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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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TO EISENHOWER
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FCC LICENSES FIFTEEN "STATICLESS" STATIONS

The Federal Communications Commission on Thursday started a new industry in the radio broadcasting field with the granting of 15 licenses to operate frequency modulation stations on a commercial basis. These permits were the first to be granted since the FCC provided 35 channels between 43,000 and 50,000 kilocycles for FM service and adopted rules to govern the operation of the staticless stations.

Frequency modulation, dubbed FM in the trade, by making use of bands in the extreme high range of frequencies, performs with "bell-like clarity", its sponsors claim. It is said to be entirely free from static, to offer a much wider tone range than standard broadcasting and to permit more stations on the same channels without interference. The last-mentioned asset opens up a new field for broadcasting, which has long clogged the present standard broadcast band.

Its chief drawback, as brought out at FCC hearings, is that its short radius of 50 miles restricts its use, at least for the present, to urban areas, listeners in rural sections out of range of the broadcasting stations being forced to rely on standard broadcasts.

FM will require new receiving sets and special broadcasting equipment, all of which, the FCC feels, will contribute to employment and to trade.

The new stations are widely scattered geographically and are designed to service millions of listeners with the new type of radio transmission. Three are in New York City. Thirty-six more applications are pending and others are expected to pour in shortly.

The pioneer FM commercial licensees and location of the authorized stations are:

Detroit - The Evening News Association; Los Angeles - Don Lee Broadcasting System; Baton Rouge - Baton Rouge Broadcasting Co.; Salt Lake City - Radio Service Corporation of Utah; Chicago - Zenith Radio Corporation; Mt. Washington, N. H. - The Yankee Network; Milwaukee - The Journal Co.; New York City - National Broadcasting Co., William G. H. Finch, Marcus Loew Booking Agency; Evansville, Ind. - Evansville On the Air, Inc.; Binghamton, N. Y. - Howitt-Wood Radio Co., Inc.; Brooklyn, N.Y. - Frequency Broadcasting Corp.; Columbus, Ohio - WBNS, Inc.; Schenectady, N. Y. - Capitol Broadcasting Co., Inc.

On the basis of testimony by engineers of both the radio manufacturing and the broadcast industries, the Commission heralds the business debut of FM as inviting public demand for service and sets, which will have a stimulating effect on programming as well as on the purchase and maintenance of new equipment.

At the same time, FCC officials pointed out that there is no likelihood that FM broadcasting will develop so rapidly that present-day standard receivers will become obsolete.

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ROCKEFELLER ADDS TWO MORE TO CULTURAL STAFF

Nelson A. Rockefeller, President of Radio City, and Coordinator of Commercial and Cultural Relations between the American Republics, has announced the addition of Karl August Bickel and Don Francisco to his Committee on Communications.

John H. (Jock) Whitney and James W. Young had been previously named to the Committee; Mr. Young serves as Chairman.

The Committee will execute the radio, news, motion picture and related phases of the program drafted by the Office of Coordination.

Mr. Bickel, of Sarasota, Fla., served as President of the United Press from 1923-35 and is Chairman of the Board of the Scripps-Howard Radio Company. Mr. Francisco, of New York City, has resigned and taken leave of absence as President of Lord and Thomas, advertising agency, to assume his Government assignment.

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WIRELESS LOUD SPEAKER EXPERIMENTATION

As a result of hearing, the Federal Communications Commission has ordered a grant of a construction permit to Guy S. Cornish of Cincinnati, Ohio, for a new high frequency experimental station to operate on 310,000 kilocycles, with power of 1 watt, and type A3 emission. The applicant proposed to develop facilities for the transmission of aural signals between the announcer or speaker at public gatherings and the loud speaker system in instances where it is not possible or practical to use microphone cable.

The permit is granted upon an experimental basis only, subject to change or cancelation at any time, and upon further condition that no interference shall be caused to other radio service.

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FCC REPORTS TELEVISION PROGRESS

Following a meeting between James L. Fly, Chairman of the Federal Communications Commission, and W.R.G. Baker, of the General Electric Company, Chairman of the National Television Systems Committee, it was announced that considerable progress was being made in the effort to arrive at an agreement with regard to television standards by January 1. A particular effort is being made to accomplish this for not until standards have been set can the "go ahead" signal be given to the industry.

In this connection, the FCC has announced that it will confer with the NTSC early in January for the purpose of receiving a progress report on that Committee's study of the television situation.

The Commission will hear the Chairman of the Committee and the various Panel Chairmen, but will not call for recommendations as to whether standards should be fixed at that time.

The conference, which will not be in the nature of a hearing, will be held in Washington at a date to be announced later and will be open to the public.

Although Chairman Fly evidently has the manufacturers pretty badly worried by his enthusiasm over television in color, it was said the Commission as yet has had no engineering report on it. There seems to be two schools of thought with regard to introducing television images in color as against black and white. One is that it will be tremendously more difficult and expensive and will slow up the effort. On the other hand, a high Government official expressed the opinion to this writer that rather than color slowing things up quite the contrary - the introduction of color would stimulate it.

That the Columbia Broadcasting System had already spent a million and a half dollars in color television experimentation was revealed this week in a spirited reply Paul W. Kesten, Vice-President, made to a story in Variety. Mr. Kesten wrote, in part, as follows:

"Variety says: 'It is doubtful that as things now stand, RCA could justify new huge experimental program expenditures to its stockholders.' CBS, of course, has frankly no intention of doing anything more than 'shadow-boxing.'

"The facts are that CBS has expended to date over \$1,500,000 in television, has built and equipped the largest television studio in America, has created and tested hundreds of television programs, but has consistently refused to broadcast them as 'bait' to sell consumers expensive receiving sets until technical standards had sufficiently 'jelled' to protect the consumer against radical change which might make sets useless.

"CBS has done all this up-hill. It has found the best camera equipment in England or America not good enough to do the job it wants to do, not good enough to give television a lusty start as a new art. CBS engineers have designed and ordered better equipment, have already waited 14 months to get it, have produced color television without it.

"Variety reports about CBS: 'Recently when its one man engineering department, Peter Goldmark, rushed in a demonstration of color television . . . the immediate result was to steal the show from RCA-NBC.'

"The facts are: CBS has a 47-man full-time television organization, a 25-man television engineering personnel. Dr. Goldmark may or may not be the most able inventive engineer in television ranks - he could not alone have produced color television after hundreds of engineers in the vast laboratories of equipment manufacturers had abandoned hope that it could be done in the limited six megacycle 'width' of present television channels. Full credit is due him and his compact but talented staff for having lifted television out of its drab grays into full and glorious color, perhaps lifting all television, in this process, from a defeatist slough to a sound, sure-footed optimism.

"As for Variety's statement that: 'Faced with the Government philosophy that all must wait for the slowest among them and with no plausible way of getting back any portion of an already staggering investment in television, RCA is understood to be loath to go beyond routine programs such as are recommencing...' Whatever may or may not be Government philosophy, the net result of deferring 'commercial television broadcasting has been to permit the swiftest, not the slowest, to lead."

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MUTUAL ANNOUNCER HEARS OWN DRAFT NUMBER CALLED

Stephen McCormick, 26-year old Mutual Broadcasting System announcer, was describing the dramatic scene in the Departmental Auditorium in Washington, and interviewing selectives and their relatives over a coast-to-coast hook-up, when a fellow announcer tugged at his sleeve.

"Isn't your number 105?" asked Walter Compton.

"Yes, why?" McCormick whispered back. Mr. Compton pointed at the blackboard on which the numbers were being listed. No. 105 was the nineteenth drawn. So one announcer interviewed another on how it feels when the Government gets your number.

"I'm proud to be called", said Mr. McCormick.

A native of Taunton, Mass., Mr. McCormick has been a Washington resident for six years. He is chief announcer for WOL.

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STILL TRYING TO GET WHEELER TO WORK FOR FDR

The following observation regarding Senator Wheeler, radio leader in the Senate, is made by Ray Tucker of the McClure Newspaper Syndicate:

"New Deal strategists are still coaxing Burton K. Wheeler to declare for F.D.R. and campaign for the national ticket in areas where 'Old Bob' LaFollette's 1924 running mate carries vast influence. But the Montana man recently inserted in the Congressional Record a magazine article which will discount any last-minute switch. It appeared in Foreign Affairs, and is entitled: 'National Defense - Plan or Patchwork.'

"'Our Congress', it said, 'is not willing to write a blank check in respect to grants of power, and I do not think we should blame Congress. It encounters vagueness in high places. It knows that in June its adjournment was proposed, and that now there is much work for it to do. But Congressional delays or even refusals will not be decisive. The President of the United States has emergency powers already granted that give him, as Commander-in-Chief, sufficient freedom of action - to make or mar his reputation and perhaps save or sacrifice the country.

"'If we go the way of France, no one will be able to blame it on Congress. It has been generous, almost profligate, in granting money and, within the limitations it has imposed, there is ample authority for the spenders to be intelligent. Likewise there can be no legislative barrier to their intelligence.' And that's just how the Senator talks in private."

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ANOTHER NEW WASHINGTON STATION

Washington's radio stations soon will have a new member, it was disclosed this week when the Federal Communications Commission approved application of the Capital Broadcasting Co.

The new station, assigned a wave length of 1420 kilocycles, 250 watts power, will be located at Pierce and North Capitol Sts., North East, with a second booster tower on the East-West Highway between Bethesda and Silver Springs, Md. Stanley Horner, District auto dealer; former F. T. C. Auto Consultant Dyke Cullum, and Ed Spence, former WBAL (Baltimore) Manager, head the venture.

Construction will commence soon and the station will be ready about January 1. It will be on an 18-hour schedule and feature only local talent and events.

Meanwhile, Station WINX, operating on a frequency of 1310 kilocycles, plans to start schedules within the next few days. Headed by Washington Attorney Lawrence Heller, WINX is at Eighth and I Streets, Northwest, with a synchronized booster station on American University campus. It, too, will feature only local affairs. Reggie Martin has been named General Manager.

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SPECIAL MEETING CALLED TO SPIKE DIATHERMY INTERFERENCE

Because of the interference of electro-medical apparatus with National Defense communication, as well as the trouble it gives to broadcasting in general, the Federal Communications Commission has scheduled an informal engineering conference in Washington on Friday, November 29, to facilitate establishing particular frequencies for the exclusive use of such apparatus. The sessions will be presided over by Chief Engineer E. K. Jett, who has made a thorough study of the subject and who is largely responsible for its consideration at this time.

It is through the cooperation of interested individuals and groups that the Commission hopes to adjust the technical problems in connection with operation of high frequency electro-medical equipment. Such effort, it points out, is in keeping with views expressed at the Inter-American Radio Communications Arrangement signed at Santiago, Chile, last January.

"The serious nature of diathermy interference was first brought to my attention in 1935 when commercial and government communication agencies began to experience interference on the high frequencies used for long distance communication", Commander Jett said, in a recent broadcast. "The disturbances were at first attributed to stations operated by persons under the jurisdiction of foreign governments. The severity of the interference increased rapidly and agencies such as the Army, Navy and the commercial operating companies, cooperated with the Federal Communications Commission in an extensive search for the source of the interference. The signals were observed to shift from one spot on the dial to another without, of course, any call signal or other identifying characteristics. Observations indicated that the signals emanated from points far removed from the receiving stations.

"An investigation finally disclosed that the interference was caused by diathermy machines operated in medical centers and offices of private physicians. Radiations from one of these machines located in the vicinity of Boston were controlled by an ordinary telegrapher's key and the signals thus emitted in the international Morse code were easily read in Washington, D. C., and at Great Lakes, Ill., near Chicago. Since that time interference has rapidly increased as more and more diathermy machines have been brought into use by the medical profession.

"Local interference of radio programs is not our greatest cause for concern. The transmissions from diathermy machines are capable of being received across the continent and even across the ocean. The frequencies upon which they operate are used by the national defense and safety services. Interruptions of these services may jeopardize life or property, or seriously affect the nation's interests.

"I wish to emphasize that the Federal Communications Commission recognizes the importance of electro-medical apparatus

to the medical profession in the treatment of human ills. As a matter of fact, the Inter-American Radio Communications Arrangement signed at Santiago, Chile, in January of this year, specifically states that the use of diathermy apparatus has an important place in therapeutics, surgery and industry. The immediate problem, therefore, is how may the public enjoy the benefits of radio communication as well as those resulting from the use of electro-medical apparatus without conflict between these services.

"The Commission has been studying this problem for several years and has received excellent cooperation from the Council on Physical Therapy of the American Medical Association and other interested parties. A number of states and municipalities have enacted statutes and ordinances to deal with the subject. However, the general problem of interference has been approached by the Commission from the point of view that the public as a whole will be best served through cooperation in the industry. The Commission believes that through further cooperation it will be able to adopt standards of good engineering practice to guide manufacturers and users of electrical equipment and thus prevent radio interference."

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FTC ISSUES STIPULATION ORDER

George's Radio Company, Inc., 814 F Street, N.W., Washington, D. C., a corporation, engaged in selling merchandise, including radio receiving sets together with cabinets in which the sets are housed, has stipulated with the Federal Trade Commission to cease and desist from stating or representing that its products have a "factory" or "list" price of \$99.95, or any other designated price, when in fact the designated price is fictitious or in excess of or is other than the price for which the products are customarily sold in the usual course of retail trade.

Also it has stipulated to cease and desist from use of the phrase "More Than 1/2 Off", or "Reduced \$60" in connection with the offered retail selling price of \$39.95, or in any other way so as to import or imply that the regular or customary retail selling price of the products is \$99.95 or that the price of \$39.95 is a special price or is less than one-half of the customary sales price or is \$60 less than the customary sales price or is other than the regular or customary retail sales price of the products. Likewise refrain from use of the word "Grunow" as an escutcheon on cabinets housing radio receiving sets so as to import or imply that the radio receiving sets were made or manufactured by Grigsby-Grunow Corporation, formerly of Chicago; and from use of the word "Grunow" in any way, the effect of which tends or may tend to mislead or deceive the purchasing or consuming public as to the origin, size, capacity, make, manufacture, brand or type of the sets.

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In outward appearance looking like any other automobile and having no identifying marks, a specially built car now carries the Federal Communications Commission's new directional locating apparatus on its detection tours. The apparatus can, by moving from place to place, locate any "bootleg" radio station to within 100 yards. Simultaneously cylinders record broadcasts.

Crosley Corporation and Subsidiaries - Nine months to Sept. 30: Net loss, subject to audit, \$509,910, compared with net profit last year of \$158,376, or 29 cents a share, on 545,800 capital shares.

The Mutual Broadcasting System will have a total of 159 stations in its network when three 250-watt Virginia stations become affiliated with the chain on Monday. They are WLVA, Lynchburg, 120 kc.; WBTM, Danville, Va., 1370 kc., WSLs, Roanoka, Va., 1500 kc.

As a feature of the twentieth anniversary of the beginning of regular daily radio programs, Dr. Frank Conrad, and the man credited with having first used the word "broadcast" in connection with radio, will be the guest of Musical Americana, Thursday, November 7, at 10:30 P.M., EST, over the NBC-Red Network.

Frank Mullen, Vice-President and General Manager of the National Broadcasting Company and founder of the Farm and Home Hour, was the principal speaker at the Fifteenth Anniversary of agricultural broadcasting on Station WGY, Schenectady.

Employment has increased at such a fast pace in the Cincinnati area that it has been found necessary for radio station WSAI to replace its "I Want A Job" program with a weekly news summary, due to the scarcity of competent persons now without employment.

WOR will record off the line several major Mutual nighttime shows which cannot be fitted into WOR's evening schedule and will rebroadcast these programs during daytime hours. As a result, WOR listeners will now be able to hear "In Chicago Tonight" a Thursday night Mutual variety show from Chicago, every Friday morning at 10:30 A.M. "Lew Loyal", a Friday evening dramatic series, will have its matinee performance on WOR at 5:15 every Tuesday; Similarly, each episode of "Ned Jordan, Secret Agent" heard on Tuesday nights, will be recorded Saturday mornings at 8:30 A.M.

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NEW ACCOUNTING SYSTEM FOR TELEGRAPH AND CABLE CARRIERS

A revised uniform system of accounts for wire-telegraph and ocean-cable carriers was adopted this week by the Federal Communications Commission, to go into effect January 1, 1942.

Giving recognition to changes of operation in that industry and to the progress of accounting generally, the new system supplants the one made effective by the Interstate Commerce Commission in 1914, which has been found impractical of application to many present-day operations.

The variations from the old system are generally recognized as warranted by the carriers and by the National Association of Railroad and Utilities Commissioners, which is representative of State public utility bodies. They are fundamentally the same as those contained in the system of accounts prescribed by the Commission for telephone and radiotelegraph carriers. The prescribed system is the result of studies initiated by the former Telegraph Division of the Commission and thereafter developed by the Accounting, Statistical and Tariff Department. It conforms to Government accounting principles.

The revised rules provide, through prescribed segregation, for instant determination of the extent to which variations in revenue, expenses, and other elements of net income are attributable to changes in the rates of foreign currency exchange. This provision is considered sufficiently flexible to provide appropriate accounting for transactions involving foreign currencies under stabilized conditions as well as under present conditions of rampant fluctuation in the rates of exchange.

The new rules provide further for the segregation, among the charges against income, of amounts, if any, paid to other carriers or persons, on basis of the revenue or traffic volume of the accounting company, when the payee has not incurred any expense or participated in the service upon which the charge has been based. The revision also seeks to provide in general design for such future changes as can reasonably be anticipated.

The effective date was set in order to give the carriers a reasonable time in which to make accounting reclassifications accordingly.

