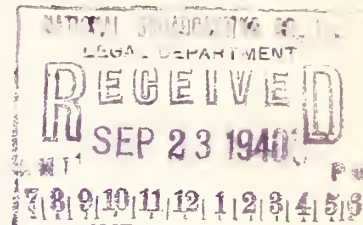


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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FOREIGN LANGUAGE BROADCASTS, FCC HEADACHE

The question of foreign language broadcasts by stations in the United States is one which is giving the Federal Communications Commission considerable concern. When asked if it was true that the Department of Justice had found that foreign governments were contributing to foreign language station broadcasts in this country, it was said that this had not been brought to the attention of the FCC. Chairman James L. Fly declared that it was an untenable thought that any foreign power should or could promote the operation of any U. S. radio station. He didn't feel sympathetic to anyone taking such a facility and devoting it to any special cause. Radio, in his opinion, was not an instrument for a particular cause.

Asked if there was any way to make foreign language stations use English only, the Chairman replied that the process would be very simple - the FCC could just issue an order to that effect. In fact, he said that the Commission had thought of it. It was, however, not an easy task. Those taking the action would have to consider all sides of the case. There would be a lot of arguments in favor of continued service. The foreign language stations could be utilized from an Americanization point of view. He pointed out that many of these stations were doing a real job of Americanization as a part of their work and that they seemed to be glad to do it. The Chairman cited the case of WJBK, of Detroit, issuing an Americanization pamphlet in Polish.

It was revealed that the Commission was checking foreign language broadcasts, translating script and making recordings. Also that many broadcasters had shown themselves willing to cooperate. There was a check on the part of the FCC by monitoring, or listening, to any foreign language stations under surveillance. It was also brought out that the FCC is using translators and interpreters but did not have as many as would be necessary to do a more complete job.

When it was reported to the FCC that there had been considerable complaint against German newscasts from certain New York foreign language stations, the reply was that the FCC did not know about these particular cases but it was admitted that the Commission gets quite a few complaints about such broadcasts in general.

Asked if there was a chance of foreign language broadcasts being cut off the air, Chairman Fly was non-committal. It was added that that may not be the best method in which to handle the problem.

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BIG REALLOCATION TO AID POLICE RADIO

Pursuant to agreements made at the first Inter-American Radio Conference, held at Havana in 1937, the Federal Communications Commission is shifting certain police and amateur frequencies, effective November 1, 1940.

Following negotiations between the Commission, the amateurs and representatives of the International Association of Chiefs of Police (IACP) and the Associated Police Communication Officers, Inc. (APCO), it was arranged for the amateurs to relinquish the frequencies between 1715 and 1750 kilocycles and to accept the frequencies between 2000 and 2050 kilocycles in exchange. Likewise, the police relinquish the zone police frequencies 2036, 2040 and 2044 kilocycles. In return, the police service receives the frequencies 7480, 7805, and 7935 kilocycles and three channels in the band 1715-1750 kilocycles.

At the present time, police radiotelegraph stations are not assigned any frequencies which are useful for long-distance daytime communication. The assignment of this 7 megacycle group of frequencies will provide the country with three necessary long-distance daytime radiotelegraph channels. In addition, the "day only" restriction is being removed from the 5 megacycle channel frequencies (5135, 5140, and 5195 kilocycles) which will permit three long-distance night communication channels.

It appears that in a few particular instances the prohibition of radio-telephone relays has resulted in an undue hardship. The rules are therefore being changed to permit the establishment of certain voice communication circuits involving relays upon proper showing of the need therefor and upon express authorization by the Commission.

Other minor changes involve the requirement that a 60-day notice be given the Commission prior to the termination of all inter-municipal agreements, together with modification of certain radio station log and frequency tolerance requirements.

Today the United States has more than 1000 police radio systems operating approximately 6300 mobile units.

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RECORD PHILIPPINE REGISTRATIONS

The Office of the American Trade Commissioner, Manila, reports that net radio registrations during July reached a new alltime high, indicating this one line of business was not affected by the prevailing depression. The total for July, the last month reported, was 1,963, with a cumulative total for the first seven months of 1940 showing a gain of 60 percent.

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WOR TO SPEND \$100,000 ON NEW TELEVISION STATION

The Federal Communications Commission has affirmed its June 18th tentative grant of a construction permit to Bamberger Broadcasting Service, Inc., for a new television station in New York City to use Channel No. 6 (96,000-102,000 kilocycles) with 1 kilowatt aural and visual power, A3 and A5 emission.

