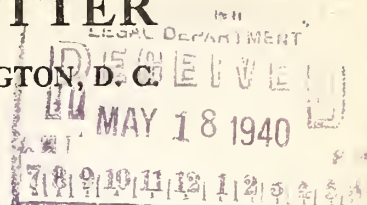


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



## INDEX TO ISSUE OF MAY 17, 1940.

Television Relay Seen As Link To Latin America.....	2
FCC Decision Believed Near On Television.....	5
Einstein And Harbord Suffer From Poor Advance Billing.....	5
FCC Affirms Revocation Of Three Texas Licenses.....	5
Toscanini Capital Triumph Seen Final Stokowski Spike.....	6
FCC Asks \$142,000 For Telephone Regulation.....	7
British Radio Industry Continues Despite War.....	7
Armstrong Denies High Cost For Wave Change.....	8
Hearing Set On Radio Service On Mississippi.....	8
Motion Picture Production Is Televised.....	9
Moscow Promises World's Largest Television Station.....	9
KVOS License Renewed; Rival Application Denied.....	10
Trade Notes.....	11
50 KW. Air Cooled WBZ Transmitter Completed.....	12
Portuguese Station To Sell Cheap Radio Sets.....	12

No. 1235

*Handwritten signatures and initials at the bottom of the page.*

## TELEVISION RELAY SEEN AS LINK TO LATIN AMERICA

Television one day will join radio in further strengthening the bonds between North and South America, Maj. Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, said in an address last Wednesday before the Eighth American Scientific Congress in Washington.

After outlining the growth of radio communications between the United States and Latin American countries, General Harbord said:

"Television, the youngest child of the radio science, will some day serve to further strengthen the bonds between our two continents. We have not yet learned how to utilize the ultra-high frequencies employed in television except over comparatively short distances. RCA engineers, however, have developed a television relay system which some day may follow the Pan-American Highway, and unite all the Americas with radio vision. Then we may see as well as hear one another, with the speed of light."

General Harbord also spoke of the national defense value of rapid communications between the countries of this hemisphere.

"At a time such as this", he said, "it is impossible to exaggerate the importance of the role played by the facilities for rapid communication between all parts of North and South America. That role is no longer confined to the promotion of commerce and friendly social contacts. It is a role of defense for our two continents, upon which our very lives and liberties may depend."

The perfection of radio has revolutionized communications, General Harbord said, pointing out that "The development of the Pan American radio telegraph communications system of today is one in which Latin American countries have justified pride. They have taken a large part in it. The Latin American radio telegraph services have been developed for the most part by local or national companies, which administer the Latin American terminal facilities."

"Years of research and fortunes in dollars have been spent in the exploration of the possibilities for public service of shorter and shorter radio waves", he goes on to say. "Tremendously important to international communications everywhere, these findings have special import to South and Central America. . . ."

"Like a giant searchlight of invisible rays, its (beam transmission) tremendous concentration can be aimed unerringly at centers of population in Latin America. The beam can be shifted from time to time, as desired, to reach the greatest possible listening audience, starting, for example, on the East Coast and ending on the West Coast."



"Another major contribution of research has been the development of portable transmitters, of ever-increasing lightness and compactness. Their mobility and dependability of operation has given them especial value on a continent with high mountains, vast stretches of forest, and widely separated centers of population. . . .

"The many devices and services with which radio has been able to assist the development of aviation, bring to mind the countless contributions which radio science has made to industries outside the field of either communication or transportation. The basis of all these contributions is the radio tube. By means of this magic device, many types of materials can be counted or sorted, colors may be matched, and thicknesses may be gauged to the millionth of an inch. Temperature, humidity, and atmospheric pressure may be measured with extreme precision. Solid particles may be detected in gases or liquids. There is practically no industry which cannot profitably employ the tangible results of radio research; and the same is true of chemistry, biology, medicine, and a long list of other sciences.

