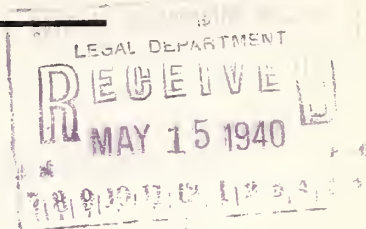


HEINL RADIO BUSINESS LETTER

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No. 1234

[Handwritten signatures and initials]

May 14, 1940

FLY PRAISES RADIO COVERAGE OF WAR DEVELOPMENTS

Chairman James L. Fly this week spoke highly of the role American radio is performing in bringing the citizens of the United States an accurate and fair report of developments in the European war.

Speaking at a press conference, he said he thought American broadcasters are doing "a whale of a good job". He said he listens to a wide variety of radio news reports and has found them "fairly balanced in perspective" with reports from one capital balanced by counter reports from an opposing capital.

The news has been intelligently handled and presented, he said, and constitutes a public service. He expressed the opinion that the NAB code has had its effect on the manner of presenting the war news impartially.

Chairman Fly added that his comments on the radio news in no way reflected on the excellent job being done by newspapers and press associations.

The FCC Chairman again promised that the Commission will reach a decision on its policy as regards to television development before the end of the week.

He disclosed that William J. Dempsey, General Counsel, and William Koplovitz, Assistant General Counsel, had agreed to remain until the television decision is drafted. Both have resigned to engage in private law practice.

The long-delayed radio monopoly report has been put in a draft for the Monopoly Committee, Mr. Fly said. He did not predict, however, when the report will be acted upon or presented to the full Commission.

On Saturday Chairman Fly and Commissioners T.A.M. Craven and Paul Walker held an informal conference at which television was understood to have been discussed. As there was no quorum, however, no action was taken.

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CROSLEY CHIEF QUESTIONS CLAIMS FOR FM

Most of the claims made for frequency modulation, among them the "high fidelity" of reproduction the system achieves, are not unique, according to R. J. Rockwell, Broadcasting Technical Supervisor for the Corsley Corporation of Cincinnati. The present system of broadcasting -- amplitude modulation -- can do the same things.

"First", Mr. Rockwell said, "in addition to the inherent noise suppression of F.M., the main reason that frequency modulation is staticless is that it operates on a short wavelength where static is virtually unknown. Therefore, less power is needed to transmit programs without interference in a given area, since none of that power must be used to override interference. That, from the broadcaster's standpoint, is an advantage.

"However, the fact that frequency modulation is effective only to the horizon, a distance varying in different localities from 30 to 50 miles, is a drawback from both the broadcaster's and the listener's standpoint. This is due to the fact that very high frequency waves will not bend around the earth and travel for great distances. Amplitude modulation programs, on the other hand, can be heard hundreds of miles away on low frequencies."

Mr. Rockwell termed "true, but misleading", the fact that, in frequency modulation demonstrations, the sound has been such that the program seemed to be originating in the same room with the listener, instead of in a studio miles away. He attributed the phenomenon to the use of high-fidelity audio amplifiers and speakers in the receiving sets.

"Put a high-fidelity amplifier and speaker in the ordinary radio set", Mr. Rockwell said, "and you will get the same effect. You will get what seems to be perfect reproduction.

"A radio program, from the listener's angle", he went on, "is no better than the receiving set through which he hears the program. The ordinary radio amplifier and speaker is capable of reproducing sounds up to about 3,000 to 5000 cycles.

"There's the trouble. If you jangle keys in front of a microphone, it won't sound like that over your receiving set. Why? Because the sound is higher than 5,000 cycles -- too high for the ordinary speaker to reproduce faithfully. If you crumple a piece of paper in front of a mike, the same distortion results because the speaker is incapable of reproducing the true sound -- not because the regular amplitude transmitter doesn't put it on the air faithfully."

The standard amplitude transmitter, Mr. Rockwell said, emanates sounds well over the 5,000-cycle speaker limit. He declared that WLW is capable of transmitting sounds "well in excess" of 10,000 cycles.

Which brings up a question: if amplitude modulation puts out a signal duplicating the studio sound, why don't receiving sets reproduce that same sound in the homes of listeners?

