

HEINL RADIO BUSINESS LETTER

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No. 1271

TRY THE SHORT WAVE BANDS, CALDWELL URGES

If you have explored only the broadcast band, you have explored only a very small part of radio's vast empire, Dr. Orestes H. Caldwell, former U. S. Radio Commissioner, told a coast-to-coast audience.

"When I was a young boy, I remember that there came into my hands, in some way, one single volume out of an encyclopedia set", Dr. Caldwell, who is also the radio industry's Number 1 editor, said. "This particular volume covered only the letters B and C, but I read it intensively, all the way from Botany and Boxing, clear through to Crabs and Cracow. I learned all about Bunyan, Bunker Hill, Carbolic Acid and Cervantes. But for a long time I wondered what other marvels must lie beyond the borders of that single volume with which I had become so familiar.

"In much the same way, a radio listener who confines himself to listening merely on the broadcast band is shutting himself out from the rest of the vast alphabet of radio. He is covering letters B and C all right, but he is overlooking a whole world of fascinating information and entertainment that is to be found along the rest of radio's expanse.

"For the broadcast band, from 550 kc to 1600 kc, which we know so well, covers only about 1000 kc, as you will see by subtracting 550 from 1600. Compared with this, the total radio frequencies now available add up to about one hundred million kilocycles - or 100,000 times as much as the small broadcast range which you tune back and forth."

"Already great sections of the radio short-wave spectrum are occupied and in use, and you will find much fascinating entertainment as you explore these channels below the broadcast band.

"First come the police wavelengths, clearly marked on your shortwave dial. And if you are the kind of person who turns to look at a motorcycle cop speeding after a culprit, or a patrol wagon full of policemen dashing to quell a riot, you will find the police bands a perpetual carnival of adventure and protection against crime. Fights, neighborhood rows, accidents and fugitive criminals pour out of these police bands in unending succession. From your vantage point of your own radio short wave set, you can probably tune in on half a dozen city and state police departments, and so get a composite picture of the incessant activity of these tireless officers of the law.

"Next there are the airplane communication channels, - also marked on your dials. Tune in these and listen to pilots 10,000 ft. aloft, guiding great commercial transport planes and

talking to the dispatch officers at the landing fields. Hear the man in the tower order one plane to remain aloft, while he lets another plane make a safe landing on the field. Hear weather reports coming in from pilots over the mountains. And if a storm or fog comes up suddenly, you may tune in on some thrilling drama of the skies, as the traffic officers and pilots report quick but fateful decisions to go through, go over, or land at some unscheduled emergency field.

"Then, too, there are also the amateurs or 'hams' chattering away on these particular reservations in the short-wave band. Radio amateurs, as you will find, usually busy themselves with talking on the air with other hams halfway across the continent about the relative merits of their 'rigs', their antennas and the circuits they are using. But when an emergency arises, such as a flood, hurricane or earthquake, shutting down regular communication, the hams are always 'there' rendering invaluable public service by relaying vital messages when no other means are available. At such times, the amateur channels fairly sparkle with drama and adventure.

"But most interesting of all the short-wave bands nowadays, of course, are the international news channels bringing us direct news from the European capitals. These give every owner of a radio with a short-wave band, the opportunity to listen in directly to the official statements by the representatives of the nations that are broadcasting."

"Few people make use of the short-wave bands to listen to foreign stations direct, or know the secret of successful tuning-in on the short-wave spectrum.

"Simply turn the short-wave tuning dial very slowly while the volume control is turned high. The listener must then listen intently, and if he comes upon a program, tune squarely in to its center for best reception. Tuning in the short-wave band is a matter of the most careful fingering, for the width of a hair may tune in or out an important foreign broadcast.

"The places where the foreign broadcasts come in on your dial are undoubtedly marked by groups - 16 meters, 19 meters, 25 meters, 31 meters and 49 meters. Most of the foreign broadcasts are sent out on all or many of these wavelengths, so that you can tune in the program at the wavelength which is reaching you best at the time. Because daylight has a very important effect on shortwaves, owing to the sun's ionization of the atmosphere, the 16-meter band will be found best for morning reception. In the afternoon, use 19 and 25 meters. In the early evening tune to 25 and 31 meters. And late at night use 31 and 49 meters.