"As another example of radio research, engineers have now brought to a high state of development the electron microscope, by which bacteria and other subjects can be magnified up to 25,000 diameters. . . . We can see things through the electron microscope never before seen by the human eye, and now scientists are called upon to tell us what it is we see."

Discussing the growth and present activities of international short-wave stations, General Harbord said:

"Broadcasts of news, carrying up-to-the-minute information on world events, appear to be the programs best liked by our Latin American short wave audience. A colorful example of the swift action of the NBC news facilities occurred last December when millions in the United States heard an NBC announcer in Montevideo score one of the greatest news scoops: an eyewitness account of the sinking of the 'Graf Spee'. At almost the same minute the story was going back to Latin America in Spanish on the short wave beam from NBC. The first word of this historic incident, so near to them, came to many South Americans from New York.

"Second in popularity are broadcasts of sporting events. The Louis-Godoy prizefight, in which a clever Chilean boxer met our 'brown bomber', was reported by an NBC commentator in Spanish. It was also rebroadcast over some 130 Latin American radio stations. The enthusiastic letters from South America, commenting on this program, swamped NBC's mail room . . . .

"Most of the musical programs which the NBC International Division sends south by short wave are especially designed for the Latin American audience. Outstanding network musical programs are also on the schedule. In addition to Toscanini and the NBC Symphony Orchestra, special mention should be given to the complete performances of grand opera, broadcast each week during the season directly from the stage of the Metropolitan Opera House in New York City.

"But the broadcasting of programs between the Americas is not a one-way stream. In the course of each year our national radio audience in the United States enjoys many programs which originate in South and Central America. These are brought to the RCA international receiving station at Riverhead, Long Island, by short wave, and thence are transferred to a coast-to-coast network. These programs include not only eye-witness accounts of news events - of which the 'Graf Spee' affair was an outstanding example - but also many excellent musical programs.

"I hope the time will soon come when our Latin American friends will also systematically send programs to us by short wave, in English, even as we send programs southward in Spanish and Portuguese. Of the 45,000,000 radio receivers in use in this country, many millions are equipped for short wave reception, and would be eagerly tuned in on such programs."

"It should be observed that no sharp distinction can be drawn between the commercial and the cultural relations promoted by communication between North and South and Central America", General Harbord said. "Economic and cultural influences overlap and interact everywhere in determining the social relationships between our peoples.

"In fact, I believe that friendly commercial relations do even more than cultural exchanges to encourage understanding between nations. Commerce seems to transcend all differences in point of view, religion, language, historical background, or political philosophy.

"Buenos Aires, already near to New York because of its radio circuits, was brought still closer in July of 1932 when a photoradio service was inaugurated. The United States no longer seemed a far-off land to people of the Argentine when they saw in their newspapers on the day of the event, a picture of Zabala winning the Marathon in the Olympic Games in Los Angeles, transmitted by radio from New York to Buenos Aires in eight minutes. Every year hundreds of photographs, legal documents, and other graphic material are transmitted over this photoradio circuit, providing government business, and the press with a fast and accurate facsimile medium.

"With radio telegraph and telephone, and the transmission of photographs and documents, functioning smoothly, it was but a step to the greatest of radio achievements up to this time - that of mass communication, and the transmission of the actual voices and music of all the nations of the Americas to listeners throughout both continents."

X X X X X X X X X X



## FCC DECISION BELIEVED NEAR ON TELEVISION

The Federal Communications Commission's decision on the future policy toward television is expected to be reached momentarily. Several discussions have been had by a quorum of the Commission, and tentative agreements are understood to have been made.

Full commercial television may be authorized, it has been indicated, but with safeguards against domination of the field by a single type of receiver. The new order, however, may not authorize the change over from experimental operation until a later date than did the previous order, which would have permitted partial commercialization on September 1st.

X X X X X X X X X

## EINSTEIN AND HARBORD SUFFER FROM POOR ADVANCE BILLING

Because there was little or no publicity heralding the appearances of Dr. Albert Einstein and Maj. Gen. J. G. Harbord, Chairman of the Board of the Radio Corporation of America, two of the biggest stars of the American Scientific Congress at Washington had very poor audiences. Dr. Einstein and General Harbord were scheduled to address different sections of the Congress last Wednesday at exactly the same time. Dr. Einstein's hall was reported to be only half filled.