Confirmation was made upon showing that, in fostering television development, the applicant will test vertical and horizontal antenna systems, experiment with FM (frequency modulation) sound carrier, and make comparisons of pictures using from 441 to 729 lines and 15 to 30 frames.

A minimum of \$100,000 has been made available for this proposed program of experimentation. The exact site of the station has not yet been determined.

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WAR FORCES IRISH TO BUY DIRECT

An increasing number of Irish importers are buying direct from the United States rather than through British agents as formerly, the American consulate at Dublin advises. War conditions have made it difficult to import American merchandise into Ireland by way of England. Among the difficulties are such factors as lack of interest in American goods on the part of British agents, high freight rates between Great Britain and Ireland, inability of British agents to obtain import licenses for American products, and the prevailing uncertainty of merchandise arriving in England being permitted to leave the country.

Since March of this year, there has been an average of nearly one neutral vessel a week arriving in Irish ports from the United States which indicates that there are actually more vessels carrying freight from the United States than was the case before the war. Freight rates and insurance are high because of the war, but it costs considerably less to ship an article direct from the United States to Ireland than by way of British ports.

Because of war conditions, United States remains the only country from which Ireland can count on obtaining imports. Trade developed now would, it is believed, be retained to a large extent after hostilities in Europe ceased, especially as Ireland is desirous of improving its American trade relations.

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NO OBJECTIONS YET REGISTERED TO N.A.R.B.A. ALLOCATIONS

No objections have been registered to the sweeping North American Regional Broadcasting allocations as yet by U. S. broadcasters, the Federal Communications Commission reports. Allocations will affect 777 of the 862 radio stations now operating in the standard broadcast band (550-1600 kilocycles) in this country. It is to go into effect March 29, 1941.

Chairman Fly credits the gentlemen who worked out the N.A.R.B.A. plan with doing a "really constructive job". Someone suggested that the change might give certain stations a poorer frequency than they had before. The Chairman replied that he had heard that this might be the case but that he didn't think there would be specific difficulty on that score.

One of those present at the interview cited a shift in the frequency of Station WOL in Washington as a particular example, saying that he couldn't receive it as well as he used to. Several others present immediately pointed out that the N.A.R.B.A. shifts haven't gone into effect yet and that WOL was shifted before Chairman Fly came into office. Nevertheless, Mr. Fly mentioned that he favored anything to improve WOL service. He said that he thought the sky wave was bad on WOL and that sometimes he heard three or four stations at that place on the dial at once.

Someone also suggested bettering the reception of Station WJSV, in Washington, saying that he heard them at both ends of the dial. "They laid that egg themselves", commented the Chairman, "and besides you seem to need a new radio."

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COSTS A. T. & T. \$16,000 TO TIE IN NEW MUTUAL STATION

The American Telephone & Telegraph Company has added lines from Salt Lake City to Provo, Utah, for the purpose of program transmission facilities to connect Station KOVO at Provo with the Mutual Broadcasting chain. It is estimated the cost of the proposed construction will be \$16,400.

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DILL GETS GUBERNATORIAL NOMINATION

Once a politician, always a politician! Although former Senator C. C. Dill, co-author of the 1933 Communications Act, swore that he was through with politics, he was nominated for Governor of Washington on the Democratic ticket. His opponent is Mayor Clarence D. Martin, of Seattle.

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FCC WILL DECIDE DIFFICULT CITIZENSHIP CASES INDIVIDUALLY

As a result of inquiries made by the American Communications Association, the members of which seemed a little apprehensive of the "harsh cases" arising in requiring citizenship proof of common carrier employees engaged in international communication, Chairman James L. Fly of the Federal Communications Commission conferred with the group in New York last week. The entire problem was talked over.

Brought up by the ACA representatives was a case where a bona fide citizen who had an alien wife. Chairman Fly said that he thought that every concerned employee should be definitely required to fill out the forms and supply data and that particular cases could be taken up later. The filling out of forms might properly be a question of continuity of employment with such persons. In individual cases subsequent reasonable and rational consideration could be given. It was said to be easy to conjure up difficulties at the receiving end of the questionnaires, but it was believed that these would disappear when those having the matter in charge could get around the table and talk them out.

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CINCINNATI COLLEGE PUTS ON RADIO SCRIPT COURSE

A new course in advanced script writing for radio is to be inaugurated this Fall in the evening college of the University of Cincinnati.

A continuation of the elementary course presented last year for the first time, the new class will be open only to those who have had previous training in radio writing. The elementary course in radio script writing, offered concurrently, is open to anyone with creative writing experience.