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FCC ATTORNEYS' APPLICATIONS APPROVED

Applications for the following attorneys to practice before the Federal Communications Commission, approved by the Bar Committee on October 25, 1940, were approved by the Commission this week:

Thad H. Brown, former member of the Federal Communications Commission, Washington, D. C.; Arthur W. A. Cowan, Philadelphia, Pa.; Sam L. Collins, Fullerton, Calif.; Gerald J. Meindl, Portland, Ore.; James S. McCluer, Parkersburg, W. Va.; David Elden Tolman, Washington, D. C.; George H. Toole, Boston, Mass., and Philip M. Traynor.

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AGAIN THE ROOSEVELT RADIO EARNINGS

In his syndicated column, Westbrook Pegler writes:

"It is often said, on what basis I do not know, that Mrs. Eleanor Roosevelt gives all of her earnings to charity. I have never heard or read any announcement to this effect and suspect that those who believe this to be true have carelessly misconstrued the announcement of several years ago that she was donating to charity the proceeds of her radio orations only.

"According to John T. Flynn's figures in his book, "A Country Squire in the White House", Mrs. Roosevelt would have had \$750,000 over and above her radio income. And even if it is true that she gives most or all of this to charity, the question still is not what Mrs. Roosevelt does with the money but to what extent the presidential office figures in the calculations of those who pay it. Moreover, Mrs. Roosevelt need not give away a dime of this income. By her precedent, another First Lady could make as much or more by her work and showmanship and keep it all.

"John N. Garner stated the correct position when, early in the first term of the New Deal, in rejecting an offer of \$1,500 a week for radio work, he said that if the sponsor was trying to hire the Vice President of the United States, the price was too little, and if he was trying to hire John Garner, it was much too much.

"It is conceded that Elliott Roosevelt participated in negotiations before the Communications Commission which yielded him a profit of extraordinary size for a boy of his years at the time, and it has since been said by his own representative that he has been earning an income of \$1,000 a week as a broadcaster."

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"WE THIRD TERMERS" QUIPS MR. FLY

Some comment has been caused by James L. Fly, Chairman of the Federal Communications Commission, allegedly beginning a talk to radio manufacturers in New York by saying "We Third Termers have been under considerable fire lately".

This remark was construed to refer (a) to the criticism of President Roosevelt in the present campaign, and (b) the recent dressing down Mr. Fly himself received in the Saturday Evening Post. Also it would seem to indicate that Mr. Fly felt that he was pretty well entrenched in his present position.

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LIMITATION STATUTE IN RCA SUIT DISMISSAL

Supreme Court Justice Bernard L. Shientag dismissed last Tuesday in New York the major causes of action in an accounting suit brought by Rose Druckerman and eleven other stockholders of the Radio Corporation of America. They had charged conspiracy by present and former directors of the corporation with the General Electric Company and the Westinghouse Electric and Manufacturing Company to defraud R.C.A. for the benefit of the other companies.

Justice Shientag ruled that the six-year statute of limitations applied to the causes of action which he dismissed. These included the major portion of the \$500,000,000 losses alleged in the suit to have resulted from negligence and conspiracy on the part of the directors of R.C.A.

Justice Shientag specifically ruled out charges that RCA paid \$82,000,000 more than the book value of assets in acquiring the Victor Talking Machine Company, Inc., in 1929, and lost \$10,000,000 in a subsequent deal with General Electric and Westinghouse concerning the manufacturing properties of Victor. Another charge dismissed was that RCA paid at least \$170,000,000 too much in 1930 for exclusive patent rights of General Electric and Westinghouse, the exclusive feature of which subsequently was cancelled.

Justice Shientag ruled out also charges of excessive payments before 1930 to General Electric and Westinghouse, alleged losses through underwriting of certain Radio-Keith-Orpheum debentures, payment of allegedly improper dividends and fees for "fictitious services" before 1932 and wrongful profits in 1928 by directors from trading in Victor stock.

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November 5, 1940

U.S. PUTS MORE STEAM ON ITS SHORT-WAVE PROGRAMS

Beginning with this week's issue, several changes for the better have been made in the printing of the consolidated programs of the United States short-wave stations by John H. Payne, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce.

Heretofore, these programs, which are published by the Commerce Department and distributed by the Division of International Communications of the State Department, of which Thomas Burke is Chief, were issued in two sections - one for Europe and the other for Latin America. They now go out in one section weekly, the European program on the left-hand page each day opposite the Latin-American program on the right-hand page, so that the whole thing may be seen at a glance and, if desired, the hours compared.

The changes include a new title which reads in bold-face type "U.S.A. SHORT WAVE RADIO PROGRAMS" and there is an attractive revised design on the cover sheet, a combination of the Commerce Department's seal and radio beams flashing to Europe and Latin America. Large titles are put at the top of each sheet to make sure of no mixup on the part of anyone who has been accustomed to dealing with the programs separately. Asia programs are shown on the back.

The following note appears on the front cover:

"This program service is designed primarily for use in newspapers and other periodical publications, and is made available to them through the Commercial Attaches, Trade Commissioners and the Consular Officers of the United States. They may also be made available to others having a particular interest in short-wave reception from the U.S.A."

The Radio Manufacturers' Association compiles the programs but the idea of a consolidated U. S. short-wave program to be distributed by the Government to newspapers throughout the world originated with Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago.

The companies whose programs are distributed are the Columbia Broadcasting System; General Electric Company; National Broadcasting Company; WCAU Broadcasting Company, Philadelphia; World Wide Broadcasting Foundation, Boston; Crosley Corporation, Cincinnati, and Westinghouse Electric & Manufacturing Company.

There are three essential functions in international broadcasting:

First, technical perfection, which involves the use of adequate power and equipment. The Federal Communications Commission is now requiring that all United States international short-wave broadcasting be operated with a minimum of 50 kilowatts. This is a first essential for unless a broadcast can be well heard, it will have very limited utility.

Second, the selection of suitable programs and the artistic or effective presentation of them is vital. For even though programs might be easily heard, only those will listen who are entertained or interested. The tuning knob is the individual's censor. Nothing gets by it without the listener's permission.

Third, publicity is necessary even for the good things which are readily available. You must tell your prospective listeners when and where (at what frequency) they can hear the things in which they may be interested. This third item is the reason for distributing short-wave programs throughout the world.

If it is assumed that all American international broadcasters are supplying programs of interest that can be well heard, then the importance of having all the programs scheduled together becomes evident. Otherwise the listener cannot choose except by habit the program which will interest him most. The significance of this is evident when it is known that there are as many as eight programs beamed on Latin America at the same time by United States short-wave broadcasters. Also the listener must choose between these and the programs offered from London, Berlin, Rome, Moscow and any others which may be available at the same time.

The character of the U. S. shortwave programs is most important. It is believed by good authorities that a large part of our programs, as designed for home consumption, are not suitable for international broadcasts and that too many of them at present are so used. Using a few of the best of these is no doubt appreciated by some beside the few Americans living abroad. Practically all should be especially prepared or very carefully selected for reception by the natives in other countries. Further, it should be much more effective if we were to provide only three or four such carefully prepared programs simultaneously, rather than eight or more of which only a few are appropriate. Such a reduction in quantity with a corresponding increase in quality would also simplify and so increase the effectiveness of the program schedule. Greater free publicity for these program schedules and increased reference to them would thus be secured, if they could be substantially reduced in size and complexity.

These U. S. short-wave programs are being used effectively in a way other than for newspaper and periodical publicity. It will be realized that ships which are any distance at sea can seldom hear the programs on our standard domestic broadcast wave lengths. They are dependent on short-wave reception.

Accordingly, these programs are used on practically all passenger ships operating in the Western Hemisphere and are available to freighters which request them. It is conceivable that in times of emergencies, the ability to tune in on the several news services, which are conspicuously marked by capitalization in the programs, should provide helpful information to the captain in determining his movements.

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ANTENNA MEASUREMENT TIME EXTENDED

The Rules and Regulations Governing Standard Broadcast Stations (Section 3.51(a)(2)) now requires that all standard broadcast stations on and after December 1, 1940, determine the operating power by direct measurement of the antenna power.

In September, 1940, the Commission released the proposed reallocation of standard broadcast stations effective March 29, 1940, which requires that the majority of stations change frequency. In most cases the change in frequency will make only a minor change in the antenna resistance. However, in some cases a substantial change in the antenna resistance will result.

In view of the above, Section 3.51(a)(2) of the Rules and Regulations Governing Standard Broadcast Stations is hereby amended to read "Each existing standard broadcast station after June 1, 1941."

This extension of time within which to determine power by the direct measurement does not apply to new stations (that is, stations beginning operation for the first time) or to existing stations installing new or readjusting the existing directional antennas on frequency assignments prior to March 29, 1941.

In order that consulting engineers may be free to adjust directional antennas and measure the antenna resistance of stations which cannot be made until the antennas are adjusted for the new assignment, it is urged that stations for which a new frequency is not indicated by mimeograph form No. 43252, as well as those stations for which a frequency change is indicated by the above form but which employs a nondirectional series excited antenna (resistance measurements of such stations may be readily made for both frequencies) have the antenna resistance measured and submit application for authority to determine power by the direct method at the earliest possible date.

It is also urged that all other stations have measurements made and submit application for authority to determine power by the direct method as soon after March 29, 1941, as practicable. It is not contemplated that further extension of this time will be made.

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CBS ORDERS POWERFUL MACKAY FOREIGN SERVICE TRANSMITTERS

The Columbia Broadcasting System has completed arrangements with the Mackay Radio and Telegraph Company for two powerful short wave radio broadcasting transmitters to be located at Brentwood, Long Island, for high efficiency beam service to South America and Europe. The new transmitters will have a power output of 50 kilowatts each which, when coupled with highly efficient directional antennas, places them among the most powerful short wave transmitters in the world. The equipment for the new stations will be manufactured and installed for CBS by the Federal Telegraph Company of Newark, N. J., manufacturing associate of Mackay Radio.

The CBS transmitters will share the 1200 acre site at Brentwood with the international radiotelegraph transmitters of the Mackay Radio Company, and Mackay Radio will make extensive alterations to its main building to accommodate the CBS equipment and personnel.

CBS engineers have selected for these new transmitters special designs of antennas which Mackay Radio has recently developed for producing more effective short wave broadcasting service, particularly to the countries of Latin America.

It is expected that the new stations will be in operation in the Summer of 1941.

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SIXTY PERCENT NON-MET. DAILIES OMIT PROGRAMS

A recent survey made by Dial-Lite, newly-projected Chicago publication devoted to radio programs of mid-west stations, shows that 60% of the non-metropolitan dailies in the Middle West carry no radio program listings whatsoever. Circulation managers whose papers do not publish radio programs may be interested to know of the preponderance of dailies in this category.

The survey covered 335 dailies in Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. More than 71% of the papers surveyed have no national network listings. More than 84% of the papers do not carry what Dial-Lite chooses to term "a reasonably adequate program listing, national, local, or both." In this survey, metropolitan dailies were not included, since most of them run radio station program listings. Consequently, nine cities were omitted: Chicago, Des Moines, Milwaukee, Detroit, Kansas City, St. Louis, Minneapolis, St. Paul, Omaha.

Of the 335 papers surveyed, 200 carry no program listings; 40 publish national network programs only; 39 list local programs and 56 carry both local and national programs.

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BURGLARS TURN INTO RADIO SONG WRITERS

The broadcasters have turned to new fields in their fight on the American Society of Composers by adding a trio of alleged burglars to their list of composers last week. As announced in National Association of Broadcasters' Reports:

"John McGettigan steps out of jail on Saturday, November 2, to carry on a career which brought success to him through prison walls. He composed the music of 'Stars Went To Sleep', said to be the first song ever completely written, printed, and published from within a penitentiary. The song has been successfully performed on the radio and the sheet music has been selling well, according to Billboard. The tune has now been acquired by Broadcast Music, Inc. The composer is discharged from jail to hear his music go on the air from coast to coast.

"Merritt Marsh, who wrote the words, and Edmund M. Duffy, the publisher, still remain behind the bars. The trio were strangers until they all landed in the State Penitentiary at McAlester, Oklahoma. The song and the trio who produced it have already had some publicity. A fellow-prisoner wrote Elsie Robinson about them and Miss Robinson devoted her widely syndicated column for one day to his letter, saying, in part:

"Buried in their cells, poisoned by grim memories, there came to a trio of convicts a flash of sheer beauty - the whisper of a song. For two years, without the slightest outside aid and in the face of incredible handicaps, they worked on that song.

"Marsh, serving a seven-year term for armed robbery, composed the lyrics; McGettigan, serving a five-year prison sentence for burglary, produced the melody; and Duffy, serving a fifteen-year sentence for armed robbery, financed the publication."

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C. I. O. LOSES RADIO PLEA TO FCC

The Federal Communications Commission officials said last week that they had no authority to act on the protest of President John L. Lewis of the C.I.O. against the refusal of Station KYA, San Francisco, to renew a broadcasting contract held by the C.I.O. for two years. The station, owned by Radio, Inc., held that the C.I.O.'s program was controversial and therefore could not be broadcast on purchased time, being contrary to a provision of the National Association of Broadcasters' code adopted a year ago.

Pointing out that radio broadcasting, unlike the telephone and telegraph, is not "a common carrier", the FCC officials said radio stations are under no compulsion to sell time to any individual or group. The Commission, they explained, has no power to interfere with the contractual relations between broadcasters and purchasers of time.

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FM OFF TO GOOD GEOGRAPHICAL START

More than 27,000 persons are embraced in the 110,000 square miles of potential service areas of the 15 frequency modulation broadcast stations initially authorized by the Federal Communications Commission to go on a full commercial basis as soon as practicable.

Varied geographic regions - from New England to the Pacific Coast and from the Great Lakes to the Gulf - are represented by the 10 States first slated to be able to listen to this newest type of broadcast.

Subject to certain engineering requirements, the following FM applicants are the first to receive Commission grants to go commercial:

<u>Location</u>	<u>Applicant</u>	<u>Frequency</u> (kc)	<u>Population</u>
Detroit	Evening News Ass'n	44,500	2,498,000
Los Angeles	Don Lee Broadcasting System	44,500	2,600,000
Schenectady	Capitol Broadcasting Co., Inc.	44,700	967,700
New York	Marcus Loew Booking Agency	46,300	} - 12,000,000
	National Broadcasting Co.	45,100	
	Wm. G. H. Finch	45,500	
Brooklyn, N. Y.	Frequency Broadcasting Corp.	45,900	
Evansville, Ind.	Evansville On the Air, Inc.	44,500	465,000
Mt. Washington, N.H.	Yankee Network	43,900	2,000,000
Binghamton, N. Y.	Howitt-Wood Radio Co. Inc.	44,900	256,300
Baton Rouge, La.	Baton Rouge Broadcasting Co.	44,500	361,400
Columbus, Ohio	WBNS, Inc.	44,500	1,100,000
Salt Lake City	Radio Service Corp. of Utah	44,700	194,000
Chicago	Zenith Radio Corp.	45,100	4,500,000
Milwaukee	The Journal Co.	45,500	1,522,000

Some of these stations have been operating experimentally and hope to start commercial operation almost immediately; the rest have construction work to do before going on the air.

Thirty-six additional applications are awaiting early action, the result of a rush of requests for high frequency broadcast facilities since the Commission, last May, paved the way for FM commercialization.

Meanwhile, the Commission is investigating the possibility of assigning identifying call letters to FM stations to distinguish them from standard broadcast stations.

Under Commission rules and regulations, FM stations are available to every community. They are not subject to the same interference as standard broadcast stations and, therefore, can operate on the same channel with less mileage separation. However, FM stations serving the same area are not assigned adjacent channels. As many as a dozen or more different FM stations using alternate channels may operate in a large metropolitan area.

These high frequency broadcast stations are authorized to serve a specified area in square miles. Service area is comparable in places where one or more such stations may be located. To obviate possible monopoly, and to encourage local initiative, no person or group is permitted to control more than one FM station in the same area, and not more than six in the country as a whole.

At the outset, the Commission is requiring a daily (except Sunday) minimum operating schedule for FM stations of at least three hours during the day and three hours at night. To demonstrate the capabilities of the new service, one hour a day at least must be devoted to programs not duplicated simultaneously in the same area, which means programs distinct from standard broadcast. Otherwise, FM operation is governed largely by standard broadcast rules.

FM will not interfere with standard broadcast (amplitude modulation). The two types of services are on different bands - AM in the lower part of the spectrum (550 to 1600 kilocycles), and FM in the higher frequencies (43,000 to 50,000 kilocycles). Introduction of FM does not make standard broadcast obsolete. FM has a more limited range and the rural areas particularly must continue to depend upon AM for years to come.

Because of their different positions in the spectrum, FM cannot be received on standard broadcast receivers and vice versa. That is why certain manufacturers are making separate FM sets or a combination of the two. Besides being claimed static-less, FM offers more tone range than standard broadcast and has particular appeal to listeners who like fidelity of sound, such as in musical broadcasts. It also opens up new broadcast facilities to augment the congested standard broadcast band.

The service area of the station at Salt Lake City is limited to considerable less area than the basic trade area of Salt Lake City. The topography of the area surrounding Salt Lake City makes it technically impractical to serve a larger area which would include anything like all of the basic trade area. All other service areas are made to conform substantially with the basic trade area of the city in which the station is located. In the case of Los Angeles, there are certain technical limitations due to the topography and configuration of the trade area which have been taken into consideration.

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CAMPAIGN BROADCASTS ESTIMATED \$1,500,000

More than \$1,200,000 has been spent to date in this presidential campaign by the major political parties for sponsored time on the radio, it was estimated by the New York Times last Sunday. By the time the campaign ends, it is likely another \$200,000, or more, may be added to the sum.

When John L. Lewis went on the air recently over three large networks aggregating nearly 300 stations, radio, according to reports, charged a fee of about \$60,000, a considerable part of which represented rebates returning to the Fred Allen and Eddie Cantor shows. When Mr. Willkie missed a recent microphone appointment of about thirteen minutes on the NBC at Erie, Pa., his political sponsors were charged about \$8,000, nearly half of which went for organ music used to fill the gap until he arrived.