Although General Harbord's speech had been printed in advance and sent to Washington by plane, due to faulty distribution in Washington, it was with difficulty that a copy was finally secured.

X X X X X X X X X

## FCC AFFIRMS REVOCATION OF THREE TEXAS LICENSES

The Federal Communications Commission this week announced its proposed findings of fact and conclusions propising to affirm the recommendations of Commissioner Payne to revoke the licenses of three Texas radio broadcast stations - KTBC, Austin, KNET, Palestine, and KRBA, Lufkin.

Upon consideration of all the facts of record, the Commission concludes in its proposed findings, that original construction permits and licenses for these stations were issued by the Commission upon misleading representations on the part of the respondents. Applicants failed to make full disclosures to the Commission concerning the financing of station construction and operation, as well as the ownership, management and control thereof, in violation of the Communications Act, the FCC stated, and that had the actual facts in this connection been made known to the Commission, it would have been warranted in refusing to license these stations.

X X X X X X X X X

## TOSCANINI CAPITAL TRIUMPH SEEN FINAL STOKOWSKI SPIKE

The master stroke of bringing the National Broadcasting Company's Symphony Orchestra, under the direction of Toscanini, for a special concert in honor of the American Scientific Congress in Washington was seen by many as the final spike in the proposed South American tour of Leopold Stokowski and the National Youth Administration Orchestra to be made up of the most promising young music students selected by contest from every State in the Union.

As a result of Toscanini, who despite his age was in rare form that night, and the NBC Orchestra, carrying by storm the Scientific Congress, attended not only by noted men from all over South America but by every Ambassador and Minister from South America, and because of other difficulties Stokowski's proposed tour was said to have encountered, it was predicted that an announcement would soon be forthcoming that the Stokowski trip had been abandoned.

Also shrewdness was seen in the RCA and NBC taking the opportunity of Toscanini's appearance in the Capital to improve its relations with public officials by having them invited to the concert. For instance, invitations were extended to all the members of the Federal Communications Commission, which is now considering television regulation in which the RCA is so vitally interested. Likewise seen in the audience was Senator Ernest Lundeen, of Minnesota, author of the Senate resolution to investigate the FCC's action recently in blocking commercial television.

Admission to the concert was strictly by invitation and unquestionably in addition to signally honoring the American Scientific Congress, the RCA and NBC created an immense amount of goodwill in high Government circles by the magnificent Toscanini presentation which involved bringing this orchestra of a hundred pieces or more, rarely heard in public appearances, all the way from New York for this single performance. Mr. David Sarnoff accompanied Mr. Toscanini, saw to it that everything possible was done for the comfort of the aged maestro, and was in personal charge of all arrangements.

Toscanini will begin a concert tour of Latin American cities on June 12th.

X X X X X X X X X

The Federal Communications Commission this week announced its proposed findings of fact and conclusions, proposing to grant the application of the Radio Voice of Springfield, Inc., for a construction permit to erect a new broadcast station in Springfield, Ohio, to operate on the frequency 1310 kilocycles, with power of 100 watts, unlimited time.

X X X X X X X X X



## FCC ASKS \$142,000 FOR TELEPHONE REGULATION

President Roosevelt this week sent to Congress a supplemental budget estimate asking \$142,000 for the Federal Communications Commission to be added to the regular appropriation, already passed by Congress, of \$2,051,340. The additional money was requested to put into effect some of the FCC's recommendations with regard to regulation of the telephone industry, Harold D. Smith, Budget Director, stated.