"Here are some of the European news broadcasts which are heard best in the United States during regular listening hours:

London - 9:00 A.M., 12 Noon, 2 P.M., 4:50, 5:45 and 7:30,
9:00 P.M., and 10:30 P.M. - all E.S.T.

Berlin - 7:15 P.M., 9:15 P.M., 1:00 A.M. - all E.S.T.

Rome - 7:15, 11:00 P.M., and 1:00 A.M. - all E.S.T.

Moscow - 8:00 and 9:00 P.M., E.S.T.

Hungary- 8:00 P.M., E.S.T.

"I can assure you that short-wave listening gives one a never-ending thrill - especially if you stop occasionally to think about the miracle you are experiencing. With all our modern transportation, the travel time across the Atlantic is still four or five days by boat, and one day by clipper plane. Yet, seated in your easy chair, you can travel this very night to Europe half a dozen times. You travel on the wings of radio, which requires only one-fiftieth of a second to make the trip across the Atlantic. You'll hear in orderly succession the statements of nations actually at each others' throats. It's as though in the midst of some great championship prizefight, we could tune in on the mental processes of the contestants and hear what they are thinking, between blows!"

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REQUEST OF ST. LOUIS BROADCASTER DENIED

The Federal Communications Commission has denied the request of Thomas Patrick, Inc., of St. Louis for indefinite extension of time within which to submit proposed antenna specifications. The FCC has advised the licensee that unless the required information is received by the close of business on November 2, 1940, the construction permit for modification of license will be retired to the closed files for failure to comply with the terms thereof.

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WMCA TO MOVE TO NEW SITE

Everything is set for Station WMCA, the Knickerbocker Broadcasting Co., at New York City, to move its composite transmitter from College Point Causeway, Flushing, to the site of the new main transmitter at Belleville Turnpike, Kearny, N. J. It will use directional antenna day and night. An excellent view of the new WMCA plant may be had from the Pennsylvania Railroad train as one enters New York City from Philadelphia.

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DIPLOMATS TO DEDICATE POWERFUL NEW CROSLEY STATION

The forging of a powerful radio link between the United States and its Latin American neighbors to the south will be officially completed on Saturday, October 12, with the dedication of the new 50 KW WLWO, international short-wave station of the Crosley Corporation.

Representatives of the Department of State, ambassadors and ministers of most of the Latin American republics, and other nationally prominent speakers will take part in a two-and-a-half hour program to be carried by WLWO, originating in Cincinnati and Washington, D. C. The first hour of the ceremonies will be relayed to listeners on the standard broadcasting band by WLW, from 8 to 9 P.M., EST.

In addition to diplomatic representatives, whose names will be announced later, the speakers will include Dr. Leo S. Rowe, Director-General of the Pan American Union, and Thomas Burke, Chief of the Communications Division of the State Department. Representatives of the Federal Communications Commission also will appear. The first hour will be broadcast in Spanish and English.

The second portion of the dedicatory program will include addresses by Francisco Castillo Najera, Mexican Ambassador; Capitan Colon Eloy Alfaro, Ecuadorian Ambassador; Diogenes Escalante, Venezuelan Ambassador; Adrian Recinos, Guatemalan Minister; Leon De Bayle, Nicaraguan Minister; Hector David Castro, Minister from El Salvador, and Julian Caceres, Minister from Honduras. This section portion will be conducted in Spanish, Portuguese and French languages.

At the hour of the dedication ceremonies, WLWO will be operating on a frequency of 15,270 kilocycles (19.6 meters), one of the six wavelengths for which it has been licensed by the FCC.

First experimental broadcasts over WLWO at present power were conducted last April. The station operates with a power output of 50,000 watts, which by virtue of a directional beam toward South America, reaches an optimum power of 600,000 watts in the territory it covers.

The station's transmitter is located at Mason, Ohio. It uses a rhombic, or diamond-shaped antenna, which focuses the radio beam in the comparatively narrow path used for transmission to the Latin American countries. Its programs, like those of WLW, originate in Cincinnati studios.

Recently, application for power of 75,000 watts for the short-wave outlet was filed with the FCC.

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MAGAZINE WRITER PANS MR. FLY

No public official was ever more thoroughly scorched than Chairman James L. Fly in an article "Trouble in Television" by Alva Johnston in the September 23th issue of the Saturday Evening Post. Extracts from the article follow:

"Television was ready last March to sweep the country when its progress was suddenly checked by Washington's discovery that Americans in ordinary circumstances were too poor to buy television sets and must be protected from the temptation by the Federal Government."