Based on an estimate, National Broadcasting Company, including all broadcasts to last Friday, will charge against the Democrats about \$230,000, with the possibility that another \$120,000 may be added by election day. Against the Republicans the NBC will bill to Friday about \$225,000, with an addition of about \$75,000 by the end of the campaign. The estimated total is about \$650,000.

Columbia Broadcasting System charges against all parties by the close of the campaign, it is estimated, will be \$400,000 to \$450,000. About 50 percent of the CBS bill for radio time is expected to be against the Democrats, 30 percent Republican and the remainder against various independent political organizations.

Another \$250,000 will be charged in 1940 by the Mutual System against all political organizations.

Of these amounts the Associated Willkie Clubs of America will have spent this year about \$200,000.

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SHE TOLD IT TO THE MARINE!

When E. F. McDonald, Jr., President of the Zenith Radio Corporation visited Zenith's Automobile Show booth the night of his arrival in New York, he found they had hired a new girl to sit in one of their cars to demonstrate the new Zenith foot-controlled auto radio. She did not know Commander McDonald who walked over to see what her line of chatter was. But just as he landed at the starboard side of the car, a man in muftis came to the port side of the car and engaged the demonstrator's attention. He wasn't interested in the foot switch but seemed to be very near-sighted as he was interested in the valentine Zenith had demonstrating the foot switch. He told her he was a Marine and was in civies for the day.

Mr. McDonald stayed there for some time - 12 minutes to be exact - trying to get the lady to tell him something about the foot switch. She did finally condescend to speak to him after the Marine asked her for her address. She turned to Commander McDonald and asked him if he had a pencil!

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 ::: TRADE NOTES :::
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William S. Paley, President of the Columbia Broadcasting System, sets out on Nov. 7 with two other executives of the Company on a six-week aerial tour of South America. Mr. Paley will be accompanied by Paul W. White, Director of News Programs, and Edmund Chester, newly appointed Director of Latin American Relations. Mrs. Paley also will make the trip. The itinerary calls for visits to Panama, Colombia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil and Venezuela.

The Red Cross Certificate, awarded to only three persons in Washington, was presented to Edgar Morris, Zenith distributor in the Capital, by Brig. Gen. F. R. Keifer, District Chapter Chairman for the leadership of Mr. Morris in the Roll Call just ended, the most successful in local history.

The Federal Communications Commission has granted an application of Guy S. Cornish of Cincinnati to erect a new Class II experimental station to operate on the frequency 310,000 kilocycles with a power of 1 watt and Type A3 emission.

Station WBAL in Baltimore has ordered a 50,000 watt transmitter from the Westinghouse Electric & Manufacturing Company. Air-cooled tubes and other improvements will permit an operating efficiency of approximately 50 percent. This means that the station will radiate 50,000 watts in the antenna from an input of about 105,000 watts at the transmitter. A few years ago, operating efficiencies were not more than 30 percent.

The transaction was completely local to Baltimore, as the transmitter will be manufactured in the Radio Division of Westinghouse, whose plant is in Baltimore.

Pioneer air entertainers will again broadcast on Friday, November 8, when Station WEAJ dedicates its new transmitter, at 8:30 P.M., EST. Niles Trammell, NBC President, will inaugurate service over the new transmitter.

Dedication of the new transmitter, marking the establishment of a new standard of service to the listener, coincides within a few days with the celebration of radio broadcasting's twentieth anniversary.

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RCA UP SHARPLY TO \$98,204,219

The Radio Corporation of America and subsidiaries had a consolidated net income of \$5,713,943 in the first nine months of this year. This was equal, after full preferred dividend requirements, to 24 cents a share on the corporation's 13,881,016 shares of common stock outstanding, and compares with a net of \$4,066,425, or 12 cents a common share, in the first nine months of 1939.

Gross revenues of the RCA group for the nine months aggregated \$98,204,219, compared with \$74,780,658 in the corresponding 1939 period, while operating expenses, exclusive of depreciation and taxes, rose to \$78,579,251 from \$66,650,333 a year ago.

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SEARCHING CONGRESSIONAL LIBRARY FOR EDUCATIONAL RADIO MATERIAL

Archibald MacLeish, the Librarian of Congress, has announced that the Rockefeller Foundation has placed at the disposition of the Library of Congress the services of two Fellows in Radio Research whose first duty will be to survey those resources of the Library which might be of service to educational broadcasting groups.

University broadcasting stations and other educational stations throughout the country may apply to the Fellows by mail or wire for their assistance in planning programs, in supplying background material, and in suggesting bibliographic and other supplementary material. It is believed that the Fellows will be of particular use in connection with programs drawing upon the rich resources of the Library of Congress in the fields of American History and of American Folk Music and Folk Tales.

The Library's Fellows in Radio Research are Philip H. Cohen, former Production Director of the Office of Education Radio Division and Associate Director of the New York University Radio Workshop, and Charles T. Harrell, Program Director of Station WLB, on leave from the University of Minnesota station.

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An Ohioan is informed by the Federal Communications Commission that no Federal license is required for a short wave receiver installed in an automobile. However, his attention is invited to that section of the Communications Act which prohibits unauthorized interception and use of radio communications other than those intended for public use.

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2400 CALIFORNIA STREET

WASHINGTON, D. C.

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SABOTAGE DENIED IN U. S. STANDARDS RADIO FIRE

An investigation of a fire that destroyed the \$50,000 Bureau of Standards radio transmitting station at Beltsville, Md., near Washington, D. C., last Wednesday, was said to have revealed no evidence of sabotage. The station was used to transmit various frequencies by which the standard broadcast stations measure and check their own frequencies.

Luckily a small building nearby was saved. It is expected that a temporary 5 megacycle standard frequency transmitter will be in operation there within a few days and that others may soon be set up. It is expected that the entire plant will be rebuilt but it will necessitate an emergency appropriation from Congress.

Firemen from three companies, hampered by high winds had difficulty in securing water to check the flames. So fierce was the blaze that it fired two acres of wooded land behind the two-story frame structure, located on the Agriculture experimental farm grounds, and C. C. C. workers battled for four hours to stamp out the forest blaze.

A watchman noticed smoke coming from the attic of the building at 6:30 A.M. Firemen from the Government farm, Branchville and Berwyn answered the alarm he gave. They were forced to stretch hose lines almost half a mile to reach the nearest hydrant, since a water tap near the building was not large enough to permit a sufficiently heavy flow of water, firemen said. By the time water was flowing from the distant hydrant, the building was in ruins, with only a chimney standing.

E. C. Crittenden, Chief of the Electrical Division of the Bureau of Standards said that he did not believe any serious trouble would result from destruction of the transmitter and that it would be replaced as soon as possible.

The whole apparatus is automatic, unattended except for maintenance. Mr. Crittenden said a mechanical defect probably was responsible for the fire and described much of the equipment as being "quite old", having been installed eight years ago.

It was explained that the small Congressional appropriation wasn't sufficient to employ a full-time watchman. This is the second Government fire at which the question of sabotage has been raised. The other one was the recent disastrous Munitions Building blaze where the War Department Radio Center is located and which also occurred in the early hours of the morning. Although sabotage was denied, a well-known newspaper columnist declared there had been twenty fires there in almost as many days.

At the War Department, the question of watchman vigilance was also raised. Although the fire could be seen for miles, when the alarm was sounded, this writer was told that Engine #1 only about eight blocks away, one of the first companies to respond, was obliged to crash down by driving through the Munitions Building gates because no watchman was at hand to open them.

Dr. J. H. Dellinger, Chief of the Radio Division of the Bureau of Standards, suffering from a bad cold at the time of the Standards fire, was still confined to his home but it was said at the Bureau that it was hoped there would be only a temporary suspension of the standard frequency transmission work.

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FCC PASSES BUCK ON FATHER COUGHLIN

Various letters referring to discontinuance of broadcasts by the Rev. Charles E. Coughlin have been received by the Federal Communications Commission. In reply to these, the Commission reiterates that the censorship provision of the Communications Act places responsibility for the selection of program material upon the respective licensees, and the Commission cannot require a station to put any individual on the air or take him off the air.

In answering mail prompted by refusal of radio time, the Commission points out that the Act further provides that a broadcast station is not a "common carrier" such as is the telephone and telegraph. Consequently, a radio station is not required to make its facilities available to a person or group, even though offer is made to purchase time. Unlike common carrier tariffs, broadcast station rates are not required to be filed with the Commission.

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MILWAUKEE GETS NEW TELEVISION STATION

A permit for a new television station has been granted to the Milwaukee Journal, Milwaukee, Wis., on a frequency of 6600-72000 kc., (Channel No. 3), 1 KW aural and visual power. The site of the station is to be determined.

The application for a television station at Springfield, Mass., made by Henry J. Walczak, has been voluntarily dismissed.

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FCC COMMISSIONERSHIP BIGGEST RADIO PLUM

Insofar as radio is concerned, it is believed things in Washington will wag along about as usual following the re-election of President Roosevelt. A new Federal Communications Commissioner - a Republican to succeed Thad H. Brown - is due to be appointed and this is being fondly eyed by the politicians. There will be a few new faces on the Senate Interstate Commerce Committee and the House Merchant Marine and Fisheries Committees, which handle radio matters in the Senate and House, but Senator Burton K. Wheeler, of Montana, Chairman of the former Committee, and Representative Schuyler Otis Bland, of Virginia, Chairman of the latter, both having been re-elected, things will doubtless continue to move along smoothly under the same old management.

According to returns available at this writing, Senator Wheeler defeated his opponent in Montana overwhelmingly and ran ahead of President Roosevelt with whom he has frequently disagreed. Senators on the Committee who were re-elected were Truman, of Missouri; Andrews, of Florida; Lister Hill, of Alabama; Austin, of Vermont; Shipstead of Minnesota; Reed of Kansas, and Gurney of South Dakota.

Senator Charles W. Tobey, of New Hampshire, so well-remembered with his cracking of the whip in the Thad Brown hearings, is also a member of the Committee, was not up for re-election. There will be several vacancies. Senator Minton, of Indiana, was defeated. Senator Mathew M. Neeley will retire, having been elected Governor of West Virginia. The late Senator Lundeen of Minnesota, was also a member of this Committee.

There will be about four vacancies on the Merchant Marine and Fisheries Committee, one of these being Representative Eugene, Democrat, of Indiana, who was defeated. Apparently all of the other Committee members have been re-elected.

Several names have already been mentioned for the Federal Communications Commissionership, and many more will doubtless be proposed, because this is a nice juicy \$10,000 plum which may or may not go to some deserving Roosevelt Republican for campaign services. This would cause no great surprise to the communications industry which has never yet had a hand in any of the appointments, or as a rule have the appointees been specially qualified. One new Commissioner was asked what he knew about radio and he answered, "Well, I like to listen to it."

Among the names suggested for the Commissionership, the only one of which the industry has probably ever heard - and he has its highest respect - is E. K. Jett, present Chief Engineer of the Federal Communications Commission. Lieutenant Jett succeeded Commissioner T.A.M. Craven in this position, and like Commander Craven, was formerly a Naval officer. Mr. Jett was born in Baltimore in 1893 and served in the Navy as radio officer from 1911-29.

Senator Wheeler, who, it is expected, may have a voice in the appointment, has frequently demanded somebody from the West. One of the first of these to be proposed was Carl Irving Wheat, of San Francisco, who was telephone rate attorney for the Federal Communications Commission in 1936-37, and later telephone rate counsel and Director of Telephone Rate and Research Department of the FCC at the time of the Government telephone investigation in 1937-38.

Mr. Wheat, as a matter of fact, was born in Holliston, Mass., in 1892, but went to California at an early age. He was graduated from Occidental College Academy in Los Angeles, in 1911, with an A.B. at Pomona College, Claremont, Calif. in 1915, and an LL.B., at Harvard in 1920. He was admitted to the California bar in that same year and began practice in Los Angeles, first as attorney for the Railroad Commission of California, of which he later became Chief Counsel.

Another California Man spoken of is Ray C. Wakefield, of Palo Alto, former President of the California Railroad Commission. Mr. Wakefield is 45 years old, was Inheritance Tax Appraiser for State of California in Fresno Co., 1923-37; member law firm of Wakefield & Hansen, 1928-32, Wakefield & Staniford, 1935-37; member of the California Railroad Commission since January 1937 (President of Commission August 1938-January 1940; Vice-President, National Railroad and Utilities Commissioners since August, 1940; Secretary Republican Central Committee, Fresno Co., 1920-21; Chairman, 1922-23; member State Republican Central Committee, 1922-23; Delegate to Republican National Convention, Chicago, 1932. Director of Community Chest and Y.M.C.A., Fresno. He is a member of the American Bar Association, California State Bar Association, Order of Coif, Delta Chi. He is also a member of the First Christian Church, Fresno and is a Mason. His clubs are Kiwanis International (Lt. Gov. Calif.-Nev. Dist. 1932); Commonwealth (San Francisco).

Still another Westerner mentioned is John C. Kendall, radio practitioner, formerly of Portland, Ore. Another is Arthur G. Crane, President of the University of Wyoming, Chairman of the National Committee on Education by Radio since 1936. His biographical sketch follows:

Mr. Crane was born at Davenport Center, Delaware Co., N.Y., September 1, 1877, son of Edward Payson and Mary Ward (Griswold) C.; B.S. Carleton College, Northfield, Minn., 1902; studied University of Wisconsin, Summers, 1908, 09; A.M., Teachers College (Columbia) 1918; Ph. D., Columbia, 1920; married Laura May DeArment, of Conneaut Lake, Pennsylvania, August 23, 1904; children - Paul, Mary. Superintendent of Schools, Minot, N. Dak., 1902-05; Principal, Fergus Co. High School, Lewiston, Mont., 1905-07; Superintendent of Schools, Jamestown, N. Dak., 1907-12; President, State Normal School, Minot, N. Dak., 1912-20 (built and organized this school); Principal, State Normal School, Edinboro, Pa., 1920-22; President University of Wyoming since 1922. Major in Sanitary Corps on duty in office of Surgeon General, Washington, D. C., 1918-19, as Director, Educational Sect. Division of Physical Reconstruction, in rehabilitation of

disabled soldiers and sailors. Member North Dakota State Board of Education; Chairman, National Committee on Education by Radio since 1936, Committee on Higher Education of N.E.A., since 1936. Member. North Dakota State Educational Association (President 1915), Phi Beta Kappa (Carleton College), Delta Sigma Rho, Phi Delta Kappa. Republican, Presbyterian, Mason; Author of "History of Physical Reconstruction" in official Medical History of the World War. Joint editor, courses of study for use in Army hospitals. Home, Laramie, Wyoming.

Theodore Granik, who conducts the American Forum of the Air over the Mutual Network, has been spoken of as an FCC appointee, also Nelson Lee Smith, Chairman of the New Hampshire Public Utilities Commission. Likewise Willis Jerome Ballinger, economic adviser of the Federal Trade Commission. Mr. Ballinger's biographical sketch follows:

Mr. Ballinger is an economist; born Washington, D. C., May 17, 1901; son of Webster and Marva Faye (Dixon) B.; Ph. B., Yale, 1923; studied law, Yale, 1924-25, George Washington University, 1926-27; student Harvard Graduate School, 1932-33; unmarried. Instructor Economics, Smith College, Northampton, Mass., 1923-24; Instructor, Political Science and International Relations, Amherst (Mass.) College, 1923-24; Lecturer Roxbury School, New Haven, Conn., and editorial writer, New Haven Union, 1924-25; Staff correspondent, United Press, covering Department of Commerce, Washington, D. C., 1925; Feature writer UPC News Service, Inc., N.Y. City, 1925, Associate Editor, 1926-28; Instructor, Economics and Sociology, Goucher College, Baltimore, 1928-31; Professor, Economics, American Institute of Banking, 1930-31; editorial writer, Baltimore Sun, 1930; Member, editorial staff, New York Herald Tribune, 1931; Assistant Professor Economics, Williams College, Williamstown, Mass., 1931-32; editorial writer Washington (D. C.) Post, 1933; St. Louis Post-Dispatch, 1934; Chief of Special Studies, Securities and Exchange Commission, Washington, D. C., 1934-37; Economic Adviser to the Federal Trade Commission, 1937. Chairman, Speaker's Bureau, LaFollette-Wheeler presidential ticket, 1924, for State of Connecticut. Dir. studies for Federal Trade Commission before Temporary National Econ. Com. Member, American Economics Association, American Statistical Association, Phi Beta Kappa, Delta Sigma Rho, Alpha Sigma Phi. Episcopalian. Clubs: Yale, National Press. Home: Washington, D. C.

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Advertised as the book that stopped trial by newspaper in Massachusetts "Contempts by Publication" also contains Chapters devoted to contempts by radio, television, telephone and the movies. The author is Harold W. Sullivan, of the Yale School of Law. The Price is \$10, postage prepaid: Frank T. Day, Inc., 729 Boylston Street, Boston, Massachusetts.

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FCC AUTHORIZES MANY CHANGES

These are busy days at the Federal Communications Commission. Among the increases in power authorized recently were WALA, Mobile, Ala., from 1 KW to 5 KW day and night; WNBC, New Britain, Conn., from 1 KW to 5 KW day, 1 KW night; KOIL, Omaha, Nebr., from 1 KW to 5 KW night, 5 KW day; WHIO, Dayton, Ohio, from 1 KW to 5 KW night, 5 KW day; WNBX, Kenne, N. H., day and night power from 1 KW to 5 KW. (Stations KOIL, WHIO and WNBX, worked out mutual interference problems by agreement on directional antenna); KDFN, Casper, Wyo., from 500 watts to 1 KW day and night.

Also WIBA, Madison, Wis., to 5 KW night and day; WORC, Worcester, Mass., from 500 watts to 1 KW; KLS, Oakland, Calif., from 250 watts to 1 KW; WRR, Dallas, Texas, from 500 watts to 5 KW; WDOJ, Chattanooga, Tenn., from 1 to 5 KW night (now has 5 KW LS); KFBB, Great Falls, Mont., from 1 to 5 KW, night; KGIO, Mason City, Ia., from 100 watts night, 250 watts LS, to 1 KW unlimited.