Because speakers that will reproduce sounds ranging as high as 10,000 cycles are complex and expensive, Mr. Rockwell said. Such a set, at the present state of the art, must have an amplifier that distributes low-frequency sounds to one speaker and high-range sounds to another. One speaker cannot faithfully reproduce the entire range, the technical supervisor said, explaining that the average radio speaker is designed to reproduce the majority of the sounds -- not all of them.

In frequency modulation demonstrations, the sound seems uncannily accurate because the expensive and complicated speakers -- and not average speakers -- are utilized. Similar speakers, he emphasized, used in amplitude modulation pickups, would reproduce the original studio sounds in the same way.

Frequency modulation has only mixed advantages for the urban listener, Mr. Rockwell said, while the rural listener -- beyond the horizon -- is left out of the calculations.

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INTERNATIONAL STATIONS WARNED ON POWER RULE

The Federal Communications Commission has sent the following notice to all licensees of international broadcast stations:

"The attention of all licensees of international broadcast stations is called to the provisions of Section 4.45 which provides that no international broadcast station will be licensed for operation with a power less than 50 kilowatts after July 1, 1940. Any station not having a power of 50 kilowatts should immediately file the necessary application to install a 50 kilowatt transmitter.

"Your attention is likewise called to Section 4.43(c) which provides that the antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10). The Commission will soon require the filing of proof of performance showing compliance with this section."

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TELEVISION HELD BOON TO POLITICAL SEX APPEAL

The following editorial appeared in the Washington Post Tuesday (May 14):

"A special dispatch from the Republican National Committee proudly announces that the proceedings of this Summer's convention will be televised and that 3,000 in and around Philadelphia as well as 40,000 other potential Republicans in New York, New Jersey, Connecticut, Rhode Island, Pennsylvania and Massachusetts will now be able to look on. Maine and Vermont, too far to be reached by television's wiles, are obviously considered safe anyway.

"This innovation will no doubt considerably change the tenor of political rallies. When radio first became important, candidates who did not already possess a melodious and soothing voice were required to cultivate one. And, ever since, lack of ability to come across the ether effectively has been counted among the most difficult handicaps a candidate can have.

"But a persuasive voice will no longer be sufficient. Candidates for office will now, in addition, have to possess a glamorous appearance and at least average acting ability, for no old-fashioned waving of arms and tearing of hair will go down with sophisticated audiences conditioned by the movies.

"Television would appear to weight the scales in favor of such candidates as Dewey, McNutt and the ever-charming Mr. Roosevelt. However, the time may be at hand when all pretense will be discarded and Robert Taylor or Tyrone Power will, like Wintergreen in 'Of Thee I sing', sweep the country on a straight platform of love."

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UNLICENSED RADIO OPERATOR CONVICTED IN N.Y.

Following an investigation by inspectors of the Federal Communications Commission of the operation of unlicensed radio stations on Long Island, N.Y., Edward Mathes was indicted for violation of Section 301 and 318 of the Communications Act of 1934, as amended.

The defendant was arraigned in the United States Court for the Eastern District of New York on May 6, and pleaded guilty to charges of operating an unlicensed radio station and operating a radio station without an operator's license. The court suspended sentence and placed the defendant on six month's probation.

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STREAKS IN RADIO PHOTOS REMOVED BY PRESS WIRELESS

An explanation of the development of a new technique of radio photo transmission which eliminates streaks in pictures was carried in the May 11 issue of Editor & Publisher as an interview with Joseph B. Pierson, President of Press Wireless, Inc., which developed the "sweep circuit" that is to be put into operation in New York and Paris.

Equipment designed to eliminate streaking and other blemishes in news pictures radioed to this country has been developed in U.S. by Press Wireless engineers after three years of experimentation. The "sweep circuit" device has already arrived in France, Mr. Pierson said. It is now being set up and is expected to be in operation within the next three weeks. When put into use it is expected to make possible the transmitting of highclass reproductions of photographs from Paris to the Press Wireless station at Baldwin, Long Island.

The new device, which operates in conjunction with any of the four major picture services' telephone wire sending and receiving circuits in this country and the Belin system in France, employs a new principle for scanning pictures sent by short wave radio.