The elementary class in script writing at the University last year attracted adults ranging in age from 17 to 55 and included among others teachers, newspaper writers, fashion commentators and an agriculturist. Class-written dramatizations describing the work of various agencies of the Community Chest were aired over several Cincinnati stations, including WLW.

The instructor in both the elementary and advanced classes in scripting will be Arthur Radkey, Assistant Educational Director of Station WLW. Since his advent into radio five years ago, Mr. Radkey has written more than 2,000 programs, ranging from dramas to music criticism.

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GOLDWYN TELLS OF RADIO'S ADVANTAGES

In an article "Hollywood Is Sick" decrying the double bill feature in the Saturday Evening Post recently, Samuel Goldwyn threw this bouquet at what he apparently believes to be one of his worst competitors:

"Radio has three tremendous advantages over the movies. First, it is free - ignoring the original cost of the instrument and the trifling upkeep - second, it is convenient; you don't have to go downtown or even around the corner for it; it's right there next to your favorite chair, waiting for you; third, it is selective; if you don't like a program, you can switch it off for a new one. If you don't like a movie, on the other hand, nine times out of ten you sit there and take it anyhow, doggedly determined to get your money's worth, and building up a subconscious resentment against all movies. It's just as if you had sealed and stamped a letter and then reconsidered what you had written; it takes a strong-minded person to waste that good stamp.

"Add to these advantages the fact that radio is branching into television, and thereby coming even closer to the province of the movies, and you'll begin to appreciate our alarm over the competition. People will always go to the theater, because human beings are gregarious, but it's getting to a point where we will have to redouble our emphasis on the one thing that we can give audiences far better than radio can. That is realism. When I made 'The Hurricane', the hurricane scene alone took a solid year to prepare and cost \$350,000, even though it lasted only seven minutes on the screen. But people who saw it will remember it long after any hurricane on the radio.

"So what with apathetic audiences, competition from the radio, and profits cut by rising costs and by loss of the foreign markets, the movie industry is in a desperate fix. It's got to recapture its domestic public! And it knows that the surest way to do it is by abolishing the double bill."

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PROGRESS IN SIMPLIFICATION OF APPLICATION FORM REPORTED

Joint conferees representing the National Association of Broadcasters, the Independent Broadcasters, the FM group and representatives of the Federal Communications Commission report progress and probable agreement on possible changes in the application forms. It isn't thought that there will be any difficulty in working out something mutually satisfactory. It was said at the Commission that any provision in the application forms which is burdensome or embarrassing could be eliminated. The group will probably meet again shortly.

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NEW BBC 6-HOUR U.S. PROGRAM

For nearly six hours every night the British short-wave station will beam non-stop programs on listeners in Canada and the U.S. when, on September 29, Transmissions 5 and 6 of the British Broadcasting Corporation's World Service are merged, to become the North American Transmission.

Features already familiar to North-American listeners will continue, but at different hours, and a number of new items - designed, like the rest of the Transmission, to meet Canadian and American tastes - will be introduced.

The new six-hour British program will begin at 5:42 P.M., EST, and run continuously until 11:35 P.M., EST. Hereafter there will be four transmission periods of the BBC World Service as follows:

Pacific Transmission	1:10 A.M.-5:15 A.M., EST
Central Transmission, Part I (Eastern)	5:40 A.M.-11:45 A.M., EST
Central Transmission, Part II, (Africa)	11:55 A.M.- 5:25 P.M., EST
North American Transmission	5:42 P.M.-11:35 P.M., EST

Extensive changes in the timing of news bulletins and other fixed-point broadcasts are involved.

The Central Transmission (Africa) and the North American Transmission will come into force on Sunday, September 29, and the Pacific and Central (Eastern) Transmission on Sunday, October 6.

Mr. F. W. Ogilvie, Director-General of the BBC, will discuss the new developments in a talk in each of the four transmissions. He will deal with the North American Transmission in the "Britain Speaks" periods at 8:30 P.M., EST and 11:15 P.M., EST on September 30.

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There are some 270 pending applications for additional facilities in the present standard broadcast band, of which number 56 are for construction permits for new stations.

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WISCONSIN UNIVERSITY STATION EXPERIMENTS WITH TIME SIGNALS

The two portable stations of the University of Wisconsin are operating experimentally on 3492 and 4797 kilocycles, with 600 watts power, for the purpose of transmitting time signals to be used in connection with the geological investigation of the surface of the earth and the physical characteristics of the strata below the surface of the earth.

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WORRIED "HAM"

A New Jersey amateur inquires if it is permissible to (1) listen in to short wave transmission from foreign stations, and (2) if he can still exchange post cards with "ham" operators in Europe.