Station KCMO, Kansas City, has made application to the FCC to change power from 1 KW night, 5 KW day to 5 KW day and night.

Construction permits for new stations have been granted to Batavia Broadcasting Corp., Batavia, N. Y., 1500 kc., 250 watts power, unlimited time; Capitol Broadcasting Corp., Indianapolis, Ind. on 1280 kc., with power of 1 KW night, 5 KW day, unlimited time, employing directional antenna at night; Brown County Broadcasting Co., Brownwood, Tex.; to operate on 1350 kc., 500 watts, unlimited time; Capital Broadcasting Co., Washington, D. C., on 1420 kc., 250 watts, unlimited; The Maryland Broadcasting Co., Baltimore, Md., on 1200 kc., 250 watts, unlimited time; Nueces Broadcasting Co., Corpus Christi, Tex., on 1500 kc., 250 watts, unlimited time.

Applications have been received for a new station from the Natchez Broadcasting Co., Natchez, Miss., to be operated on 1500 kc., 250 watts; Monroe B. England, North Adams, Mass., to be operated on 1500 kc., 250 watts, unlimited time; Richard Field Lewis, Jr., Winchester, Va., to be operated on 1370 kc., 250 watts, unlimited time.

Construction permits have been granted for new relay broadcasting stations the Amarillo Broadcasting Corp., Amarillo, Tex., Loyola University, New Orleans, La., and Racine Broadcasting Corp., Racine, Wis.

Applications for new high frequency broadcast stations have been received by the FCC from Metropolitan Television Inc., New York, N. Y., The Yankee Network, Inc., Boston, Mass., and Rockford Broadcasters, Inc., Rockford, Ill.

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SEES COLOR TELEVISION TEST NEW ADVERTISING ERA PEEPHOLE

Seeing it from the significant viewpoint of the retail department store, Ira A. Hirschmann, Vice-President of Bloomingdale's one of the largest establishments in New York City, expresses the greatest enthusiasm for color television and believes it will bring a new era in retail advertising.

"A month ago, in the small, dark laboratories on the fifth floor of the Columbia Broadcasting System building in New York, I sat with a group of gentlemen who were huddled together in front of two television sets", Mr. Hirschman writes in The Department Store Buyer. "The sets were identical in appearance, but there the similarity ended, as I was soon to discover.

"A hand reached up and pulled on the electric cord, and the laboratory was plunged into darkness. Behind a table against the wall the soft, precisely accented English of a man's voice gave instructions to begin and upon the screens of both sets appeared the same title: 'Color Television'.

"But the titles might as well have been in different languages, the screen on the left might better have shown Sanskrit writings or Babylonian hieroglyphs from that point on. For on the screen at the right, following in exciting succession - and in full color - were a series of pictures of luxurious flowers, of laughing girls, of gliding sailboats, of striking fashions - all the rich true colors first given them by nature. . . and returned to them once again, in their brilliant and vivid shades, by color television.

"I can't begin to tell you how impressive the colors were, and how much they added to the clarity and impact of the pictures. This was sharpened by the contrast with exactly the same picture on the other set shown in black and white.

"From the moment the light went out in the room, our attention was divided between the two sets at first, gradually became focused on the color television set. The dull gray and black and white pictures on the left, being shown simultaneously with the color films, seemed almost to characterize its sudden antiquity, its rather out-moded usefulness, its immediate obsolescence, next to the young, arrogant reds, deep blues and yellows of the color movies.

"So here was a revolution done so quietly that it was not until much later that the full effect of the implications of this 'new world' became evident. We who had nodded our heads in somewhat bewildered agreement as to the method's faithfulness in transmitting color, and its clarification of minor detail agreed: 'most amazing thing I've seen in years. By God, it works!'

"The truly significant result of that showing, in my opinion, lies in the simple fact that full color-in-action can now be transmitted over the air, and over wires. That which has been

talked about as a millenium in communication and promotion is suddenly here. And that should be cause for rejoicing, especially for retailers.

"For radio, as we know it today, with its prodigious success in selling goods for manufacturers has never quite been able to make the grade for the retailer. I blame this on the retailer's inability to learn how to use it. Others see in the vocal message alone a barrier which sight of goods alone can overcome.

"Whatever the reason, here was the answer incontrovertible, right in front of my eyes. For seeing is believing, and the colors and fabrics and active use of goods could be seen in motion through this miracle revelation.

"One hesitates to make prophecies, especially in times like these. But if this is not the peep-hole to the new world in retail advertising, I will be greatly mistaken. For unquestionably, bringing the feel and color and active use of merchandise into the home with focused interest should revolutionize the art of selling and propaganda. . . .

"To those of us in the retail trade, there is more of importance in this successful transmission of color by radio than any previous news of the imminence of television.

"As a department store retailer, our interest in this development should be boundless. The sudden opening of an entirely new vista of ether advertising, in which not only are our garments, our furnishings and equipment, our every product able to be shown the consumer in black and white pictures, but the added value of showing those products in their original true colors, will bring a new advertising era to the retailer.

"As a consumer your interest in that addition to your entertainment can be estimated in financial term. It is estimated that it will cost but thirty dollars extra to equip a standard (\$300) television receiving set with this attachment. A small figure for unlimited improvement in entertainment.

"All this, of course, is in the future. The transmission of color films has been accomplished, but the next and greater steps, as I have said, are ahead.

"Color television actually is now in the fourth of five stages of laboratory development. The first was application of the optical and electronic formula to the practical problem; the second involved joining of motion to color; third was adaption of a standard black-and-white television receiver with a nine-inch tube to receive color, and fourth, an actual test of the color system on the air.

"Work on this problem is being carried on, and it is hoped that before January 1st 'live' pick-ups will have been successfully demonstrated. This phase of the work may require, however, the development of pick-up tubes not yet available, and may therefore require the cooperation of manufacturers who specialize in this field.

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NOTE - DUE TO THE FACT THAT THE GOVERNMENT OFFICES ARE TO BE CLOSED ON ARMISTICE DAY, THERE WILL BE NO ISSUE OF THE HEINL SERVICE ON TUESDAY, NOVEMBER 12.

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11/8/40

NO ELECTION DILLY-DALLYING FOR DILL

Former Senator Clarence C. Dill, Democrat, co-author of the Dill-White radio law, and for years one of the leading radio legislators in the Capitol, met with the fiercest opposition in his entire career, and possibly defeat in his fight for Governor of the State of Washington. He ran against Mayor Arthur B. Langlie, Republican, Mayor of Seattle.

According to latest reports with only 44 precincts missing, Mayor Langlie's vote was 373,483, and Senator Dill's 371,372. Mr. Dill had previously served two terms in Congress and two in the Senate.

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SEES FCC TRYING TO FAVOR LEWIS

Alan Barth writes in the McClure Newspaper Syndicate:

"John L. Lewis has lodged a vigorous protest with the Federal Communications Commission against the refusal of radio station KYA, San Francisco, to renew a broadcasting contract held for the past two years by the C.I.O. Despite Lewis' recent radio blast at F.D.R. and the New Deal, FCC insiders reveal that they're doing all they can to back him up.

"The radio station has ducked out of carrying the C.I.O. program on the ground that it's controversial and therefore banned from purchased time by the code of the National Association of Broadcasters. Despite a public statement by FCC officials that the agency has no power to interfere in such a situation, some of the Commission's top legal sharps are trying earnestly to find some way of keeping the labor program on the air. It's a test case and if the KYA ruling prevails, the labor point of view is liable to be barred by all stations.

"Those in sympathy with Lewis' protest point out that presentation of the employers' point of view in broadcasts must be equally controversial. To be logical, stations ought to ban also the Ford Sunday Hour, for example, which presents a talk on industry by William J. Cameron. If stations won't sell radio time to labor, they may be required to give it gratis as one side of a controversial picture."

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The Federal Communications Commission has granted Station WMBG in Richmond, Va., a license to cover a construction permit which authorized installation of new auxiliary transmitter and increase in power to 1 KW, for emergency use only, directional antenna day and night, 1350 kilocycles.

Listeners in the Greenwood and Jackson areas of Mississippi are receiving increased service with the addition of Station WGRM, Greenwood and WSLI, Jackson, as members of the NBC Blue Southern group. This makes a total of 206 NBC affiliates.

Station W2XWV, Allen B. Dumont Labs., Inc., New York City, has been granted extension of special temporary authority to operate a 50-watt television transmitter on frequencies 60000-86000 kc., for the period Nov. 10 to Dec. 9, in order to conduct field tests.

Dr. Thomas F. Anderson, University of Wisconsin Chemistry instructor, has been named by a committee of distinguished scientists to receive the RCA Electron Microscope Fellowship. Dr. Anderson, a native of Manitowoc, Wis., took his Bachelor of Science degree at the California Institute of Technology in 1932.

In collaboration with the RCA Fellowship Committee, by whom he was appointed, Dr. Anderson is devoting a year to research with the electron microscope which was recently developed in the RCA research laboratories, and has now been made available for research workers in every field. With the new electron microscope, it is possible to obtain useful magnification of objects up to 100,000 diameters. With optical microscopes the useful magnification of objects is limited to 1500 diameters with ordinary light, and to 2500 diameters with ultra-violet light.

After operating an amplitude modulated emergency communications system for five years, the City of Nashville has ordered a complete FM system from the General Electric Company.

A WMCA engineer got seasick the other day climbing up the 325-foot tower of WMCA's new antenna system at Kearny, N.J., to check the pilot beacon which is used to warn approaching aircraft. The towers (there are three of them) have a two-foot sway and are built to resist winds of hurricane velocity. Each weighs approximately 48,000 pounds and rests on insulators weighing 75 pounds.

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7000 AT WGY FARM FORUM

Rural electrification, improved roads and other advances make the farmer of today happier than the farmer of 1925, speakers told 7000 persons at the fifteenth anniversary celebration of the WGY Farm Forum, a pioneer General Electric radio program, in Schenectady, N.Y., held recently.

The crowd paid its way to the event by bringing five tons of food, mostly potatoes and apples, for donation to State charities.

"When the problems of rural electrification were first projected on this program", said Charles E. Wilson, President of General Electric, "it is estimated that there were approximately 205,000 electrified farms in the United States. Today estimates range from 1,800,000 to 2,000,000.

"But important as its part has been, electrification has been only one element contributing to the betterment of farm living and to the advancement of agriculture. During the past fifteen years and notwithstanding the disastrous effects of depression and a world at war, both agriculture and industry have made advances, each to the advantage of the other. We all know that there is much more progress to come."

Wheeler McMillen, editor of the Farm Journal and Farmer's Wife, said fifteen times as many farmers have radio sets as in 1925, and that a million more automobiles are owned by farmers.

Niles Trammell, President of the National Broadcasting Company, explained how radio has helped end rural isolation and predicted that with television "the possibilities of service will increase and the link between city and farm which radio has forged through the air will become even stronger."

Other speakers were Frank E. Mullen, NBC Vice President; Dr. Hugh P. Baker, President of Massachusetts State College; Jared Van Wagenen, Jr., Lawyersville, N.Y., and Ed W. Mitchell of WGY. Greetings were received from President Roosevelt, Governor Lehman of New York, Governor Aiken of Vermont, the Secretary of Agriculture, and others.

Emerson Markham, in charge of General Electric's agricultural broadcasting, and his staff welcomed the crowd. After contributing their own food to charity, the 7000 visitors were luncheon guests of General Electric.

The program included demonstrations of television, frequency modulation, radio transmission, and the latest farm electrical equipment.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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NEW DEFENSE COMMUNICATIONS BOARD SET-UP EXPLAINED

Detailed information has just been given out explaining the duties of the Defense Communications Board and its various sub-committees. The four main Committees - Law, Coordinating, Labor Advisory and Industry Advisory - will report direct to the Board whose members are:

Chairman - James Lawrence Fly, Chairman of the Federal Communications Commission; Major Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Hon. Breckenridge Long, Assistant Secretary of State in Charge of the Division of International Communications; Secretary - Herbert E. Gaston, Assistant Secretary of the Treasury in Charge of the Coast Guard.

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it. Its members are: Chairman, E. K. Jett, Chief Engineer, Federal Communications Commission; Francis C. deWolf, State Department; Maj. W. T. Guest, War Department; Commander Earl E. Stone, Navy Department and Commander J. F. Farley, Chief of Communications, U. S. Coast Guard, Treasury Department.

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees. Its members are: Chairman, Telford Taylor, General Counsel of the Federal Communications Commission; Capt. J. W. Huyssoon, Office of the Judge Advocate General, War Department; Steven Spingarn, Treasury Department; Lt. Comdr. Franz O. Willenbacher, Navy Department and Raymund T. Yingling, State Department.

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee. Its membership is to be designated later.

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee. Its membership will be designated later.

There are eleven additional Committees which all work under the Coordinating Committee. They are Amateur Radio, Aviation Radio, Cable, Domestic Broadcasting, Interdepartment Radio Advisory, International Broadcasting, Radiocommunications, State and Municipal Facilities, Telegraph, Telephone, and United States Government Facilities. As yet the members of these Committees have not been appointed but it is expected that this will be done within a couple of weeks. The size of the Committees will vary - all the way from 5 to 20 members may be necessary.

The duties of the Amateur Radio Committee will include the study of all phases of amateur radio facilities. With the requirements of national defense as a primary consideration, the committee shall recommend precautions and restrictions with respect to amateur radio operations under various emergency conditions, and the allocation of such amateur facilities as may be required by the Army or the Navy.

The duties of the Aviation Radio Committee will include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Cable Committee include the study of all phases of submarine cable communications facilities used in the international or overseas service. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Domestic Broadcasting Committee will include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider

other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

The duties of the Interdepartment Radio Advisory Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities. This Committee will be made up of the existing members of the Interdepartmental Radio Advisory Committee. The Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8 of the President's Executive Order of September 24, 1940, re creating the defense communications board and defining its functions and duties.

The duties of the International Broadcasting Committee will include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Radiocommunications Committee will include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the State and Municipal Facilities Committee will include the study of all phases of State and Municipal communications facilities, including Municipal and State Police Radio Stations, Inter-City Police Radio Stations, State Forestry Radio Stations, Marine Fire Radio Stations, and State and municipally owned or leased wire facilities. With the requirements of national defense as a primary consideration, the committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies of industry, and of other civilian activities.

The duties of the Telegraph Committee will include the study of all phases of landline record communications, both domestic and connecting international landline services and facilities (except federally owned facilities) including leased line, teletypewriter exchange, wire photo and facsimile services and facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Telephone Committee will include the study of all phases of landline telephone communications, both domestic and connecting international landline and submarine cable telephone services and facilities (except federally owned facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the United States Government Facilities Committee will include the study of all phases of non-military governmental communications facilities with a view to possible military use and the coordination of these facilities including wire, cable and radio facilities owned or leased for government operation, with communications facilities of the Army, Navy, and Coast Guard. With the requirements of national defense as a primary consideration, the committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The Labor Advisory Committee will consider labor problems which pertain to communications in the national defense and will not be a substitute for unions or federal agencies handling labor problems. The Defense Communications Board is at present operating without funds. Having been successful in doing this up to now, it hopes it will not require any in the future.

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MONOPOLY REPORT DEADLINE PASSED

Extending the final date for the filing of briefs on the Monopoly report from Wednesday, November 11, to today (Friday, November 15), Chairman James L. Fly said that there would be no further extension.

Oral argument in this investigation by the FCC of chain broadcasting will be held Tuesday and Wednesday, December 2nd and 3rd.

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HOW ABOUT GIVING RADIO A CABINET POST?

In view of the fact that newspaper efforts are rewarded and that it has long been the custom to appoint newspaper men to high positions, notably in the present administration - Frank Knox, publisher of the Chicago Daily News, Secretary of the Navy, and Josephus Daniels, North Carolina newspaper publisher, Ambassador to Mexico - it would seem appropriate that radio up to now unrewarded, might well be recognized. President Roosevelt, noted for breaking precedents, might even appoint someone from the radio industry to the Cabinet. If so, he would have a large field of competent men to draw upon.

Mr. Roosevelt might select Commander E. F. McDonald, Jr., of Chicago, as Secretary of the Navy. Explorer and long in the Naval Reserve, one of the best known yachtsmen in the country, Commander McDonald, though a radio manufacturer, was the organizer and first president of the National Association of Broadcasters. Gen. James G. Harbord, who was the Chief of Staff with General Pershing in France, would make an A-No. 1 Secretary of War.

David Sarnoff, President of the Radio Corporation of America, would fit in very well either as Secretary of Commerce or Secretary of the Treasury. The same would go for Sosthenes Behn, President of the International Telephone & Telegraph Company. Niles Trammell, President of the National Broadcasting Company, would make an excellent Postmaster General. For Attorney General, the President would have the choice of at least three noted radio lawyers - Thomas P. Littlepage, of Washington, Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company, and Louis G. Caldwell, of Washington, former Radio Commission Chief Counsel.

Alfred H. McCosker, President of the Mutual Broadcasting System, would be another live wire for the Postmaster General and Donald Flamm, of WMCA, could make things pretty lively around the Department of Commerce. Powel Crosley, Jr., Cincinnati radio manufacturer, broadcasting and baseball magnet, and William F. Paley, President of the Columbia Broadcasting System, would be splendid additions to our Diplomatic service - London, say, or Japan.

It would, indeed, be fitting to send Frank C. Page, Vice President of the International Telephone & Telegraph Company, to Great Britain for the post held during the World War by his distinguished father, the late Walter Hines Page.

Harry C. Butcher, Vice-President of CBS and Frank M. Russell, Vice-President of NBC, Washington representatives of their respective networks, would likewise be splendid timber for high office. Probably no two men in the country are more familiar with what goes on behind the scenes in the National Capital than they.