"In the past all photographs transmitted by wireless have been more or less streaked with white or black lines, in fact, all the evils of radio seemed to concentrate on a photograph", Mr. Pierson told Editor & Publisher. "The striae and loss of detail, engineers long have known, are caused by three sources of radio phenomena, namely, selective fading, echo, diathermy and natural static."

The effect of the "sweep circuit" is to make the transmission immune to such obstacles, he said, resulting in a truer overall reproduction of a photograph than is now achieved in trans-Atlantic broadcasting.

Mr. Pierson likened the "sweep circuit" to a fine tooth comb that controls the modulated photo signal coming through over a radio frequency channel 5 to 15 kilocycles in width. The signal jumps from one tooth to another, and because the circuit is sweeping across the channel continuously, the usual evils are eliminated, he said.

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Someone has mailed the Federal Communications Commission a newspaper clipping of an item headed, "W9CHD BECOMES BRIDE OF W2MSC". The account refers to the marriage of two radio amateurs who operate stations bearing those call signals. It attests to the interest of "ham" operators in their distinctive radio calls. The Commission's files contain other instances where amateur stations have merged in the sense indicated above - also cases where such combinations have later parted!

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FTC CRACKS DOWN ON TELEVISION AND RADIO COMPANY

The American Television & Radio Company, St. Paul, Minn., has entered into a stipulation with the Federal Trade Commission in which it agrees to discontinue certain representations concerning its products.

The American Television & Radio Company engaged in manufacturing a specialized line of electrical goods consisting of vibrators, vibrator-operated and rectifier power supplies, agrees to discontinue, in connection with the sale of its products, stating or representing in its advertisements and advertising matter that it is the "World's Largest Manufacturer" of the most complete line of electrical goods and supplies above-named, and to desist from the use of the words "World's Largest Manufacturer" or of any words of similar implication which may tend to convey the belief that there are no other manufacturers who make or who are now equipped to make as complete a line of such merchandise as that manufactured by the American Television & Radio Company.

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PRIVATE RADIO PHONE NUMBERS SEEN BY SARNOFF

David Sarnoff, President of the Radio Corporation of America, predicted last week increasing knowledge of ultra-high frequencies in radio may result in "private radio telephone numbers".

Discussing radio research at the University of Rochester, he cited uses to which high frequencies already have been adapted, including television and the transmission of photographs, then added:

"When enough frequencies become available - and it is not unreasonable to foresee it - each of us some day may have his own individual radio wave length, measured, perhaps, in millimeters. Using pocket-size apparatus, we may be able to call up and converse with distant friends, any time, any place. A few years ago such a development was merely wishful thinking. Today it is on the scientific horizon."

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The Federal Communications Commission has received several letters objecting to war news over the radio, or criticising it as "biased". An Indiana man wants the "Government radio station" in Washington, D. C., to give daily war news broadcasts. A New Jersey man offers his services to the Commission as "a commentator on European news events". A New Yorker would "like to get in touch with the Commission's television casting director". A Cincinnati man requests "forms for approval of broadcast programs". Obviously, the Commission has to reply that it has no jurisdiction in such matters.

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HISTORY OF RADIO DISTRESS CALLS TRACED

The distress call "SOS" famous to radiotelegraphy was first officially adopted for international use at the 1906 International Radio Conference at Berlin, the Federal Communications Commission recalls, although prior to that date the calls "CQ" and "CQD" had been employed during certain periods after 1900 when the Marconi International Marine Communication Company, Ltd., began equipping ships for radiotelegraph communication.

A distress call for use in radiotelephony was proposed by the British delegation at the Berlin conference, and word "Mayday", corresponding to the French pronunciation of the expression "m'aider" (meaning "help me"), was first officially approved for international use in radiotelephony at the International Radiotelegraph Convention held at Washington in 1927. Guiding factors in the choice of the spoken word "Mayday" for the purpose mentioned were its similarity in meaning to the "SOS" used in radiotelegraphy, and the prevalence of the use of the French language.

Both domestic and international regulations specify the manner in which the distress calls ("SOS" for radiotelegraphy and the spoken word "Mayday" for radiotelephony) shall be utilized. Article 24 of the General Radio Regulations, International Telecommunications Conference, Cairo, 1938, provides in part that

".....The distress call and message shall be sent only by order of the master or person responsible for the ship, aircraft, or other vehicle carrying the mobile station.."