"Chairman Fly is one of the sponsors of the theory that people of moderate and low incomes should be protected against television because of a supposititious danger that the present-day television sets may soon become obsolete.

"A precedent for Chairman Fly's campaign to protect the poor against luxuries is to be found in the records of seventeenth-century trials in Boston, where women were convicted and fined for wearing silk, unless able to prove that their husbands were worth more than \$1,000.

"Frank R. Dutcher, of Balmville Road, Newburgh, (N.Y.), has a small television set. . . . Chairman Fly, of the FCC, visited the Dutchers to see their television set in operation.

"The first thing that Chairman Fly said", said Mrs. Dutcher, 'is "This is going to kill the movies."'

"The FCC's attack on television started early this year. In February, the FCC authorized David Sarnoff, President of the Radio Corporation of America, to start a campaign to sell television sets. In March, the Commission attacked Sarnoff for carrying out the authorized plan. In April, Chairman Fly testified before a Senate Committee that the FCC had been wrong and that Sarnoff had been right."

"Chairman Fly's explanation before the Senate Committee was that the FCC had 'misjudged the situation'. Several of the seven members of the FCC have long records as business baiters. The transcript of the television hearings before the FCC makes it fairly clear that some of the Commissioners are the kind of men who would rather have a controversy than an industry."

"There is only one practical television man on the Commission. This is Com. T.A.M. Craven, a retired naval officer and radio engineer. He described the Commission's attitude as 'absurd on its face'. Former Governor Norman S. Case, of Rhode Island, is another Commissioner who has not participated in the hostilities against television.

"Had Sarnoff been a smaller man, there probably would not have been any trouble in television. A less important figure would not have been attractive as a target for an anti-big-business crusade."

"Fly became a trust-buster in the Department of Justice in the time of President Hoover, and later a battler against utilities as a lawyer for TVA. He is, according to one Washington columnist, 'the cockiest' official who ever 'scuttled an economic royalist's ship'. He sees signs of big-business conspiracies in the most innocent words. He once interrupted a television engineer who testified that a certain engineering practice was 'recommended'.

"'I've been in the antitrust business for five years', said Fly, 'and I'm afraid of the word "recommendation".'

"Uproars have a habit of following Fly around. What is said to have been one of the most painful scenes in the history of the Supreme Court occurred on November 15, 1938, when Fly insulted Justice Roberts, who was inquiring as to the meaning of a phrase.

"'It is clear everywhere except in your honor's mind', said Fly.

"Fly treats witnesses before the FCC with no more ceremony than if they were Supreme Court justices. Lewis Allen Weiss, of Los Angeles, an executive of the Don Lee organization, was testifying that the Don Lee policy was to seek the best that there was in television.

"Fly cut in, 'That's Rotary Club talk. That's just a Rotary Club speech about American democracies have always progressed, and we will find the ways, and all that sort of stuff.'

"When Fly became Chairman of the FCC a year ago, he decreed that everybody should rise when the Commissioners enter the room. The custom of rising in courtrooms at the entrance of judges goes back a thousand years or so to the time when a judge was supposed to be, not the personal representative of the king but the king himself.

"It would show a better sense of the fitness of things if the Commissioners jumped up every time a taxpayer entered the room."

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FCC AMENDS FM RULES AND REGULATIONS

For the purpose of providing more effective use of the limited number of channels available for high frequency broadcast stations (FM), the Federal Communications Commission has amended the Rules and Regulations Governing High Frequency Broadcast Stations so as to clarify the requirements as to the areas to be served. Under the amendment the 35 channels are divided in three groups as previously. However, the extent of the service area of stations operating on these frequencies is defined more specifically.

The terms "basic trade area" and "limited trade area" are coined for the purpose of defining and establishing the area to be served by high frequency broadcast stations. In addition to these two areas, rural areas are also recognized as service areas. The meaning of rural area as used for this purpose is substantially the same as that defined by the Census Bureau except for certain modifications for radio purposes. Trade areas, both basic and limited, are selected as the best means of establishing the service of high frequency stations.