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SAY ASCAP FIGHT MAY CONTINUE BEYOND JAN. 1

It is predicted that the fight between the National Association of Broadcasters and the American Society of Composers will go right on up to the dead-line of December 31st and maybe longer.

"If it does, the responsibility lies with the broadcasters", E. C. Mills, Chairman of the Administrative Committee of ASCAP, who was in Washington last week, declared. "The Composers stand willing, ready and anxious to negotiate at any time, any place, anywhere with anybody on any basis."

Mr. Mills charged that the National Association of Broadcasters' participation was simply a smoke-screen.

"The issue is between ASCAP and the networks which have never paid a cent to the Composers. The issue is not between ASCAP and the independent broadcasting stations for whom the new formula substantially reduces the rate to be paid. These stations would not have to pay anything at all on network broadcasts. We are merely trying to put the burden where the burden ought to be - on the shoulders of the people getting the big money. The issue is so simple that the broadcasters can't permit it to be simple but must make it appear complicated or else there would be nothing to argue about."

Asked if he intended to lodge complaints in Washington because the broadcasters' "blacked out" the recent ASCAP Music Festival, which was not broadcast by any station except WNYC, the Municipal Station in New York City, Mr. Mills said:

"We do not plan any protest to the Federal Communications Commission. We are not going to make any protests either in reference to the failure of the broadcasters to pick up the ASCAP program at the San Francisco Fair, or at the Fair here. In both cases the public was deprived of the opportunity to hear programs such as are never presented under any other auspices, and which will perhaps never be heard again.

"These events speak for themselves, and an accumulation of them is gathering such as I personally believe will some day very seriously embarrass the men who are so short-sighted as to use their radio facilities, and misuse their radio franchise in such a manner."

It was noted that Gene Buck, President of the American Society of Composers, as usual, was the impressario at the annual dinner given to the President by the National Press Club. In this capacity at the Press Club and elsewhere, Mr. Buck has become well acquainted with President Roosevelt and doubtless if the battleground between the Composers and the broadcasters were shifted to Washington, Mr. Buck would undoubtedly be able personally to present his side of the story to the President if he decided to do so.

SAYS U. S. PROGRAMS TO S. A. MISS MARK

U. S. Shortwave radio stations are taken for quite a ride in a detailed article by Ray Josephs, Buenos Aires correspondent of Variety (November 13 issue) because of alleged failure to make satisfactory progress in the international short-wave battle with the Nazis and the Fascists to reach South American ears. Mr. Josephs states that many programs beamed to Latin-America by the 11 United States short-wave stations are practically meaningless to South America.

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WMCA STARTS RADIO CLASSIFIED ADS

A program featuring classified advertisements made its debut in New York radio over Station WMCA with the inauguration of a daily series entitled "Reward for Listening" last Thursday (November 14).

For the use of small merchants, retail dealers, real estate agents, help-wanted ads, lost and found announcements, etc., time will be wold on a wordage basis.

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SHIP AND COASTAL SERVICE RULES CLARIFIED

Substitution of the term "limited (governmental)" for "private" is involved in modification and clarification of the rules governing ship and coastal services by action of the Federal Communications Commission, to become effective March 1, 1941. This was prompted by the fact that the word "private" does not adequately describe such a limited service station. A station of this class is now restricted to use for governmental purposes and is available to Federal, State, county and municipal agencies and to other persons or organizations only for the purpose of performing services for such governmental units. Part 7 (coastal) and Part 8 (ship) of the rules are affected.

Also, Sections 8.51 and 8.63 of the ship rules are changed, and sections 8.72 and 8.73 are added, to permit more stringent enforcement of the requirements with respect to the licensing and operation of portable-mobile telephone and telegraph stations.

The rules, as revised, will appear in mimeograph form shortly.

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The Bureau of Foreign and Domestic Commerce in its "World Radio Markets" series has just issued reports on Yugoslavia and French Oceania.

Station WJR, at Detroit, went off the air last Tuesday when winds of the blizzard which swept the West toppled its 733-foot antenna tower.

As a souvenir of the dedication of the new WEAJ transmitter, the NBC issued an 8 page rotogravure newspaper supplement showing many pictures of the station and site, a pictorial history of WEAJ and all the stars that made it famous.

The Royal Canadian Air Force is seeking 1,000 radio mechanics. Inquiries of those desiring to volunteer may be addressed to Royal Canadian Air Force, Windsor, Canada.

Station WTAG at Worcester, Mass., has applied to the Federal Communications Commission to increase its power to 5 KW. Station WTAR at Waterbury, Conn., desires to go up to 1 KW.

Ralph H. Langle, E.E., formerly of WLW, at Cincinnati, now consultant and specialist in patent matters, has removed his midtown office to 50 East 42nd Street, New York City.

Monumental Radio Company reports that for the nine months to September 30 a net income before depreciation and income tax \$141,430, according to figures filed with Securities and Exchange Commission. In 1939 company had net income of \$121,723, compared with \$97,358 net income for 1938.

Henry L. Mencken, Baltimore columnist, addressing the Women's National Press Club, was quoted in the Washington Star as saying that the radio had a greater following than the press. "People don't read newspapers any more", Mr. Mencken added, "except for the comic strips."

Gen. James G. Harbord, Chairman of the Radio Corporation of America, is leading the current Red Cross Roll Call in New York City. General Harbord is Chairman of the New York Chapter of the Red Cross.

The American Tobacco Company, by way of backing up the Broadcasters in the Composers' fight, has discontinued using "Happy Days are Here Again" as a theme in the "Hit Parade". The company has been paying a New York publicity company \$100 a week for the use of this song.

With the recent affiliation of KGBU in Ketchikan to the Mutual Broadcasting System, Alaska now has its first network radio station. KGBU will rebroadcast network programs on signals from KOL, Seattle, and KMO, Tacoma.

At the same time that Mutual acquired its chilliest link, it also added to its network a station in Scranton, Pennsylvania, whose call letters are - WARM!

Financial affairs of the bankrupt Grigsby-Grunow Company in Chicago, once one of the nation's top radio manufacturing concerns, were closed out in Federal Court last week. The total paid in liquidation is 63.9 percent to bondholders and 40.7 to general creditors.

The LaGuardia Field Crash Wagon in New York, in addition to fire fighting equipment, has a radio receiving set fix-tuned to the dispatcher in the tower of the Administration building and thus is in touch at all times.

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WILL ROGERS WAS NOT HAPPY WITH RADIO

In the autobiography of the late Will Rogers appearing in the Saturday Evening Post under the title "Uncle Clem's Boy", his widow, Mrs. Betty Blake Rogers, writes:

"Will was never quite happy with radio, although he was one of a very few on the air who submitted to no censorship. Since much of his talk was extemporaneous, he needed an immediate audience to play to. The microphone, or for that matter the motion-picture camera, was a poor substitute.

"They have a time getting me stopped on this radio thing', he would explain over the air, 'so I got an alarm clock here, and when it goes off, brother, I quit - even if I'm right in the middle of reciting Gunga Din or the Declaration of Independence. I wouldn't need this alarm clock if I hadn't been so dumb about this broadcasting. You see, everybody reads everything they do over the radio and I'm going to learn it, but the trouble with me is I don't read very well and I hate to go to the trouble of writing this out. If I ever saw in print what I do say sometimes, I would be ashamed to say it.'

"Will always insisted on an audience in the studio, but it wasn't quite the same. He had to talk into the microphone and he couldn't tell whether the people listening in were getting it or not. But after the broadcast to countless people that he could neither see nor hear, Will usually stayed on and talked for a while to the audience of a hundred or so there in the studio. Often he was more entertaining then for the next half-hour than he had just been in the fifteen-minute broadcast for which he had received around \$7,000.

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NEW MILLION DOLLAR NBC SAN FRANCISCO BUILDING

Immediate construction of a new "NBC Building" in San Francisco has just been authorized. Location of the structure will be at the northeast corner of Taylor and O'Farrell Streets, in the heart of the downtown business, hotel, club and theater district. Except for a public garage in the basement and first floor, the building will be devoted exclusively to broadcasting purposes.

The new building of reinforced concrete, will be an adequate and efficient "studio and office building for KGO and KPO", and will contain 52,800 square feet of floor space.

Four stories high and air-conditioned throughout, the new radio headquarters will have no need for windows. Glass block sections will serve for both exterior trim and daylight illumination inside the building. The main entrance will be on Taylor Street, near the Clift Hotel, and an imposing lobby will welcome the visitors. Seven display windows here will tell the story of radio and its programs while elevators and a wide staircase lead to the upper floors.

In appearance the "NBC Building" will be simple, dignified, impressive. One wide belt of the block glass will rise at the left of the entrance and connect with a horizontal belt of the same material running the length of the structure on both streets. Other narrower bands will mark the floors, breaking the walls. At night these glass brick sections will be illuminated from within, giving an interesting distinction to the building.

Except for the lobby, the street-level floor and basement will be occupied by "The Radio Garage", with space for 130 automobiles. Garage entrance and exit will be on the two streets to facilitate traffic.

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GEN. JOHNSON ON RISKY LIST?

The following is from Variety:

"Gen. Hugh Johnson has created an embarrassed silence that will probably embarrass him hereafter. This is the result of his injection on Election eve of the Jewish race and his unflattering mimicry over WOR, New York, of Yiddish dialect. . . ."

"The embarrassed silence definitely will have one result. Johnson will be on the 'be careful' list of radio stations hereafter, along with the padre of Royal Oak. Several affiliates have already told their networks that 'Johnson is too risky'."

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"DIRECT PICK-UP" IN COLOR TELEVISION ACHIEVED AT CBS

Dr. Peter C. Goldmark, CBS Chief Television Engineer, revealed to the Fall meeting of the Institute of Radio Engineers at Rochester, N. Y., that direct pick-up in color television has been achieved experimentally in the Columbia Broadcasting System's laboratories.

"Direct pick-up of full color television", Dr. Goldmark said, "has definitely graduated from the drawing board and formula stage, and appears to require only straightforward engineering effort."

With the particular equipment used in his experiments, no more intense light level was required for color pick-up than has been needed for black and white equipment in the CBS studios, Dr. Goldmark added. Although it is probable that with the same kind of equipment, color pick-up will require more light than if black and white were picked up alone, the amount of light needed does not appear to present a problem.

Dr. Goldmark said his staff of engineers already is constructing equipment with which it is hoped laboratory demonstrations can be given for the Federal Communications Commission, the National Television Systems Committee and the press.

"The results of our experiments", Dr. Goldmark declared, "are most encouraging and augur well for the complete practicability of full color television. But I want it to be fully understood that we are still in the laboratory."

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PILLOW SPEAKER WORRIES NAZIS

The "soft speaker" recently introduced by a radio manufacturer in Germany is causing worry to Berlin. The device may be plugged in to any radio set and, when placed under the pillow, can be heard by the user of the pillow, and by no one else. The manufacturer says it is for invalids, but Berlin fears that "unscrupulous people" will use it for secret listening to foreign stations, and that all those buying it cannot be invalids.

- Washington Star

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

Nov 2

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No. 1283

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November 19, 1940

DUTCH RADIO COMPANY SEEKING AMERICANIZATION

Although general sympathy is expressed for the plight of Holland, the efforts which the Philips Company of The Netherlands, probably the greatest exporter of radio apparatus in the world, is said to be making to establish itself as an American concern are reported to be coolly received here. This is attributed to the sharp competition the Philips Company has given U. S. radio manufacturers in foreign countries. Despite this, the great Dutch company having been obliged to leave Holland almost overnight, is now seeking recognition as an American concern and is making representations to the State and Treasury Departments to this end. By way of officially establishing themselves in this country, the Philips people are reported to have put the assets of all their property outside of Europe and the British and French empires or colonies in trust in the Hartford National Bank and Trust Company in Hartford. Furthermore they have taken an entire floor in one wing of a large New York hotel as their American headquarters.

Three American companies are understood to be manufacturing receiving sets for the Philips Company and two American concerns supply tubes. The sets, however, are being made according to Philips' specifications and with the proviso that they will be offered in the export market only. Nevertheless, it is argued that all of the above mentioned products are to be used in competition to American exporters.

At least one Government official, a man apparently thoroughly aware of the charges made against Philips of unfair competition to American radio manufacturers in the past, seemed unimpressed by the Philips' Americanization claim.

"The question is, does putting assets in a Hartford bank or establishing headquarters in New York necessarily make them an American firm?" he said. "Probably it would be necessary that 51% of the stock be owned by Americans. No doubt the situation is being studied and the answer will be forthcoming before long."

With regard to the alleged unfair competition angle, a large radio manufacturer expressed himself in no uncertain terms.

"In the export of American radios the United States radio industry has had practically no competition from foreign countries with the exception of the Dutch Philips Company", this radio manufacturer said. "Philips, by the most questionable methods, has consistently taken business away from American manufacturers all over the world. For years this has been particularly true in the European area where, through alleged patents, many of which are

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reported to have originated in the United States, they have kept American manufacturers out of most European markets. It has not been clean competition, what with interlocking directorate between their own and American corporations. They are, likewise, building up a patent situation in Argentina and other South American markets which we may expect them to use against American manufacturers.

"The record indicates that they entered into contracts with various European manufacturers stipulating that one of the considerations of the contract would be that the said manufacturer not purchase American tubes. Their legal representative is reported to have stated 'Our fight is against America'.

"They are reported to have put in over a million dollars in the Argentine to gain control of that market, and to have endeavored, through improperly stated information, to influence government officials to limit the importation of American-made tubes.

"The credits they extend are almost unheard of. Believe me when I tell you that it has been the most vicious competition that it has ever been my misfortune to encounter.

"And no longer being able to manufacture their products in the Netherlands, seeking any port in a storm, and in spite of everything they have done to us, they set up headquarters here and have now made a deal, or a series of deals, in this country whereby three American companies here are now all manufacturing Philips' radios for Philips and these are to be used in competition to American manufacturers.

"When we find an overseas competitor endeavoring to come to our shores with a record like that, it would appear that the Government should be in a position to take adequate steps to protect American manufacturers and American labor against the apparent lack of an ordinary knowledge of common ethics."

According to the latest reports, the Philips Company is still operating a manufacturing plant and assembly branches in England, Dutch East Indies, Argentina, Australia, New Zealand, Uruguay and Brazil. They are said to have given up any hope of getting back their big plant at Eindhoven, which is now being run full blast by the Germans. No matter how this may work out, the representation of the Philips people to our Government is that they desire to be permanently established as an American concern.

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TO SPEND \$8,000,000 TO SPUR TELEVISION

Development of television to a workable unified system is being speeded by an aggregate of \$8,000,000 which has been budgeted for that purpose by some two score individuals and firms which, to date, have been authorized by the Federal Communications Commission to engage in such practical research and experimentation on a nation-wide basis.

Expenditure of more than \$3,000,000 is proposed by 10 television projects which received Commission approval last week. Two of these grants are to the Hughes Productions Division of the Hughes Tool Co., which has \$2,000,000 available for stations in Los Angeles and San Francisco. The establishment of Howard R. Hughes, noted aviator, capitalist and movie producer, proposes to experiment in program production development in cooperation with Hughes Productions of Hollywood; study studio lighting effects; seek improvement of television transmitters, cameras, and synchronizing generators; test transmission of various numbers of lines between 421 and 525; compare different types of synchronizing signals, and try FM (frequency modulation) for the sound accompanying the pictures. In both cities the Hughes concern will operate on Television Channel No. 2 (60,000-66,000 kilocycles) with 10 kilowatts aural and visual power.

At the same time the Commission authorized like experimental operation for five other Los Angeles applicants:

Columbia Broadcasting System, Inc., to operate on Channel No. 8 (162,000-168,000 kilocycles), 100 watts aural and visual power; for the purpose of transmitting programs to ascertain public reaction and otherwise conducting a program of research in Los Angeles in conjunction with that of its New York television station.

Earle C. Anthony, Inc., to operate on Channel No. 6 (96,000-102,000 kilocycles), 1000 watts aural and visual power; to study the relative merits of horizontal and vertical polarization in the Los Angeles area, with particular study of the effect of ignition and diathermy interference, and transmission over salt water, to Catalina Island.

Leroy's Jewelers, to operate on Channel No. 10 (186,000-192,000), 1000 watts aural and visual power; "to further improve the quality of pictures transmitter by television from the standpoint of reception quality and to determine the system of television transmission which will produce the best results for widespread use from a visual and optical standpoint."

May Department Stores Co., to operate on Channel No. 12 (210,000-216,000 kilocycles), with 1 kilowatt aural and visual power, for general research and experimentation in the Los Angeles area.

Television Productions, Inc., a subsidiary of Paramount Pictures, to operate a television relay station on Channels Nos. 13 and 14 (234,000-240,000; 240,000-246,000 kilocycles), 250 watts visual power, to supplement television broadcast station W6XYZ, also in Los Angeles, for which the applicant has a construction permit. The latter, using Channel No. 4 (78,000-84,000 kilocycles), proposes experimentation with the "DuMont standards".

In addition, the Commission granted stations to New York, Chicago, and Manhattan, Kans., as follows:

Metropolitan Television, Inc., New York, to operate on Channel No. 8 (162,000-168,000 kilocycles), 1 kilowatt aural and visual power; to develop program techniques for determining public tastes, including the use of two television theaters where daily programs will be projected for free public viewing. This applicant is associated with two department stores, Bloomingdale Bros. and Abraham & Straus.

Columbia Broadcasting System, Inc., Chicago, to operate on Channel No. 4 (78,000-84,000 kilocycles), 1 kilowatt aural and visual power; to participate in CBS television research by developing data on Chicago conditions that may assist in the ultimate determination of polarization and synchronization for a national television service.

Kansas State College of Agriculture and Applied Science, Manhattan, Kans., to use Channel No. 1 (50,000-56,000 kilocycles), 100 watts aural and visual power; to determine propagation characteristics, study horizontal and vertical polarization, and experiment with various synchronizing systems using various numbers of lines and frames.