"....Furthermore, a mobile station which comes aware that another mobile station is in distress, may transmit the distress message in either of the following cases:

- (a) when the station in distress is not itself in a position to transmit it;
- (b) when the master (or his relief) of the vessel, aircraft, or other vehicle carrying the station which intervenes, believes that further help is necessary."

The use of the distress call is further restricted by Section 325 of the Communications Act of 1934, as amended, which provides in part as follows:

- "(a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communications relating thereto...."

A fine of not more than \$10,000 or imprisonment for a term of not more than two years, or both, is provided by Section 501 of the Communications Act for violation of these provisions.

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TRADE NOTES

World radio market reports released recently by the U. S. Bureau of Foreign and Domestic Commerce include: Brazil (regulations), Luxemburg, Uruguay, Latvia, Anglo-Egyptian Sudan, Madeira, French Morocco (regulations), and Turkey (regulations).

NBC television observed its one thousandth program Thursday, May 9th, when Lowell Thomas' joint broadcast-televised news broadcast for the Sun Oil Company was heard and seen. Alfred H. Morton, NBC's television chief, took note of the milestone in television history by stepping before the cameras to present a huge bunch of roses to the pioneer newscaster, whose radiovision appeal ranks high with NBC's audience.

The Radiomarine Corporation of America reports for March and three months ended March 31:

	1940	1939
March gross	\$75,754	\$76,146
Net income	20,061	10,451
Three months' gross	226,789	229,936
Net income.	56,071	30,168

The District Broadcasting Co. of Washington, the officers of which are officials of the Washington Post, yesterday filed an application with the Federal Communications Commission for a construction permit for a new high frequency radio broadcasting station to be located in Washington. The application says the proposed station is to be operated on a regular commercial basis and asked for the assignment of the frequency 43,400 kilocycles with 1,000 watts power. It is proposed to use the frequency modulation system in transmission.

With WOR's renewal business for 1939 totalling 79% of the station's business and with renewal figures for the first 18 weeks of 1940 16% ahead of 1939's record-breaking mark, WOR launched last month a concerted drive for new business which was completed last week, May 11th, with results of nearly \$100,000. The four weeks total of new business, \$99,602.92, is more than double the figure for 1939's four week average of \$47,200.

Television is being displayed in the General Electric exhibit at the New York World's Fair, and research and development are explained in the various electrical equipment and electrical products exhibits. Coast Guard show in Communications Building shows uses of radio in life-saving and other hazardous work at sea. Complete ship radio room is in the Mackay Radio exhibit.

WESTINGHOUSE RADIO HEADQUARTERS MOVED TO PHILADELPHIA

Headquarters of the Westinghouse Radio Stations will be located in Philadelphia after July 1, according to news received by KDKA officials from Walter C. Evans, Vice-President of Westinghouse Radio Stations, Inc. The Westinghouse station group includes KDKA, Pittsburgh; KYW, Philadelphia; WOWO-WGL, Fort Wayne, Indiana, and WBZ-WBZA, Boston and Springfield, Mass.

The new KYW building at 1619 Walnut Street, Philadelphia, recently acquired by Westinghouse at the termination of the Westinghouse-NBC agreement, will be used for the headquarters staff which Mr. Evans is now setting up. The move to Philadelphia will leave undisturbed the radio manufacturing unit in Baltimore which Mr. Evans also directs. He will actively supervise both broadcasting and manufacturing divisions, dividing his time between them.

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SAYS RADIO LISTENERS MAY BE EAR CONDITIONED

A hint that radio listeners may be conditioning themselves against commercial announcements was brought out recently in a study conducted by Samuel E. Gill, New York market research analyst.

Several hundred known listeners to a group of four popular Sunday night shows were interviewed on Monday and asked to identify, from a list of sponsor names, the one sponsor who used a given punch line, slogan or offer on the preceding evening's broadcast. The study showed that on the average, only 42% got anything out of the program other than the sponsor's name. This varied from 39% for the McCarthy show to 57% for the Gulf Screen Guild.

Due to some factor inherent in the commercial, or in the manner or timing of the announcement, Mr. Gill explained, a large part of the audience missed the full import of the sponsor's "plug". This condition obtains despite the fact that by the usual coincidental method of asking at the time of calling, "What company or product sponsors this broadcast?", certain of the programs have a high percentage of sponsor identification.