"For the fiscal year 1941, an appropriation of \$2,051,340 is made available for salaries and expenses of the Federal Communications Commission", Mr. Smith wrote. "The Commission has completed and transmitted to Congress its final report on the telephone investigation. Based upon facts developed during the investigation, the Commission has determined the procedure to be followed in order to provide adequate regulation of the telephone industry in accordance with the Communications Act of June 19, 1934. In order to carry out the proposed plan for expanded regulations, additional funds are needed for developing effective methods of determining the reasonable costs of apparatus and equipment, the allocation of expenses, division of interstate toll revenue, determination of depreciation rates, and for the development of cooperative machinery between the Federal Communications Commission and State commissions. The \$142,000 submitted herewith will enable the Commission to initiate the proposed program.

"The foregoing supplemental estimate of appropriation is required to meet a contingency which has arisen since the transmission of the 1941 Budget and its approval is recommended."

X X X X X X X X X

## BRITISH RADIO INDUSTRY CONTINUES DESPITE WAR

Although faced with difficulties in connection with raw material supplies and labor, the British radio industry is reported to be making satisfactory progress, according to the American Commercial Attache at London. The demand from Empire countries is continuing at a fairly high level and, in accordance with the wishes of the Government, many manufacturers are paying especial attention to this business. At the specific request of the British Radio Manufacturers' Association, the Board of Trade recently prohibited imports into Great Britain of radios, parts and tubes from countries other than France. A supplementary order announced that until further notice no applications for import licenses except for France would be received.

Latest available statistics show that in the first 8 months of 1939 British imports of radio apparatus were valued at £700,000 (approximately \$3,100,000) which compares with £1,000,000 (\$4,900,000) for the full calendar year 1938. Approximately half of these imports originated in the United States, with the Netherlands accounting for about a quarter. Many of the American receiving sets imported were of the midget type, which have become increasingly popular in Great Britain in the past two years.

X X X X X X X X

## ARMSTRONG DENIES HIGH COST FOR WAVE CHANGE

Maj. Edwin H. Armstrong, FM inventor, this week denied published estimates that it would cost the National Broadcasting Company \$100,000 to change the wavelength of its television transmitter in case No. 1 television channel were turned over to frequency modulation by the Federal Communications Commission.

In a letter to the editor of "Radio and Television Today", he wrote:

"In your issue for April there is a statement in an article entitled "Frequency Modulation Expects FCC Go-Ahead" to the effect that it would cost \$100,000 to change the wavelength of the NBC transmitter on the Empire State Tower from Channel No. 1 to Channel No. 2.

"This statement is not correct. Nothing like this amount is involved, nor would it, in fact, cost NBC anything to make the change. At the first meeting of the FM Broadcasters, where this same question was discussed, the National Broadcasting Company's representative objected to making the change from the No. 1 to the No. 2 channel on the ground of expense. I thereupon stated that I would assume the expense of making the change. This offer still stands.

"I would appreciate it if you would publish this letter in order to dispel that impression which seems to have been created, that very great hardship would be imposed upon the Radio Corporation should the retuning of its New York television transmitter become necessary. It hardly seems necessary to add that the clearing of the No. 1 Channel would make way for the installation of hundreds of FM stations throughout the entire country."

X X X X X X X X X X

## HEARING SET ON RADIO SERVICE ON MISSISSIPPI

Action on applications for authority to establish coastal stations to provide public radiotelephone service to vessels on the Mississippi River and its tributaries have been indefinitely postponed by the Federal Communications Commission pending an informal hearing, at a date to be fixed later, for the purpose of acquiring information on the need and nature of such service.

There are eight such applications - the Waterways Radio Company, St. Louis; John H. Pepper, Greenville, Miss.; Warner and Tumble Radio Service, Louisville; Inland Waterways Corp., Memphis; Radiomarine Corporation of America, St. Louis (2), and West Dover, Ohio; and Inland Wireless, Rock Island, Ill.



These applicants mostly request frequencies in the 2000-3000 kilocycle band, which is used by coastal-harbor stations and ship radiotelephone stations along the seacoast and on the Great Lakes in cooperation with Canada. Sharing of such frequencies would involve serious interference problems. Use of frequencies above 30,000 kilocycles would present less difficulties.