These contemplated programs of research and experimentation are pursuant to Commission requirements looking to development of television to a point that will enable the industry to agree on a uniform transmission system of acceptable technical quality.

Cooperation of the industry is further reflected in the comprehensive survey of the television situation now being conducted by the National Television Systems Committee. Organized last July through the joint efforts of the Radio Manufacturers' Association and the Commission, this Committee represents the pooled engineering experience of the industry. Its various panels have been making a detailed study of many phases of television.

The Commission yesterday designated Monday, January 27, as the time to receive a formal over-all progress report from the full Committee. Members of the Commission plan to visit the New York area on January 24 to see late television developments first-hand prior to this conference with the National Television Systems Committee.

An investment of \$5,000,000 is represented in previous television authorizations by the Commission. This list, which shows wide distribution of facilities, includes Balaban & Katz Corp., Chicago; Bamberger Broadcasting Service, Inc., New York; Columbia Broadcasting System, New York; Crosley Corporation, Cincinnati; Allen B. DuMont Laboratories, New York, Washington and Passaic, N. J.; Don Lee Broadcasting System, Los Angeles, Hollywood and San Francisco; First National Television, Inc., Kansas City, Mo.; General Electric Co., Schenectady; General Television Corporation, Boston; National Broadcasting Co., New York, Philadelphia and Washington; RCA Manufacturing Co., Camden, N.J.; Philco Radio & Television Corporation, Philadelphia; Purdue University, West Lafayette, Ind.; Radio Pictures, Long Island City, N.Y.; State University of Iowa, Iowa City; WCAU Broadcasting Co., Philadelphia; Zenith Radio Corporation, Chicago, and The Journal Co., Milwaukee, Wis.

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ASCAP VS. NAB: LAST INNING SCORE

With unrenewed contracts in the broadcast music deadlock expiring December 31st, it won't be long now until definite results are known.

Edwin C. Mills, Chairman of the Administrative Committee of the American Society of Composers, and Neville Miller, President of the National Association of Broadcasters, present the eleventh hour positions of these two strong organizations in the November issue of Advertising and Selling.

Mr. Miller leads off as follows:

"The position which I set forth in your columns in the issues of December 1939 and January 1940 remains unchanged. Since that date, however, Broadcast Music, Inc., has made extraordinary progress and has gained the loyal adherence not only of the broadcasting industry but of radio advertisers, who endorse its principles.

"Broadcast Music, Inc., has already published under its own imprint approximately 300 selections and has, by contract with other publishers, acquired performing rights in over 150,000 compositions. A number of BMI compositions have been on the 'Hit Parade' and trade lists of most frequently performed compositions, and sheet music and record best sellers are studded with the names of BMI numbers. Over 85% of the dollar volume of the broadcasting industry is now represented among BMI subscribers, and the list grows steadily. A majority of the stations in the country are enrolled with BMI, - 40% of the 100 and 250 watt stations, 55% of the 500 and 1000 watt stations, 70% of the 1 kilowatt to 5 kilowatt stations, and 90% of the stations having over 5 kilowatt power are on the BMI roster. This is a representative cross-section of the entire industry, and networks own only 23 percent of the BMI stock.

"The volume of ASCAP music on programs has already been drastically reduced, and the use of ASCAP music is daily decreasing. Advertisers are changing from theme songs owned by ASCAP to theme songs owned by advertisers. The entire industry is preparing itself for the withdrawal by ASCAP of its music, and broadcasting will go on with undiminished interest and success after January 1st. What has caused the almost universal support of BMI and the fine unity of its adherence is a principle which is not open to successful challenge.

"The broadcasters will no longer tolerate a system under which they pay a percentage of the revenue derived from programs which use no note of ASCAP music. This is a vice with respect to programs which use no music at all. It is an equal, if not greater, vice with respect to programs using non-ASCAP writers. So long as ASCAP demands the same pay from programs which do not use ASCAP music as for programs which do use ASCAP music, they discourage the payment of non-ASCAP writers and thus perpetuate their monopoly. The industry will consider no proposition from ASCAP which perpetuates this vicious practice.

"Moreover, an examination of ASCAP's internal structure tends more and more to tear the mask from its avowed philanthropic aims. Of the \$6,000,000 which ASCAP collected in 1938, less than \$60,000 was divided among more than 700 of ASCAP's thousand writer members. In other words, one cent out of every dollar that ASCAP collected went to the bulk of its writer membership. The broadcasting industry faces January 1st with calm, confident determination that it will not enter any compromise which perpetuates organized monopoly."

Mr. Mills replies:

"The reply of NAB in behalf of the networks to ASCAP's demand for reasonable payment for its license was the formation of Broadcast Music, Inc. The publicity branch of that organization has issued glowing success stories of its operation. But they have somehow omitted to state that orchestra leaders are compelled to play B.M.I. numbers 'or else'. Naturally, these numbers become 'most played', but this fact is irrelevant to the issues.

"Under compulsion of their employers, the musicians and artists are required to play B.M.I. tunes whether they or the public like them or not. In fact, they have been notified that the ratio of B.M.I. to ASCAP compositions must be increased.

"Another misimpression which the broadcasters publicize comes from their insistence that they will refuse to pay a share of the revenue from programs on which ASCAP music is not played. Of course, this is simply a pose for propaganda purposes that goes to becloud the real issues. ASCAP's license makes its entire repertoire available under a blanket license for use at will on all programs. ASCAP sells 'readiness to serve' all programs - sells the true and real support which makes possible 'spot announcements' - 'soap operas' - and the hodge-podge of non-musical commercial programs which, of themselves and without the support of intervening musical programs would never hold or build radio audiences. It is most interesting to observe that B.M.I. licenses its repertoire upon exactly the same 'vicious' basis - a blanket fee for a blanket

use - regardless of the content of individual programs. They criticize and condemn our method - but, unable to find a better, they copy it.

"Two themes are played endlessly in the broadcasters' publicity: the charge that ASCAP is monopolistic and that division of its revenue is unfair.

"On the point of monopoly: Who is it that calls ASCAP - (a voluntary unincorporated, non-profit association of song writers and their publishers) - monopolistic? And, after the broadcasters' publicity has boasted that B.M.I. has such a sufficient repertoire of music as to prove the reverse!

"But perhaps on this point the Federal Communications Commission should be heard. Read the press release (#41550) dated June twelfth, of the Commission entitled "CHAIN BROADCASTING ABUSES CITED" - 'During the past ten years networks have so developed that today programs are broadcast to the general public, not by the stations whose owners * * * received licenses for such a privilege, but through the network organizations. The record shows that network organizations today are utilizing about 48% of the broadcast time of more than 50% of the commercial stations * * *.' Never forget that the issue in this controversy is between the networks (not the 'industry') and ASCAP. Never forget that the networks as such have never paid a single cent to ASCAP - that is the issue.

"And what's this about the division of ASCAP's income: This is a problem which concerns our own members exclusively. For a quarter of a century they have seemed fairly satisfied with their own manner of dividing their own money. They ask no questions about how the broadcasters divide their revenues - though they know that of 44 million dollars collected by Columbia and NBC in 1938 for network broadcasts only 12 million was paid out to 235 connected stations, and of this about 6 million or half was paid to 23 of them, the other half to 212. But that's none of our business - and vice versa."

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DILL APPARENTLY BEATEN FOR GOVERNORSHIP

Even now the fate of former Senator Clarence C. Dill in his race for Governor of the State of Washington seems uncertain. According to the latest news dispatch from Seattle, Mayor Arthur Langlie, Seattle Republican, captured the absentee ballot count in the Pierce County stronghold of Senator Dill, and the Post-Intelligencer said Mr. Langlie had been elected Governor. Mayor Langlie's lead increased hourly as the counting continued. He had a lead of 3,400 over his Democratic opponent with more than half of the State's absentee ballots counted.

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NOTE: DUE TO THE FACT THAT THE GOVERNMENT OFFICES WILL BE CLOSED ON THURSDAY, NOVEMBER 21, THERE WILL BE NO ISSUE OF THIS SERVICE ON FRIDAY, NOVEMBER 22.

R. D. Heintz

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TO OFFER RADIO PRIZES LIKE PULITZER

With the idea of making annual radio awards on much the same basis as Pulitzer Prizes are given to outstanding newspaper and literary accomplishment, the University of Georgia at Athens has named the following to the George Foster Peabody Radio Awards Advisory Board:

Dr. S. V. Sanford, Chancellor, University System of Georgia; Bruce Barton, President, Batten, Barton, Durstine & Osborn, advertising, New York City; John H. Benson, President, American Association of Advertising Agencies, New York City; Virginius Dabney, editor, Richmond (Va.) Times-Dispatch; Jonathan Daniels, editor, Raleigh (N.C.) News and Observer; Mark F. Etheridge, General Manager, Louisville (Ky.) Courier-Journal and Times; Waldemar Kaempffert, Science Editor, The New York Times; Alfred A. Knopf, publisher, New York City; Dr. John W. Studebaker, United States Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, of Saratoga Springs, N. Y.; and Edward Weeks, editor, The Atlantic Monthly, Boston, Mass.

The prizes will be awarded beginning next year.

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McDONALD URGES GLIDER TRAINING FOR YOUTH

In a leading article, "Silent Wings" in the November 30th issue of Collier's, advocating the use of gliders for experimentation purposes, Commander E. F. McDonald, Jr., of Chicago, will advance the idea that the youth of the country, if given a chance, can do for aviation what they have done for radio. He tells what marvelous training the glider is for pilots. It is his theory that if we can let the young people of the country have these motorless planes to experiment with at a cost to fit their pocket-books, a thing he says we have just got to do, that they will do the rest.

It is hoped that Commander McDonald in the forthcoming article will tell his own experience with a glider. In a moment of enthusiasm at a recent test, he volunteered to go up. Before he hardly knew it, the Chicagoan found himself a hundred feet in the air with not the slightest idea of how he could get back to earth without breaking his neck.

Commander McDonald's article in Collier's will be on the news-stands November 22nd.

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FCC QUIZZES 227 STATIONS ON MONOPOLY BRIEF

All 227 member stations of Independent Radio Network Affiliates, Inc., have been asked by the Monopoly Committee of the Federal Communications Commission whether they agree with a brief filed in the radio monopoly investigation on behalf of the Association.

The brief, which severely attacked conclusions and recommendations of the Committee, was filed for the Association by its counsel, Paul M. Segal.

Four questions are asked station operators in the telegram: First, whether the brief was authorized by them; second, whether they approved the brief; third, if they did not approve the brief, whether they subscribed to its views, and, fourth, whether the brief represented the position of the station.

The brief of the affiliates was one of three which criticized the FCC Committee. The others were from the Columbia Broadcasting System and the National Broadcasting Co., which serve the affiliates. Another brief, filed by the Mutual Broadcasting System, rather supports the Committee. Mutual's complaint that it was unable to get satisfactory outlets in various communities because of the alleged dominance of the two major chains was a factor in prompting the Committee's investigation. The tenor of the briefs filed presages a bitter fight against the Committee report, which now is before the Commission for action.

The Columbia brief charged the Committee report is based on bias and a zeal for reform unrelated to the actual operation of radio, the adoption of which by the Commission would result in a breakdown of the high-class programs made possible by the chain systems.

Counsel for NBC said the report misconceives the nature of the broadcasting business, and adds that it proposes that the Commission exercise its powers in the licensing of stations in order to accomplish, indirectly and unlawfully, a result which it could not accomplish either directly or lawfully. It said that the Committee's proposals are neither novel nor sound.

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CAPITAL TO CELEBRATE RADIO'S BIRTHDAY

Topping off a series of dinners around the country in celebration of radio's twentieth anniversary, local Washington radio stations, the Radio Manufacturers' Association and the NAB will co-sponsor a dinner to be held Tuesday evening, November 26. The President, members of his Cabinet, members of Congress, the FCC and high government, Army and Navy officials, as well as outstanding figures in all walks of public life will be invited.

While other network programs may be scheduled, Mutual has already cleared 9:30 to 10:00 P.M., EST, for a special broadcast of the American Forum of the Air, to be broadcast direct from the banquet hall, presided over by its founder, Theodore Grannik.

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: : : TRADE NOTES : : :
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Telegraph service between the United States and Alsace Lorraine has been restored, according to the Mackay Radio and Telegraph Company, which is now handling messages for this territory, including such important points as Strasbourg and Metz. The service is operated by direct radiotelegraph between New York and Vienna and by telegraph to Alsace Lorraine. Rates are the same as to Germany.

International Station WRUW, of the International Broadcasting Company, Boston, partially endowed by the Rockefeller Foundation, has been authorized to increase its power from 20 to 50 KW.

Harry MacFayden, a production director for the National Broadcasting Company for the last eight years and an actor and director who had been associated with the American stage for almost forty years, died last Wednesday in New York City after a brief illness. He was 59 years old.

Station KFUD, Evangelical Luthern Synod of Missouri, Ohio and other States, at Clayton, Missouri, has been granted a construction permit to install new transmitter and increase its power from 1 KW to 5 KW, on 830 kilocycles, operating from local sunrise to sunset at Denver, Colo.

The Fort Industry Company operators of Station WSPD, Toledo, Ohio, announces the removal of its executive offices from the Commodore Perry Hotel in Toledo to the second floor of its own Broadcast Building, 136 Huron Street, Toledo.

Frequency modulation broadcasting, commonly called FM high-fidelity, staticless radio, will be inaugurated by the General Electric Company, Wednesday evening, November 20, when its experimental station, W2XOY, located in the Helderbergs 12 miles from Schenectady, will begin a regular schedule of seven hours daily. Short talks will be given by Charles E. Wilson, President of General Electric, and Dr. W. R. G. Baker, Manager of the company's radio and television department and Chairman of the National Television Systems Committee.

WOR is now rebroadcasting important programs at the conclusion of the usual night's operations. This began on Armistice Day when President Roosevelt's address at Arlington was rebroadcast at 9:30 P.M. and again at 2 A.M.; and when Wendell Willkie's speech was rebroadcast at 2:10 A.M.

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CBS'S COMPENSATION & RE-EMPLOYMENT PLAN FOR THOSE IN U.S. SERVICE

Salary and insurance payments for employees of the Columbia Broadcasting System who are called into active military service, together with a company policy for their subsequent re-employment, were announced last week. The CBS plan provides for the payment of from one month's to six month's salary for all regular full-time employees, based upon the term of their employment by the company prior to the date of entering the armed services of the United States, according to the following scale:

Less than 1 year's employment - 1 month's salary; more than 1 year and less than 3 years' employment - 2 months' salary; more than 3 years and less than 4 years' employment - 3 months' salary; more than 4 years and less than 5 years' employment - 4 months' salary; more than 5 years and less than 6 years' employment - 5 months' salary; and more than 6 years' employment - 6 months' salary.

In addition to these salary payments, the company will assume the cost of premiums payable by employees under its cooperative insurance program during the required year of military training.

The CBS plan for re-employment of staff members after the termination of their military service provides that it will be the policy of the company, except in unforeseen circumstances, to reinstate employees in the positions which they previously occupied.

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NAZIS SWITCH STATIONS IN RAIDS

In connection with the Royal Air Force's raids on German and Italian objectives, it is pointed out in a newspaper dispatch from London, that German wireless stations which formerly went off the air when British planes were overhead are now using a new technique permitting them to continue broadcasting during raids.

The technique is the simple one of switching broadcasts from one sending station to another unaffected by the raids. Thus the fact that these stations continue broadcasting nightly does not hoodwink those manning "listening posts" in London into thinking R.A.F. bombers are inactive over Germany.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

BROADCASTING COMPANY, INC.
FEDERAL LIBRARY
30 HUNTERFELLS PLAZA, NEW YORK, N. Y.

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No. 1284

November 26, 1940

INDUSTRY PREPARES FOR MONOPOLY BATTLE

Following a barrage of brickbats hurled at the 1800 page Federal Communications Commission Committee's chain broadcasting report, oral arguments will be heard Monday, December 2, subsequent to the filing of the final briefs. Among the Committee's conclusions tardily submitted last June when it was openly charged by Congress that it was stalling, were that networks be licensed, that exclusive network affiliate contracts be banned and that the FCC, in effect, supervise the dealings of the stations and networks. It was largely because of the displeasure of Congress in the way that the FCC handled this report that the Senate refused to confirm Col. Thad Brown, one of the signers of the report, for reappointment to the Commission.

Vigorous objections to the report were voiced by all the networks except Mutual but the one that really got the Commission's goat was submitted by Paul Segal on behalf of the Independent Radio Network Affiliates. Chairman James L. Fly apparently went into a tantrum on this and ordered T. J. Slowie, Secretary, to wire each of the IRNA members as to whether Segal's brief was authorized by them and whether it reflected the position of their station.

In response to this, Mark Ethridge, of Station WHAS, Louisville, and former President of the National Association of Broadcasters, banged back with the hottest telegram anybody ever sent to Chairman Fly. In further defiance, Mr. Ethridge added that he was sending a carbon of the telegram to President Roosevelt. It read:

"Dear Mr. Fly:

"I have sent the following wire to Mr. Slowie, in response to his wire of yesterday:

"'WHAS was represented at the San Francisco Convention, which instructed the officers and directors of IRNA to file a brief setting out the attitude of stations toward the Monopoly Committee's report. The brief was submitted to us for approval and we approve.'

"I do want to protest to you, however, as Chairman of the Commission, what I consider to be intimidation. Whether the wire had that purpose, its wording and its preemptory nature will certainly have that effect. I do not know any reason why the stations affiliated with the networks should not make their position known to the full Commission, particularly when a report of a committee of the Commission charges, in effect, that the stations are not fulfilling their public duty.

"The full Commission, you told me, has not had the opportunity to study the question and has set oral arguments for the purpose of receiving further information and views. It seems to me that the Commission would welcome a statement of the position of affiliates, no matter whether it embraced that position or not.