The theory that has been advanced that radio listeners are consciously or unconsciously missing the announcement might bear further investigation for perhaps the audience really is becoming "ear conditioned" and new techniques of broadcast advertising will require development.

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BBC INCOME INCREASED FOR "WAR OF WORDS"

Massing all its resources for a bid to overwhelm the enemy in a war of words, the British government has increased the income of the British Broadcasting Corporation to the huge total of \$15,750,000 a year, to back the Spring offensive in the ether, according to a London correspondent of the New York Times.

Britain entered the war ill-prepared in radio and with much leeway to make up. Now after eight months of struggle Britain is alive to the need for matching her ethereal efforts with those of land, sea and air.

Television, which drained the moneybags, is shut down for the war's duration and the money can be devoted to the foreign-language services. More transmitters are being built at express speed, exactly how many is an official secret. Already the BBC uses a score of the world's chief languages and forty bulletins a day in the various tongues are radiated from eight short-wave transmitters. Daily more recruits join the BBC's Foreign Legion of announcers and interpreters. Wags suggest that the notice "English Spoken Here" should be put up on the notice board of Broadcasting House, London. The headquarters of broadcasting, sand-bagged and fortified, with bricked-up entrances and underground gas-proof shelters, is now held almost exclusively by this polyglot army of occupation, while departments carrying on the country's ordinary broadcasting have been scattered to Manchester, Bristol, and the country.

Most important move of all, since Sir John Reith became the Minister of Information, broadcasters have been told to put more punch into their talks and bulletins and punch with the gloves off. There is no mincing of words now. The BBC insists that its main task is "to erect a dam of truth against this never-ceasing torrent of lies and rumors".

To keep an ear peeled on all wavelengths, Britain has a listening organization called "the monitoring service". Every day 250 foreign bulletins of about 500,000 words, five times the length of an average novel, are taken down, interpreted and analyzed. All government agencies prosecuting the war are supplied with broadcasts of special interest to them.

Sub-editors reduce the enormous unmanageable mass of material daily to a digest of 30,000 words. This consists of two parts, first, broadcasts by Germany in German and for Germans, broadcasts by Germany in English and other languages. The second part comprises all transmissions other than German and covers bulletins in twenty-six languages spoken in the five Continents - Europe, Asi, America, Africa and the Antipodes.

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RADIO AND MOVIES SUBJECT OF UNIVERSITY CLINIC

Two of the country's major industries, moving pictures and radio, were discussed last week as the University of Rochester ended a three-day clinic on "New Frontiers in American Life".

David O. Selznick, President of Selznick International Pictures, Inc., and David Sarnoff, head of the Radio Corporation of America, both praised and criticized the past records of their industries. They promised improvement for the future.

Mr. Sarnoff argued that radio, by reaching masses of people not reached by other means of communication or entertainment, had raised the level of culture.

Mr. Selznick and Mr. Sarnoff participated in a discussion of the probable effect of television on the movies. Mr. Sarnoff declared that the movie industry would take advantage of television and use it as an outlet, with a theatre in every home, if it was smart enough, but would suffer if it blindly opposed television.

Mr. Selznick agreed. He said that the only elements in the movie industry opposed to television were the theatre owners. He called their fears groundless. People were gregarious, he said, and would still like to congregate in movie theatres. He added that the people have become so accustomed to the broad scope of the movies that he did not think television, restricted to present day events, could completely displace the movies.

A question, addressed to Mr. Sarnoff, asked how one got training as a radio script writer. Mr. Sarnoff answered by repeating an aside remark of Mr. Selznick's:

"A pencil and a piece of paper will help."

Asked regarding the effect of the movies on general culture, Mr. Selznick said, among other things:

"In the field of music, we have done nothing compared with what radio has done. In architecture, the movies have had a great influence and much of modern architecture can be traced to the movies."

When a similar question about culture was put to Mr. Sarnoff, he replied:

"The cultural level of the masses is bound to be improved by a new form of transmission. Radio has brought to thousands their first knowledge of news, music and entertainment. But whether knowing more means better people or not, I leave to President Valentine (of the universith)."

"I agree with you, and share your doubts", Mr. Valentine responded.

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