X X X X X X X X X

### MOTION PICTURE PRODUCTION IS TELEVISED

For the first time in history a motion picture crew in production was televised from a sound stage in Hollywood last week.

Thomas S. Lee, owner of W6XAO and President of the Don Lee Television System, took his twin telecameras - one a telephoto lens, the other a wide-angle lens - to stage 2B on the Marathon Street lot of RKO studios to shoot the production of Lum and Abner's new picture, "Dreaming Out Loud".

More than 2,000 "lookers" in all parts of Southern California watched grips, juicers and cameramen at work. They saw long shots, retakes and close-ups made. There were even pauses for "stills" and tele "lookers" were delighted to see how the flash bulb men move in on a set to shoot "muggs" of the actors.

Reception on nearly all of Southern California's several hundred television sets was reported to be excellent.

X X X X X X X X X

### MOSCOW PROMISES WORLD'S LARGEST TELEVISION STATION

A short wave television transmitter, which it is claimed will be the most powerful in the world, is to be erected in the Moscow Palace, according to the Moscow radio news bulletin in English, the U. S. Commerce Department reports. The aerial equipment, 1,000 ft. above ground, is expected to have a long range, and the main hall of the building will contain a screen 400 sq. meters in area.

X X X X X X X X X

The Federal Communications Commission this week granted the application of L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, and Aubrey Gay, doing business as Valley Broadcasting Co., West Point, Ga., for construction permit for new radiobroadcast station to operate on 1310 kilocycles with power of 250 watts, unlimited time.

X X X X X X X X X

5/17/40

# KVOS LICENSE RENEWED; RIVAL APPLICATION DENIED

The Federal Communications Commission, in a proposed finding of fact and conclusions, announced this week, concludes that the "public interest, convenience and necessity" will be best served by renewing the license of Station KVOS, Bellingham, Wash., and denying the application of the Bellingham Broadcasting Company for a new station seeking the facilities of KVOS in the same place. KVOS a few years ago was in hot water because of its "newspaper of the air".

The Commission held the Bellingham Broadcasting Company "not financially qualified" to operate its proposed station.

KVOS, which is the only station offering primary service to the Bellingham area, is declared to now be "legally, technically, and financially qualified to continue". The Commission points out that prior to July, 1937, the licensee "conducted its station in such manner generally as to encourage strife and discord in the community" and, subsequently "instances were presented \* \* \* \* of the continuance to some degree of doubtful practices, particularly with respect to the treatment of candidates for public office."

"The evidence suggests," the Commission explained, "but is not conclusive, that 'equal opportunity' was not afforded . . . and that censorship of candidates' speeches may have been imposed. However, determination of the question of censorship involves consideration of whether the material was libelous as a matter of law (a subject not within the jurisdiction of this Commission) and whether, if libelous, a licensee possesses the legal right to expunge from a proposed broadcast a libelous statement. In any event, in the light of this record, we do not feel called upon to pass upon these questions.

"The licensee has promulgated regulations since the cessation of the 'Newspaper of the Air' program designed to prevent a recurrence of that type of broadcasting. It has afforded use of its facilities for religious, civic and educational purposes. Its program service as a whole indicates that for the past year and more a wide variety of acceptable programs have been furnished. Recent instances indicate the maintenance of an unbiased attitude on the part of the station's management. Former questionable practices have now been discontinued."

Station KVOS operates on 1200 kilocycles, with 250 watts, unlimited time.

X X X X X X X X



:::  
 ::: TRADE NOTES :::  
 :::

James V. McConnell, Manager of the National Spot and Local Sales Department of NBC, has announced the appointment, effective immediately, of William O. Tilenius to the post of Assistant Manager of the department.

-----

Effective June 1, Station KROD, El Paso, Texas, joins the Columbia Network as its 119th affiliate. KROD, a new station licensed to operate full time, becomes a CBS outlet on the day of its inauguration. It is operated by the owners of the El Paso Times with 250 watts on 1500 kilocycles.