"If the Commission was interested in knowing whom Mr. Segal represented, it could have required from him written authorization of signatures to the brief; or when he appeared to argue it, could have required him to make a showing of representation; or could have denied him the right to be heard if he could not make a showing. As a lawyer I know you will recognize that as a fair and just and regular procedure.

"I do not believe the Commission as a whole would ever have authorized such a telegram as was sent out. I must say that it strikes me as a violent departure from any procedure of democratic government.

"I cannot refrain from adding a more personal word. As you may know, I was a New Dealer before anybody in the present administration ever said he was, and all my adult life I have fought the same sort of evils you have. Moreover, I have done all I could in the radio industry to bring it to an acceptance of the necessity and desirability of regulation. But this sort of thing seems to me irresponsible regulation and, worse than that, a form of tyranny which I do not like in any form.

"Sincerely yours,

(Signed) Mark Ethridge"

Because of the fact that only oral arguments will be presented and that no witnesses are to be heard, the announcement stipulated only two days for the hearing scheduled to begin next Monday. If, however, especially in view of the storm of protests raised, they finish in that length of time, it will be a world's record for the FCC which has a way of drawing things out. The television hearings were only scheduled to last a couple of days but lasted more nearly a couple of weeks.

Also it was said at the Commission (Nov. 25) that there would be no postponement, as had been rumored, but that the hearings would go ahead as scheduled December 2.

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The N. Y. Consolidated Edison Company keeps hammering away in its advertising at what one cent's worth of electricity will buy, including always a reference to radio, the one recently reading: "One penny's worth of electricity will bring you a whole world of radio entertainment for nearly four hours."

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FCC CONFIRMS GREAT LAKES RADIO RATE CASE RULING

The Lorain County (Ohio) Radio Corporation and Thorne Donnelley, the latter doing business as Donnelley Radio Telephone Company, must refrain from certain illegal rate practices in connection with radiotelephone service between their land stations and ships on the Great Lakes as a result of the Federal Communications Commission making final its proposed report made public October 9th, at which time the FCC found unreasonable the rate schedules of \$25 a month ready-to-serve charge per ship plus charges of 75¢ to \$1.00 for each three minute message, and another rate of \$1.50 per message for occasional users of radiotelephone service between ships on the great Lakes and Lorain Corporation stations at Lorain, Ohio, Duluth, and Port Washington, Wisconsin.

The Lorain Corporation is further required to cancel its tariff schedules providing for the ready-to-serve charge of \$25 a month, on or before February 1, upon notice to the Commission and to the general public by not less than 30 days' filing and posting in the manner prescribed by the Communications Act and Commission rules and regulations.

No party to the proceedings having filed exceptions to the proposed report, the final order is made effective December 23.

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NATIONAL FREQUENCY BROADCASTS RESUMED AFTER FIRE

Following the destruction by fire of the standard frequency station WWV of the National Bureau of Standards, a temporary transmitter was established in another building which Dr. J. H. Dellinger now advises has begun a reduced service. It broadcasts the frequency five megacycles (= 5000 kilocycles) per second, every day (except Sunday) from 10 A.M. to midnight. This is continuous-wave only, with telegraphic code announcements of the call letters WWV every 20 minutes. The accuracy of the frequency is the same as in the past, viz, better than a part in ten million.

The broadcast is from a 1-kilowatt transmitter. Generally speaking, it is most useful for moderate distances in the daytime and long distances at night. More precisely: for reception in locations reasonably free from interference, it is receivable at all distances up to 1000 miles from Washington in the middle of the day. The distance range increases after about 4 P.M. (EST) until at night the broadcast is receivable throughout the United States; sometimes at night it may be difficult to receive it at distances between 50 and 500 miles while it is easy to receive it beyond 500 miles. In the spring the daytime distance range will decrease, dropping to about 500 miles in the summer.

This restricted service will continue for some months. As rapidly as possible the Bureau will establish a new station to provide more fully than in the past standard frequencies receivable at all times throughout the country. These will include standard radio frequencies, standard seconds pulses, and the standard of musical pitch, 440 cycles per second, which will unfortunately not be available during the period in which the temporary transmitter is used.

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FCC GRANTS POWER INCREASES; OTHER APPLICANTS

The following stations have been granted power increases by the Federal Communications Commission:

Station WTSP, Pinellas Broadcasting Co., increased to 1 KW LS, 500 watts night; Station WJBO, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La., to 5 KW; Station WISN, Hearst Radio, Inc., Milwaukee, Wis., increased to 5 KW; Station WORL, Broadcasting Service Organization, Inc., Boston, Mass., increased to 1 KW daytime only; WDEL, WDEL, Inc., Wilmington, Del., increased to 5 KW; WAPO, W. A. Patterson, Chattanooga, Tenn., to 1 KW night, 5 KW LS.

The Commission also granted a construction permit for a new station to the Kokomo Broadcasting Corp., Kokomo, Ind., on 1420 kc., 250 watts, unlimited time.

Two more stations - WINS, Hearst Radio, Inc., New York City, and KQW, Pacific Agricultural Foundation, Ltd., San Jose, Calif., desire to increase their power to 50 KW. Station WRCA, the NBC international broadcasting station at Bound Brook, N. J., has asked for an additional 35 kilowatts, making an effective operating power of 70 kilowatts, using 9670 kc., for its short-wave service throughout the world.

Other applicants for higher power are WMBR, Florida Broadcasting Co., Jacksonville, Fla., seeking 10 KW; Station WCAO, Monumental Radio Co., Baltimore, Md., seeking 5 KW; Station WTAG, Worcester Telegram Publishing Co., Worcester, Mass., the same; Station WSOY, Commodore Broadcasting, Inc., Decatur, Ill., 1 KW night.

Arthur Lucas and William K. Jenkins, doing business as the Chattahoochee Broadcasting Co., Columbus, Ga., have applied for a new station on 1420 kc., 250 watts, unlimited time.

The Travelers Broadcasting Service Corp., Hartford, Conn., was granted construction permit for new high frequency (FM) broadcast station to operate on frequency 45,300 kc., with coverage of 6,100 square miles; General Electric Co., Schenectady, N.Y., was granted the same to operate on frequency to be specified to serve area of 6,600 square miles.

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GERMANY INTENSIFIES S-W PROPAGANDA TO U. S.

There are progressively more detailed attacks on American institutions, leaders and attitudes on international affairs, in propaganda from Germany directed at the United States through broadcasts of the German short-wave radio stations according to the Princeton Listening Center. The Listening Center is a project of the School of Public and International Affairs of Princeton University, and is financed by the Rockefeller Foundation. It was established to study European international Broadcasting in wartime, with particular reference to broadcasts directed to the United States.

Princeton listeners declare that direct pressure on listener-opinion has been conspicuously increased in German short-wave broadcasts to America. In many respects, they say, these broadcasts are strikingly reminiscent of the first phase in Lord Haw-Haw's campaign against British morale. Approximately 16 commentators and actors on the German short-wave radio, which most any good set is capable of picking up and hearing clearly in the United States, are engaged in trying to arouse American opinion against "the measures short of war" taken by the United States on behalf of the opponents of Germany.

According to the Princeton report, Fred W. Kaltenbach, reputedly in charge of the broadcasts to this country, is a native of Iowa. According to his own testimony, he is the son of a German immigrant and served as a lieutenant in the United States Coast Artillery during the last war. Dr. Otto Koischwitz, another German commentator, was a former member of the faculty of Hunter College in New York City.

The Princeton listeners state that the direct kinds of pressure radiated from Berlin to North America are divided into those -

- "(1) Containing condemnation of Britain in her relations with the United States;
- "(2) Containing praise of America and things American;
- "(3) Containing praise of Germany for her relations with the United States, for her national character or her internal institutions; and
- "(4) Containing criticism of American and things American."

"Although this Report has dealt thus far with German broadcasts to the United States only, certain characteristics have appeared which parallel broadcasts to other countries: France and Britain. Certain characteristics of the German technique may now be set forth:

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"1) The basic aim of German broadcasts was to inhibit or paralyze action unfavorable to Germany and to encourage those attitudes and actions which might be turned to German use.

"2) Although provision was made for other audiences, German broadcasts directed their primary efforts toward the masses.

"3) The radio voices of Berlin were those of the country being addressed.

"4) The initial approach of the Berlin radio to its audiences was a friendly one.

"5) Appeals were based on the self-interest of each audience, and so presented as to appear framed out of consideration of what was good for the country of reception.

"6) At times of crisis, the German radio attempted to frighten various countries of reception by exaggerating the crisis beyond its action proportions.

"7) The German radio sought to distract the attention of its audiences from events abroad by the discussion of purely domestic issues.

"8) A constant attempt of German broadcasts was to divide, confuse and atomize the opposition to the Reich.

"9) German broadcasts frequently foreshadowed German action and official statements of policy.

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ONE-MAN PEACE FOUNDATION REQUEST DENIED

Upon basis of unsatisfactory showing that the proposed experimental work would be in the interests of the public or the radio industry, the Federal Communications Commission has denied the amended application of the World Peace Foundation (Abraham Binneweg, Jr.) for a construction permit to erect a new developmental broadcast station at Oakland, Calif., and to operate portable mobile.

The Commission points out that the applicant, World Peace Foundation, is not in fact an existing organization, but is merely a name which Abraham Binneweg, Jr., expects to establish to be used in connection with his future plans in radio.

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CUBA ESTIMATED TO HAVE 200,000 SETS

Although there have been no attempts to make a direct survey or census of radio sets in use in Cuba, a report made to the Bureau of Foreign and Domestic Commerce by Assistant Commercial Attache Charles H. Ducote, at Havana, the conclusion is reached that at the end of 1939, there were in use about 150,000 socket power sets. The estimated number of battery and crystal sets is 50,000.

Annual sales of sets are believed to approximate the importations as dealers make a strong effort to close out their stocks before new models come in. Last year's sales are considered to have approximated 26,000 sets, as compared with about 23,000 in 1938.

Although a larger number of sets were sold in 1939 than in the previous year, the dollar value of sales was lower. General economic conditions on the island during 1939 were less satisfactory than in 1938 and business volume as a whole was less by a small percentage.

Last year imports of radio sets consisted of about 50 brands. Practically all of the import manufacturers in the United States are represented in Cuba, and in consequence competition is active and keen. The two leading brands account for about 46 percent of total sales and the first 6 makes over 70 percent.

No separate statistics as to the proportion of imports of sets or of automobiles represented by separate or installed automobile sets are available. Automobile registrations numbered 27,679 at the end of 1939, including public vehicles. Dealers are of the opinion that the number of cars equipped with radio has steadily increased; current estimates are that about 10 percent now have sets installed. Distributors consider that the potential demand is very large.

One of the important afternoon daily newspapers in Havana has given some consideration to facsimile broadcasting, but radio distributors do not expect a sufficient public interest to be optimistic about a market for receivers. Frequent news broadcasts, together with newspapers in the Spanish and English languages, contribute to the limitations on interest.

There is no domestic radio industry, and imports of parts are confined to servicing requirements. Imports of parts total \$50,000 to \$60,000 annually. Those most required are transformers, fixed condensers, variable condensers, fixed resistances, and similar items.

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The Federal Communications Commission has scheduled a conference of engineers for Monday, December 9, at the Commission in Washington to discuss power range of FM transmitters, performance of audio amplification equipment and other high frequency problems having to do with FM.

Gross factory sales of Philco Corp., exclusive of its Canadian subsidiary, amounted to \$40,933,890 in the first 10 months of 1940, as compared with \$32,888,700 in the corresponding period of last year, an increase of 24 percent, it was announced by Larry E. Gubb, Executive Vice President of the Philco Corp.

Harris E. Yarbrough, Jr., an amateur operating Station W5IPC at Dallas, Texas, has had his license suspended for three months for re-transmitting programs from Station KRLD at Dallas, and causing interference to the reception of certain radio broadcast programs.

The Bureau of Foreign and Domestic Commerce has issued "Radio, Telephone, Telegraph" bulletins (formerly "World Radio Markets") on the British Cable System, Bolivia, Liberia and Afghanistan.

Equipment of autos with radios by manufacturers on cars for the American market totalled 1,359,876 sets in 1939, the Census Bureau reports.

R.C.A. Communications, Inc., at Bolinas, Calif., has been granted temporary authority by the Federal Communications Commission to communicate with the Radio Administration of the USSR at Khabarovsk, Russia, for the purpose of determining the effectiveness of available communicating facilities between Khabarovsk and San Francisco.

United Airlines are all set to relay to Station WLS, the broadcast of the "Flight of Santa Claus into Chicago" on 22790 kc.

Applications for the following attorneys to practice before the Federal Communications Commission were approved: Franklin Cary Salsbury, Cleveland, Ohio, and Victor R. Wolder, New York City.

Ten new stations will join the NBC Blue Network in the South December 15. They are: WGAC, Augusta, Ga., WCBT, Roanoke Rapids, N.C., WEED, Rocky Mount, N. C.; WMFD, Wilmington, N.C.; WMFR, High Point, N.C., WGNC, Gastonia, N.C., WHKY, Hickory, N.C.; WCOS, Columbia, S. C., WJHL, Johnson City, Tenn., and WHIS, Bluefield, W. Va.

The General Electric Company at New Scotland, N. Y., has been authorized to change the channel of its relay television station to 162,000-168,000 kc.

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MCDONALD ADVOCATES GLIDERS FOR AIR TRAINING

A cure for a possible future shortage of pilots to fly the thousands of bombers, pursuit ships, fighters and reconnaissance planes to result from the workings of the defense program, is proposed by Commander E. F. McDonald, Jr., well-known radio manufacturer of Chicago, in an article entitled "Silent Wings" appearing in the November 30th issue of Colliers now on the news-stands.

America may well take a lesson from the Nazis and train hundreds of thousands of young pilots in inexpensive motorless gliders, states Commander McDonald. The ink was hardly dry on the Versailles Treaty before Germany started encouraging her boys to soar. "The defense of America is guaranteed", says Commander McDonald, "if over the plains of New York and Jersey and Iowa and Texas American boys learn to soar the air."

He claims beginners can start their training more safely and with less expense in gliders than in motor-driven planes, and that glider trained pilots are eventually more at home in the air when they graduate to motorized ships because they know their air currents more intimately. To support these statements he quotes from well-known airmen, among them Captain Eddie Rickenbacker; Maj. R. W. Schroeder, Vice President of United Airlines; Maj. Al Williams, well-known aeronautical writer, and others.

The author calls attention to the fact that America has 54,000 radio amateurs, an abundance of born radio operators for our Signal Corps who can service and operate radio transmitters and receivers without any training except in the technique of war communications, and points out that this is a fact because these "hams" were permitted to tinker with coils of wire, tubes and condensers at will. He pleads that American youth be given a chance to emerge from the "rubber band" stage of model airplane building and be allowed to fly real planes, inexpensive motorless planes, which he says are well within the means of many individuals. For those who cannot afford an individual glider, his solution is the formation of thousands of glider clubs, either under government or community subsidy. Much informative material is given showing how such groups can be quickly organized at little expense.

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MANUFACTURERS TO SCRUTINIZE OWN ADS

A Committee on Advertising, composed of leading advertising and sales promotion managers, appointed by the Radio Manufacturers and headed by John S. Garceau of the Farnsworth Radio Corporation, Fort Wayne, Ind., will act to survey industry advertising and establish desirable, ethical and technically correct advertising standards and practices.

The broad objective is to have the industry itself develop proper advertising practices, to avoid possible criticism of the public, Better Business Bureaus and government agencies. The work of the Committee on Advertising, which will hold an initial meeting early in December, will be entirely on a voluntary and cooperative basis, without conflict with any other agency or action of any individual company.

Besides Mr. Garceau, the following are the members of the new committee:

Clifford C. Dewees, Advertising and Sales Promotion Manager, Stewart-Warner Corp., Chicago; P. G. Gillig, Sales Promotion Manager, Emerson Radio & Phonograph Corp., New York; P. F. Hadlock, Manager, Receiver Sales Division, General Electric Co., Bridgeport, Conn.; Victor A. Irvine, Sales Promotion Manager, Galvin Manufacturing Corp., Chicago; Thomas F. Joyce, Advertising and Sales Promotion Manager, RCA Manufacturing Co., Inc., Camden, N. J.; L. Martin Krautter, Advertising and Sales Promotion Manager, The Crosley Corp., Cincinnati, Ohio; Lee McCanne, Assistant General Manager, Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y., and Sayre M. Ramsdell, Advertising and Sales Promotion Manager, Philco Corp., Philadelphia, Pa.

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PITTSBURGH TO HAVE RADIO WEEKLY

Darrell V. Martin, pioneer Pittsburgh radio editor, announces that he will publish a new weekly devoted to radio programs that will have over 3,000 paid subscribers before the first copy goes to press December 21. Among those who have already subscribed are Niles Trammell, President of the National Broadcasting Company; Frank Mullen, General Manager of NBC, Ted Weber of the Columbia Broadcasting System; Lester Gottlieb and Jerry Danzig of the Mutual network. Also Kay Kyser, Amos 'n' Andy, Hal Kemp and numerous other radio stars. The price is \$2.00 a year and the address P. O. Box 111, Pittsburgh, Pa.

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TRANSRADIO ACCUSED IN DIES REPORT

Correspondence which the Dies Committee said was exchanged by Dr. Manfred Zapp, head of the German Transocean News Service and the American Transradio Press, was included in the Dies "White Paper" report.

"In the event that the South American reception was faulty", the report said, "Berlin immediately advised Zapp in New York. Thereupon Dr. Japp took this matter up with the Transradio Press Service which service appears to be not only the receiving agency for Transocean, but also the transmitting agency.

"This fact is further substantiated from an examination of the Transocean financial records in which it is disclosed that for the period from Jan. 1, 1939, to Aug. 1, 1940, Transocean News Service paid Transradio Press Service the sum of \$44,387.91."