There will be approximately 625 basic trade areas. The Commission will establish the boundaries of these areas on the basis of a showing made by applicants and other Government economic radio coverage data. Special consideration will be given to the radio coverage limitations, but as far as possible, the retail trading area will be followed. Each area will have one or more stations designed to serve the entire area, but since the area may vary widely in size, the effective radiation (determined by antenna height, antenna gain and power) from stations in different areas will vary widely. To permit the stations in the large cities to extend their areas beyond the trade area would necessarily result in a situation where some areas which could otherwise support a station would not be able to do so, and as a result, the plan for uniform distribution of service where technically and economically feasible would be impaired.

Twenty-two channels are assigned to be used by stations serving basic and limited trade areas in which the city in which the station is located has a population of over 25,000. Six channels are reserved for the basic and limited trade areas in which the city in which the station is located has population less than 25,000.

In case an application is submitted for a station to serve an area which has not been established and recognized by the Commission as a service area for high frequency broadcast stations, the applicant must submit the necessary data to permit the establishment of the area as a service area. In case of basic trade areas, a composite map should be made from the several sources on retail trading areas. The following are recognized sources of information: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Company (Trading Areas), and Hagstrom Map Company's Four Color

Retail Trading Area Map. If other reliable sources of information are available, they may also be drawn on the composite trade area map. This map may best be made on copy drawing paper with the area boundaries from various sources in different colors.

Stations designed to cover a limited trade area must also have an established service area. The Hagstrom Map Company's Four Color Retail Trading Area Map may best be used to assist in determining the service area.

In covering a trade area, the transmitter must be so located that good service is delivered to the trade center of such area and the field intensity contour bounding the service area of the station should conform generally with established boundary of the trade area. In rugged terrain or sparse population, special consideration must be given to the service area in light of the engineering and economic factors involved. A station designed to serve a basic trade area in which the principal city constitutes one of the metropolitan districts, as determined by the Census Bureau, must deliver a signal of at least 1 mv/m throughout the business district of each city in the metropolitan district with population over 10,000.

Seven channels are assigned for stations designed to serve primarily large rural areas which cannot be served satisfactorily by stations serving basic and limited trade areas due to technical or economic limitations. These stations are permitted to serve principal cities or other cities provided that in giving this service, they do not sacrifice their rural service which the station is designated to serve. These stations cannot be located so that their service area coincides with limited or basic area station. The location ordinarily would utilize high topographical locations to permit of the coverage of large rural areas which must be at least 15,000 square miles except in special cases provided in the rules. The purpose of these stations is to round out the service to the rural area which these stations can supply, but could not be supplied by the stations designated to serve trade areas. The key to these stations is large rural coverage without competitive advantages over trade area stations.

By Section 3.223(d), an area of unusual characteristics is recognized as a service area which does not fall under the pattern as outlined above. Such an area will be recognized as the service area of a station only in special cases where a definite need can be shown and where unfair competition will not arise. The general plan as outlined for the areas in Section 3.223(a), (b) and (c) is necessary to give a well rounded out technical service and create a sound economic basis for allocation. This special service area is established only for the very unusual case which may arise but which must not result in a substantial departure from the purpose and plan in rendering service to the public by means of high frequency broadcast stations.

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NEW SAFETY FOOT CONTROL AUTO RADIO

The Zenith Radio Corporation of Chicago displayed publicly this week for the first time the new safety foot controlled automobile radio development.

"For years the trend of the automotive engineers has been to take the controls such as the throttle, the accelerator, the light dimmer switch and other devices away from the hands of the driver and place them under his feet to operate so that the eyes may be kept on the road and the hands on the wheel", Hugh Robertson, Vice-President and Treasurer of Zenith, explains.

"Now comes the Safety Foot Controlled auto radio development which permits the driver to change stations at will, completely silence the radio, or turn it on instantly with a single foot control while the driver keeps his eyes on the road and his hands on the wheel.

"With the left foot the driver pushes the lever all the way down and it automatically tunes the radio to the next station. When the passenger or the driver desires to talk, a slight pressure of the left foot on the same switch which resembles a dimmer switch instantly silences the radio program; lift the foot and the program is on again without waiting for the radio to warm up.

"This safety silencer feature is also of value to permit listening when approaching railroad crossings, etc. The safety foot control also allows an additional extension to the rear seat, so that 'back seat drivers' may control the radio if they desire."

This Foot Controlled Radio was developed and patented by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, and will be shown at the New York and Chicago Automobile Shows on the Lincoln, Zephyr, Nash, Mercury, and Ford cars.

