percent from the October figure, which was \$4,219,253. Columbia's latest total was \$3,456,323, against \$2,453,410 for November, 1938. The total was up 2.7 percent from the previous month's figure of \$3,366,654.

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TRADE NOTES

Hulbert Taft, Jr., son of Hulbert Taft, Sr., President of the Cincinnati Times Star Co., has been named Manager of Station WKRC, acquired recently by the Times-Star. Sale of the station by the Columbia Broadcasting System was approved last week by the Federal Communications Commission.

Harry L. Sommerer, formerly assistant to Robert Shannon, Executive Vice President of the RCA Manufacturing Company, has been appointed Manager of Manufacturing of the company's plant. Mr. Sommerer will have supervision of the company's plants at Camden and Harrison, N. J., Hollywood and Indianapolis, with headquarters in Camden.

The General Electric Company will put strong advertising support in the coming months behind a special offer of a seven-tube console receiver and a standard G-E record player for \$65.95 with another radio in exchange. The offer is a feature of an advertising and promotional campaign scheduled for the Winter. The set has two reception bands, is equipped for television sound and has six touch-tuning keys, and the player has an approximate retail value of \$10. A new series of advertisements has been prepared for use in newspapers by small, intermediate and key dealers.

U.S. Attorney

/William J. Campbell of Chicago is conducting an investigation to determine if horse race results are being broadcast illegally by radio stations. He is especially interested to know whether or not radio companies are trying to replace the book-maker's wire service of M. L. Annenberg's Nationwide News Service, which Mr. Annenberg recently dissolved. He is also seeking an opinion from the Federal Communications Commission as to whether or not the Commission's regulations ban use of radio for transmitting race results.

Six hundred Westchester County (N.Y.) clubwomen attending a forum at the New Rochelle Woman's Club voted unanimously last week to urge radio chains to broadcast fewer love dramas, described as an "insult to intelligent women", and provide more programs dealing with homemaking and child training. The vote came after Mrs. Ida Bailey Allen, home economist, had informed the women that out of 378 broadcasting hours each week by the three major networks, only 45 minutes were devoted to problems of the home. Mrs. Allen said she had conferred with radio officials and program sponsors and had been informed that "American women are not interested in hearing about homemaking."

ZENITH SETS ALL-TIME PRODUCTION RECORD

Zenith Radio Corporation reports a consolidated operating profit for the first six months ended October 31, 1939, of its current fiscal year, amounting to \$377,696 after depreciation, excise taxes and liberal reserves, but before provision for Federal income taxes, as per the company's books, according to Hugh Robertson, Executive Vice-President and Treasurer.

"The Company's regular 1940 line of home receivers was announced and shipment started the middle of September", he said. "The unprecedented spurt in radio demand had not been fully anticipated but delivery difficulties with material suppliers were overcome and an all-time high record for production and shipment of receivers during a single month was attained in October. This record rate of production and shipment was maintained during the month of November and will continue until the present backlog of orders for December and January delivery are filled.

"Statistics on delivery of Zenith receivers by distributors to dealers indicate that the 1940 models are moving to the public at an unparalleled rate for this period and the management confidently expects that shipments for the fiscal year will be the largest in the company's history both in units and dollar volume.

"There has been a steadily increasing demand for auto radios from automobile manufacturers with whom the company has contracts. Daily shipments of these receivers have been maintained at an all-time high and releases being received from time to time for future delivery indicate the present rate of production and shipment will be maintained well into the Spring months."

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FREQUENCY MODULATION TRANSMITTERS OFFERED BY G.E.

After more than three years of intensive research, General Electric has made available frequency modulation transmitters in five ratings. This new departure in radio is characterized by exceptional high fidelity, freedom from distortion, nearly complete freedom from interference - either man-made or natural - better coverage of the primary service area, and reduced operating costs.

Based on the system developed by Major E. H. Armstrong, the new General Electric transmitters add several exclusive features including simplified circuit design, fewer tubes, greatly reduced power consumption, and accessibility to all parts without disassembly. With this equipment distortions are reduced to less than $1\frac{1}{2}$ percent from 30 to 7500 cycles and less than three percent to 15,000 cycles. The transmitters are available in ratings of 250 watts and 1, 3, 10 and 50 kw.

Standard broadcast receivers are unable to receive programs transmitted on the new system, and General Electric recently announced regular production of a full line of sets to receive the frequency-modulation programs.

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CUBA RADIO PURCHASES NOT AFFECTED BY WAR

Cuba's purchases of American radio equipment, which dropped about 50 percent in 1938, are not likely to be increased by reason of the European war as United States firms already dominate the market, according to the Department of Commerce. The only hope for restoration of the trade, an analysis shows, is that Cuban purchasing power will be raised by recovery of the island's sugar industry.

Bernard I. Feig, of the Electrical Division, Bureau of Foreign and Domestic Commerce, in a review of American electrical trade with Cubas, has this to say of the radio market:

"After experiencing several years of excellent demand, radio equipment, which constitutes the chief item in the Cuban-American electrical trade, suffered a severe setback in 1938. The serious reduction of approximately 50 percent in Cuban imports of radio apparatus was accounted for by the decline in purchasing power and also by the heavy carry-over of radio stocks from 1937 when excessive optimism led to overstocking. Another factor, although currently of minor importance, has been the increasing activity of the Dutch Philips concern which has been gradually improving its position in the Cuban market at the expense of American producers. The importance of this factor would be greatly magnified if the preferential treatment accorded American products were ever lessened or suspended. At present, however, the radio market is strongly dominated by American producers.

"Cuban industry has looked to the European war situation for alleviation of many of its difficulties, but no material relief has thus far been forthcoming in the form of anticipated war orders.

"Unlike many other Latin American countries, Cuba does not hold forth promise of increased trade with American electrical manufacturers because of the current war. Since American electrical producers already control more than 90 percent of the Cuban market, the amount of trade that Cuba might find necessary to divert from belligerent or other handicapped European nations would necessarily be relatively small and unimportant.

"Upon final analysis, American electrical exporters can only hope for the recovery of the Cuban sugar industry, the cure-all that would probably eliminate many of the prevailing obstacles in the path of renewed demand for American electrical equipment.

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