The Federal Communications Commission advises that though amateurs in the United States are now prohibited from exchanging radio communications with such radio stations abroad, there is no regulation against listening to foreign broadcasts, or communicating with persons overseas by mail, telephone, telegraph or cable.

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AIRLINER FIRE WAS OPTICAL ILLUSION

A supposed "fire" which forced down an American Airlines plane near Louisville, Ky. last Friday afternoon was reported by Federal investigators to have been an optical illusion created by the "fire" of reflected sunset and the "smoke" of a strip of gray tape vibrating in the propeller slipstream.

Passengers on the plane were P. J. Hennessey, Jr., counsel for the National Broadcasting Company, and J. A. Chambers, radio engineer, also of Washington.

The "fire" had such a realistic appearance it was reported to the pilot by an official of the airline who thought he had seen a wisp of supposed smoke and flame issuing from the wing behind the left motor. The motor was stopped and the pilot operated a fire extinguisher before proceeding to an emergency landing field, to which ambulances and fire-fighting equipment had been summoned.

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 :::::TRADE NOTES:::::
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Station WRNL, Richmond Radio Corporation, Richmond, Va., has been granted license to cover construction permit to increase power from 500 watts to 1 kilowatt day and night, unlimited time, on 880 kilocycles.

The Federal Communications Commission has also granted WCAE, Pittsburgh, with a power increase of from 1 to 5 KW, unlimited time and WXYZ's power has been boosted from 1 to 5 KW.

Called by one of his friends "a child of destiny", Powell Crosley, Jr., radio magnate, scored another triumph when the Cincinnati baseball team, of which he is the owner, won its second straight National League championship.

In his column "The New Yorker", Leonard Lyons on September 18th reported that Charles Michelson, Publicity Director for the Democratic National Committee, has requested the broadcasting chains for free time in response to Willkie's campaign speech last Monday night. Michelson's protest is based upon the fact that Roosevelt's Labor Day broadcast had been considered a political speech, and that it really wasn't.

Mr. Lyons further said that "Wendell Willkie will broadcast for the transcribed radio show, 'Famous Fathers.' He will be interviewed by Howard Lindsay, star and co-author of 'Life With Father.' " Political or non-political?

A portable mobile transmitter W2XWC of the Detroit police is conducting tests to determine the relative merits of frequency modulation as applied to the Municipal Police Service.

To transmit pick-up visual programs in Chicago to the main station for broadcasting, Balaban and Katz Corporation will use a new television relay broadcast portable transmitter using the frequencies of 204,000-216,000 kilocycles and 250 watts visual power.

The South Porto Rico Sugar Co., Ensenada, Porto Rico, has been granted special temporary authority by the Federal Communications for point-to-point radiotelegraph station in the fixed public service at Ensenada, P.R. to communicate with radio station FFI at Fort de France, Martinique, a station operated by the Government of Martinique.

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NEW SOUND-LEVEL METER HAS WIDE RANGE

A new portable sound-level meter, lighter and more compact than any previous instrument of this kind, has been built by Walter Mikelson and others of the General Electric general engineering laboratory. It weighs only 19 pounds but has a range of 24 to 120 decibels or roughly from the rustle of leaves to the scream of a factory whistle.

The new meter may be used quickly and conveniently for almost any kind of noise study, including airplane engine, cabin and propeller noises; traffic noise; sound in theaters, auditoriums and radio studios; and noises of motors, fans, generators, turbines, pumps, bearings, gears, cylinders and other parts of machinery.

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PLANS TO PUBLICIZE NATIONAL DEFENSE PROGRAMS OUTLINED

Following the announcement from the White House that President Roosevelt had designated WOR-Mutual news analyst Wythe Williams to arrange a special radio series publicizing national defense, Mr. Williams this week briefly outlined the plans for the program.

"The proposed series would be an official radio program consisting of interpretations by well-known commentators on the national defense reports of different government departments", Mr. Williams said.

The veteran reporter explained that the program would be a half hour in length and probably would be broadcast Sunday nights. The programs will be rotated on the three national networks with each chain devoting a half hour every third week.

Mr. Williams stated that the commentators roundtable was designed to give the American people authoritative explanations of the progress of national defense by newscasters trained in analyzing the content of government measures and experienced in radio presentation.

A complete production plan for these programs will be in the President's hands by next week, Mr. Williams declared.

"I have been conferring with government officials concerning the program for about a month", the WOR commentator added. "I saw President Roosevelt at Hyde Park two weeks ago and again in Washington last week-end."

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