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GERMAN SETS INCREASE 100,000 PER MONTH

The number of licensed radio receiving sets in Greater Germany (inclusive of the new Eastern Provinces but exclusive of the Protectorate of Bohemia and Moravia and of the occupied areas) amounted to 14,431,142 on June 1, 1940, an increase of 103,224 over the preceding month, the American Embassy in Berlin reports. This number includes 1,022,061 sets which are exempted from paying the license fee for social reasons.

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INTERNATIONAL STATIONS CALLED FOR NATIONAL DEFENSE CONFERENCE

Federal Communications Commission plans, as a part of National Defense, to exercise stricter control over international broadcast programs from United States stations will be discussed at a conference in Washington Monday, October 7.

The FCC proposal would require all international stations to put their program plans in writing, prohibit them from deviating from the written programs and would require them to record all broadcasts.

Among those who may participate in the conference Monday are Guy C. Hickok, of the National Broadcasting Company; Walter Evans and J. B. Rock, of Westinghouse; E. S. Darlington, of General Electric; James Shouse, of the Crosley Radio Corporation; Miss Tucker, of the Columbia Broadcasting System, and Walter S. Lemmon, of World-Wide.

Under the Defense program the FCC has set up an elaborate net of listening stations with recording apparatus, enabling the Government to collect its own evidence, although it is contended the Commission is without authority to copy private messages and turn them over to the Department of Justice without violating the Commission's own statute.

The Commission some months ago tried to put in a rule requiring international stations to broadcast only programs reflecting the culture of the United States, but the move was viewed by some as censorship and was protested by the radio industry and other groups.

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PHILIPS RADIO MANAGEMENT REPORTED IN NEW YORK

It is understood from a Department of Commerce bulletin, that the management of the Philips concern is in New York and that Philips radios are now being sent to Curacao from New York. The transfer of the headquarters of the Philips concern was a legal one carrying no active business operation with it. The company is represented in Curacao by a director, Professor A. S. Oppenheim.

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Led by KYW of the Westinghouse Company in Philadelphia, being boosted from 10 to 50 KW, power increases have been granted as follows: WBRC, Birmingham, Ala., from 1 to 5 KW; WDWJ, Times-World Corp., Roanoke, Va., 1 to 5 KW; KMED, Medford, Ore., 250 watts to 1 KW., and WNEW, New York, from 1 to 5 KW.

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U.S. SHORT-WAVE PROGRAM SPONSORSHIP RENEWED

S. C. Johnson & Son, Inc., makers of Johnson's Carnu, Self-Polishing Glo-Coat, and other wax products, have renewed their sponsorship for thirteen additional weeks of two short-wave, foreign-language, broadcast series directed to Latin America over NBC short-wave stations WBNI and WRCA beginning October 11.

In order to reach the greatest potential audience, broadcasts in both Spanish and Portuguese are being made. The Spanish program, "Las Estrellas de Hollywood" (The Stars of Hollywood) features Olga Andree as commentator and de Olivares as announcer, and is heard Friday nights at 9:30 to 9:45 EST. The Portuguese program "La Vida en Hollywood" (Life in Hollywood) features Iracema de Mello as commentator and Fernando de Sa as announcer, and is heard Friday nights at 7:15 to 7:30 EST.

S. C. Johnson & Son, Inc. was one of the first national advertisers to utilize short-wave broadcasting in developing the Latin-American market for their products. These two series of broadcasts which began July 12, 1940, were placed through Erwin, Wasey & Co., Inc.

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NEW G.E. TRANSMITTER MANUFACTURING BLDG.

The General Electric Company announces that contracts have been awarded for the construction of a new building in its Schenectady works to be used in the manufacture of radio transmitters. The building will be of brick and steel construction, 800 feet by 168, with provision for multi-story offices in front. The cost probably will be in excess of \$500,000.

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COLUMBIA BILLINGS UP 21 PERCENT

Columbia Broadcasting System billings in September amounted to \$3,108,448, against \$2,563,132 in the 1939 month, an increase of 21.3 percent. The cumulative total for the first nine months was \$29,512,875, a gain of 22.1 percent over the \$24,169,694 last year. Mutual's September billings were \$283,463, a 34.6 percent increase over the \$210,589 last year. The total for the nine-month period was \$2,777,833, against \$2,256,817 in 1939, a gain of 23.1 percent.

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