-----

The New Jersey Federation of Women's Clubs, meeting at Atlantic City this week, stressed the responsibility of the individual in supporting radio programs. The Radio Committee, headed by Mrs. Robert W. Cornelison, declared that it was a new duty of citizenship to support "quality" radio programs and condemn those deemed unfit, because such action "would promote the best interests of the radio and preserve the foundations of our democracy".

-----

The National Broadcasting Company will receive the national award of Phi Beta for the "promotion of the best in music and speech" on Friday, May 24. The presentation ceremonies will be broadcast during Alma Kitchell's Brief Case program at 7:05 P.M., EST, over the NBC-Blue Network, with Miss Kitchell accepting the award on behalf of NBC. The national professional women's fraternity of speech and music cited NBC's production of the NBC and the Metropolitan Opera broadcasts.

-----

"Radio Directing", a comprehensive textbook by CBS Director Earle McGill covering all phases of network program production, has been published by the McGraw-Hill Company of New York and is now on sale for \$3.50.

-----

Inconsistencies of interstate telephone rates in the Southeastern States and in New York and New Jersey were this week, by direction of the Federal Communications Commission, called to the attention of the Southern Bell Telephone and Telegraph Co., the New York Telephone Co., and the New Jersey Telephone Co. with request that consideration be given to revising their respective schedules. It was pointed out that the rates of the Southern Bell Telephone and Telegraph Co. which serves the Southeastern States, are generally higher than the rates of its parent company, the American Telephone and Telegraph Co. The difference ranges from five cents for station-to station day rates at a distance of 50 miles, to 60 cents at a distance of 750 miles. The same holds true for N.Y. and N.J. Telephone companies.

X X X X X X X X X X

## 50 KW. AIR COOLED WBZ TRANSMITTER COMPLETED

Final assembly of the new streamlined 50 KW WBZ transmitter has been completed at the Baltimore works of the Westinghouse Electric & Manufacturing Company. The equipment is to be housed in a New England colonial type building at a new location in Hull, Mass., from which point WBZ will deliver a tremendously improved signal to Metropolitan Boston and New England generally as compared with the old transmitter location at Millis, Mass.

The new 50-HG transmitter, manufactured throughout by Westinghouse, is similar to that installed last November at Westinghouse station KDKA. It incorporates many advanced features new to the industry. Chief among these is the complete air cooling of all tubes, thereby eliminating the cumbersome water system and permitting convenient utilization of exhaust air for heating of the transmitter building.

Remote control replacement of defective rectifier tubes by means of a relay shift device has been devised by Westinghouse radio engineers, thereby obviating lengthy program outages and reducing the danger factor of manual replacement of tubes while the station is on the air.

A new circuit principle developed by Westinghouse results in an efficiency of 80 percent in the power amplifier alone, which is more than twice the plate efficiency of conventional circuits, and provides an overall transmitter efficiency well above that of other types of equipment now commonly in use.

X X X X X X X

## PORTUGUESE STATION TO SELL CHEAP RADIO SETS

The Portuguese National Broadcasting Station (Emissora Nacional), in an endeavor to increase the number of radio sets in use in Portugal and thereby increase its annual income derived from tax receipts on radio receiving sets, has launched an extensive advertising campaign by press and radio to sell approximately 2,000 receiving sets at low cost, according to the American Consulate at Lisbon. An order for that number has been placed with a well-known American manufacturer to be handled in partial shipments of 500 sets at a time, a report to the U. S. Commerce Department stated. These sets are 4-tube a/c - d/c 110 volts, broadcast band and 6-tube short and medium wave sets of a/c - d/c 110 volts, the first selling for 297.50 escudos and the second for 595.00 escudos.

The sets are to be known as receiver E.N. (Emissora Nacional) and may be sold for cash or on a 7-months' installment basis so that they may be within reach of the poorer classes for whom they are intended. This plan of widespread sale of cheap sets is not new and was tried in Portugal four years ago. Several thousand sets of four-tube, a/c - d/c 110 volts were sold and the popularity of radio reception was increased.

X X X X X X X