Herbert Moore, President of Transradio News Service, replied that the Dies Committee, "in its zeal to combat subversive influences, has made public certain disclosures which have the unfortunate effect of misrepresenting the entirely legitimate connections which have existed between American press services and German news organizations.

"It is well known that Transradio and other American news services have scrupulously guarded against all kinds of totalitarian propaganda although they have, by necessity maintained working press agreements with German and other foreign news agencies."

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G. E. SHOWS ITS TELEVISION COLORS

Dr. E. F. W. Alexanderson demonstrated his color television system to members of the National Television Systems Committee and George Henry Payne of the Federal Communications Commission in Schenectady last week. It was a special broadcast from the General Electric television transmitter to a standard receiver in his home.

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An Ohio letter-writer to the Federal Communications Commission objects to certain Berlin broadcasts. The programs in question are not rebroadcast but are received from Berlin direct. The Commission does not, of course, have jurisdiction over alien stations.

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No. 1285

JOSH RADIO BIRTHDAY PARTY DURING AIR RAID

There was a real thrill for those attending the dinner in Washington celebrating the 20th anniversary of American radio when it was revealed that three American news commentators being heard by the 500 diners direct from London last Tuesday night - Ed Moore of Columbia, John Steele, of Mutual, and Fred Bates, of NBC - were actually broadcasting while an exciting air raid was going on over London. It was some time, however, before those present at the dinner had any indication of this. Certainly from the facetious comment exchanged between Abe Schechter, chief of NBC news broadcasts, who staged the banquet broadcast, and the commentators abroad, quite the opposite was indicated. It was a two-way conversation and one of the first questions Mr. Schechter asked London was regarding their censorship problems.

"How in the heck can we tell you that", one of the commentators shot back, "when the censor is sitting here beside us?" Apparently he was a pretty good censor because after awhile the Americans in London succeeded in putting him on the air.

"It is not true that we fight every night over what is to be censored and what is not", the British censor told the radio gathering in Washington. "Sometimes we only fight every two nights, but the censor always wins."

One of the commentators in London complained that he had been matching coins with one of his colleagues but never could seem to win. Whereupon he asked Mr. Schechter to match him. "I have heads", the man in London said. "I have tails", Mr. Schechter replied from Washington, and the audience roared.

Finally, almost at the conclusion of the broadcast, Mr. Schechter asked, "Is there an air raid on in London now?" There was a sudden silence at the other end of the line. Evidently the commentators were consulting with the censor. Finally one of them replied with a crisp "Yes". Whereupon Mr. Schechter said, "Are you broadcasting from underground?" There was another pause and a commentator replied "Somewhat".

Neville Miller, President of the National Broadcasting Association, started the ball rolling at the dinner by inviting all of those who had been in radio for twenty years to step forward and cut the birthday cake. Among those who responded were:

Judge A. L. Ashby, Vice-President and General Counsel of NBC; Ed. Cohan, Vice-President of CBS; Commissioner T. A. M. Craven, Arthur Church, KMBC, Kansas City, Mo.; G. W. Johnstone, formerly with the Democratic National Committee, and F. P. Guthrie of R. C. A. Communications in Washington.

Letters from President Roosevelt and Wendell L. Willkie (Mr. Willkie's first and receiving tremendous applause) were read. The President wrote in part:

"Today the need is greater than ever that broadcasting should perform its function as a medium of public information. Factual and accurate news made available to all of our people is a basic essential of democracy. Radio has done its job well in this field. Elsewhere radio and the press are instruments of the state, used by dictators without regard for truth or justice. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by government at the free and open avenues of public information. The best assurance that this will continue to be so is the proper discharge of the public responsibilities by those who operate these media. * * * *

"Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

Mr. Willkie wrote:

"Those closely associated with radio broadcasting in this country can take pride in this achievement, as well as in the fact that they have kept the ether waves clear for free expressions of all shades of thought. As one who has just come through a national political campaign as a major participant, I can bear testimony to the fairness and high sense of responsibility of those in control of our radio facilities. May it ever be so. A free radio, along with a free press, constitutes the cornerstone of a system of free men."

John Charles Thomas sang and there was other entertainment including a special broadcast of the American Forum of the Air with notables discussing the past and present of broadcasting. Among those seated at the guest table were:

Hon. Jesse Jones, Secretary of Commerce, U. S. Department of Commerce; Senator Sherman Minton of Indiana, Senator H. H. Schwartz of Wyoming; Senator Elbert D. Thomas of Utah; Senator C. Wayland Brooks; Gen. George C. Marshall, Chief of Staff, U. S. Army; Maj. Gen. J. O. Mauborgne, Chief Signal Officer, U.S. Army; Breckenridge Long, Assistant Secretary of State; Norman S. Case, FCC Commissioner; T.A.M. Craven, FCC Commissioner; James L. Fly, Chairman, FCC; Paul A. Walker, FCC Commissioner; Harry B. Mitchell, U. S. Civil Service Commissioner; Thomas Burke, Chief, Division of International Communications, Department of State; John Benson, President, American Association of Advertising Agencies; Paul B. West, President, Association of National Advertisers; Bond Geddes, Executive Vice President, Radio Manufacturers' Association; Harold Lafount, President, National Independent Broadcasters; Edward Klauber, Executive Vice President, CBS; Theodore C. Streibert, Vice President, Mutual Broadcasting System; and Frank Mullen, Executive Vice-President, NBC.

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RADIO AND WHAT IT DID IN CAMPAIGN DISCUSSED

Declaring that before allowing the details of the recent political campaign to fade from memory, it should be praised, Chairman James L. Fly of the Federal Communications Commission, in a broadcast over NBC, said: "Now that the campaigns have closed, I want to suggest that we flash to this great industry the signal 'Well done'."

Chairman Fly continued:

"As radio has gained this important ground other media of information have hardly held their own. This contrast we have all noted with disappointment. We all know that for self-government to thrive, our basic instruments for the dissemination of information must be vigilently guarded and fostered. No special financial or political interest should control their policies. Their primary function must be service to the public. If in purporting to bring facts to the people, truth is distorted for selfish ends, that is not democracy - it is something else. We should be grateful that radio has not chosen such a path for itself.

"The right of the people to have radio used for the communication of information and exchange of ideas, fairly and objectively presented, has been recognized by the broadcasting industry not only in theory but in practice. I can tell you that by far the greater part of the industry is becoming scrupulous in its attempts to carry that idea forward. It is true that differences of opinion may arise as to just how far that approach should be taken. Should commentators be permitted to peddle their sponsors' views under the guise of news commentary? Should news reporters be permitted to inject their own or their sponsor's views into ostensible factual reporting? But those are at present subsidiary matters. The important thing is that the basic principle of objectivity has been accepted and placed into practice. Today the adoption of an editorial policy by a licensee of a broadcast station is virtually unknown. * * *

"Whatever any one of us may have thought of the various individuals competing for public office, whatever our agreement or disagreement with what any one of them may have said or stood for, none of us, I think, can say that his candidates were not afforded ample and repeated opportunity to explain their views to the electorate. And, most significant, the opportunities were equal for all.

"Of course, radio has certain advantages in reaching the people. It has warmth; it has intimacy, it can be present everywhere at the same time. By radio the candidate's personality is projected to your fireside. You are able to judge for yourself his sincerity and the depth of his feeling. In this last campaign in which radio was used more intensively than ever, all of these advantages of radio stood out clearly. They were abetted by the policy of equality adopted by the broadcasters.

"In pleasant contrast to the acrimony and bitterness which prevailed among newspaper commentators and editorial writers, radio commentators on national networks and local stations generally preferred dispassionate, analytical discussions. It was to be expected that those individuals who spoke under the auspices of a political party would deliver partisan discussions, most of which were reasoned arguments on one side or the other of particular campaign issues. Occasionally a party-sponsored commentator would indulge in name-calling and prejudice-stirring tactics, inconsistent with the good taste displayed by other partisan radio speakers. But the radio-listening audience is an acute audience. It seeks arguments and facts and not name-calling. In one of the outstanding instances of bad taste, when a speaker attempted to incite religious antagonisms, an aroused public demanded and received an apology from the speaker. * * *

"Perhaps the outstanding, unique service which the radio industry performed to climax its service to the electorate was its complete and timely broadcast of election returns. Before some voting units in the western States had been closed, the radio had announced the partially complete election returns of some eastern States. You heard instantly that the Cleveland Plain Dealer had conceded Ohio. You kept your own score and discovered trends for yourself. You were aided by competent vote analysts who kept the radio-listening public informed of their views on the trends, minute by minute. Before midnight - a few short hours after most polls closed - station after station throughout the country carried the news of the election outcome."

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BROADCASTERS SEE 400 STATIONS DOING ASCAP JOB

With only about a month to go until January 1st, the time when the National Association of Broadcasters are expected to make good their threat to black out all music by the American Society of Composers, the broadcasters have issued a "white paper", the conclusions of which are:

"Broadcasting stations are being asked what is behind the rumor that an organization called ASCAP intends to bar from the air some of the popular music you have been listening to - unless radio agrees to pay \$9,000,000 a year for its use.

"Whether or not this threat materializes, radio listeners are entitled to the facts in the case."

"Broadcasting stations have been playing ASCAP music under a license which expires December 31, 1940. After that date they cannot play ASCAP music without violating the copyright law. To renew the license, the Composers demand that every radio station in the country pay them a substantial percentage of all its income - whether that income is from music programs or news broadcasts and other programs which use no music at all. These

demands exceed \$9,000,000 for one year. Unless these demands are met, ASCAP's music is to be 'pulled off the air'.

"Whether ASCAP will risk public attention by carrying out its threat, no one knows. It may bar all of its music from the air. It may, in addition, try by publicity to make the vast radio audience aware that it is not hearing ASCAP music. * * *

"Broadcasting wants to give its radio listeners all of the best of all kinds of music - including music represented by ASCAP. And broadcasting believes that song-writers should be paid when their music is used on the air. That is what copyright laws are for. * * *

"Meanwhile, broadcasting is prepared this time for such an emergency. All of the music of the people who are not members of the ASCAP club, all of the music of other licensing agencies, dozens of whole catalogues of music have been made available to radio's orchestra leaders and program directors.

"And in order to amplify and make this music more readily available to the public, broadcasting stations have, at their own expense, organized Broadcast Music, Inc., which is gathering and publishing a great new catalogue of music. A mutual undertaking by 400 radio stations, Broadcast Music, Inc. will do the job ASCAP has consistently refused to do, namely, provide an open door to radio audiences for all composers and song-writers who can claim the right to a hearing on the air.

"Broadcast Music, Inc. filled so obvious a need that it has become a great force almost overnight. Hundreds of composers and lyric writers are flocking to it. Already available to its subscribers are more than 140,000 musical numbers. And already several song-writers - ineligible for ASCAP membership and unlikely to have a chance at any income from ASCAP for years even if admitted to its membership - have started on the road to fortune as well as fame. * * *

ASCAP may take its tunes off the air. You will still hear the great music which you love and which belongs to America's cultural tradition. And you will hear fine new exciting music. Perhaps we are entering a new period in radio's history when radio audiences will have the thrill of watching a whole new group of young American composers make their bid for fame and fortune through popularity on the air."

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POWER INCREASES CONTINUE

Power increases were granted during the past week to WMT, Iowa Broadcasting Co., Cedar Rapids for 1 to 5 kilowatts; W3JS, Piedmont Publishing Co., Winston-Salem, N.C., from 250 watts to 1 KW; KROD, Dorrance D. Roderick, El Paso, Texas, from 250 watts to 500 watts night, 1 KW LS; WREC, WREC Broadcasting Service, Memphis, Tenn., from 1 to 5 KW night power.

Applications were received by WATR, Waterbury, Conn., to increase power from 250 watts to 1 KW and KOL, Seattle, from 1 to 5 KW.

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DEFENSE BOARD APPOINTMENTS NOW BEING MADE

Up to now about the only appointments that have been made to the new Defense Communications Board are Government representatives. Invitations in the form of letters are being sent to various companies and groups in the communications industry asking them to name persons for such service.

It was said at the Federal Communications Commission that the present listing was not final. If any responsible company is overlooked, the door is still open on appropriate representation. Additional Defense Board appointments which have been announced are:

Amateur Radio Committee- E. M. Webster, Federal Communications Commission; Lt. Cmdr. John L. Reinartz, Navy Department; Maj. Frank C. Meade, War Department.

Aviation Radio Committee - E. L. White, Federal Communications Commission; Comdr. A. I. Price, Navy Department; Lt. Cmdr. F. A. Leamy, Treasury Department, Coast Guard; Maj. Wallace G. Smith, War Department.

Cable Committee - J. A. Kennedy, FCC; Lt. Cmdr. R. B. Ellis, Navy Department; Maj. John C. Grable, War Department.

Domestic Broadcasting Committee - Lowell Mellett, Office of Government Reports; Maj. Frank C. Meade, War Department.

Interdepartment Radio Advisory Committee - E. W. Loveridge, Dept. of Agriculture; Dr. J. H. Dellinger, Dept. of Commerce; E. K. Jett, FCC; C. D. Monteith, Dept. of Interior; T. D. Quinn, Dept. of Justice; D. S. Brierly, U. S. Maritime Commission; Adm. S. C. Hooper, Navy Dept.; Roy M. Martin, P.O. Dept.; Thomas Burke, Department of State; Comdr. J. F. Farley, Treasury Dept.; Maj. Gen. J. O. Mauborgne, War Dept.

International Broadcasting Committee - Nelson Rockefeller, Coordinator of Commercial and Cultural Relations Between the American Republics; Gerald C. Gross, FCC; Rear Adm. Stanford C. Hooper, Navy Dept.; Lowell Mellett, Office of Government Reports.

Radiocommunications Committee - E. M. Webster, FCC.; Comdr. R. E. Melling, Navy Dept.

State and Municipal Facilities Committee - E. L. White, FCC; Comdr. John R. Redman, Navy Dept.; Lieut. Comdr. R. J. Mauerman, Treasury Dept.; Lieut. Col. R. B. Moran, War Dept.

Telegraph Committee - Mr. W. J. Norfleet, FCC; Lieut. Comdr. R. B. Ellis, Navy Dept.; Lieut. Col. Paul C. Gripper, War Dept.

Telephone Committee - A. W. Gruse, FCC; Comdr. R. E. Melling, Navy Dept.; Lieut. Comdr. L. M. Harding, Treasury Dept.; Maj. John C. Grable, War Dept.

United States Government Facilities Committee - FCC - T. L. Bartlett; Comdr. John R. Redman, Navy Dept.; Lieut. Comdr. R. J. Mauerman, Treasury Dept.; Maj. W. T. Guest, War Dept.

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FCC PROPOSES RESTRICTIONS TO GOVERN RADIO NETWORKS

Tentative regulation of broadcasting networks which would curb considerably their control of affiliated stations was disclosed Thursday by the Federal Communications Commission as it prepared for a hearing Monday and Tuesday on the monopoly report. The Commission labeled the regulations as "suggestions" and listed several with alternatives. It explained that they have not been approved but are intended to focus the attention of counsel for the several networks on issues raised in the report.

The Committee report has not yet been approved by the Commission and has met with critical opposition from the networks, chiefly the Columbia Broadcasting System which has charged that the report contained serious errors in fact and more serious insinuations.

Among the regulations "suggested" by the FCC are the following:

Discontinuance of the network's contractual ban against an affiliate carrying other chain programs.

Restrictions on the ownership of stations by persons "engaged in network broadcasting".

Prohibition against network-affiliate tieups which will result in the duplication of a chain program in any city.

Limitations on the networks' options on broadcasting time of affiliates and on the duration of contracts.

Prohibitions against network control of advertising rates charged by affiliated stations.

Maintenance of the right of affiliated stations to reject "for any reasonable cause any program offered by the network".

Organizations which will be represented at the hearing and the order in which they will present arguments include the National Broadcasting Co., Columbia Broadcasting System, Independent Radio Network Affiliates, Inc., Don Lee Broadcasting System, Mutual Broadcasting System, World Broadcasting System, Inc., Association of Radio Transcription Producers of Hollywood, Inc., American Federation of Musicians, Independent Artists' Representatives and Associated Music Publishers, Inc.

The FCC Committee, in its monopoly report, found that the interests of affiliated radio stations "have been subordinated to the interests of the network owned and controlled station". It called attention to the concentration and control of the country's broadcasting stations and pointed out that NBC and CBS in 1938 owned or controlled 23 stations, of which 15 were 50 KW clear channel outlets. All but two of the 34 high-power clear channel stations and all of the high-power regional stations were found to be on the two major networks.

Neville Miller, President of the National Association of Broadcasters, commented last night that "although these suggestions . . . show the trend of thinking of some of the Commissioners, nevertheless we are confident there exists in the Commission sufficient good judgment and restraint as to the exercise of powers . . ."

"It would be most unfortunate", Mr. Miller said, "if the high standard of radio entertainment and information now enjoyed by the American public was jeopardized by restrictions sought to be imposed without warrant of law or need."

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FORESEES RADIO ELIMINATING AP WIRE SYSTEM

Addressing the Associated Press Managing Editors' Association at Louisville, W. J. McCambridge predicted that eventually the entire wire system of the AP would be eliminated by the use of radio, at an annual saving of \$2,000,000, the Editor & Publisher reports.

Experiments in the AP laboratory have recently been concerned with frequency modulation radio, Mr. McCambridge told the editors. He believes it will be possible to transmit not only AP Wirephoto, but the entire news report, in facsimile, at 120 words a minute, doubling the present word capacity of telegraphic printers, additional features and a complete market and sports report on less than 10,000 of the 200,000 cycle frequency modulation assignment, without interfering with present broadcasting.

He added that AP members already operating radio transmitters are so distributed that only a few additional relay stations would be needed to cover the country with a network of frequency modulation stations to carry the whole AP report to member papers.

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ARE OUR S-W PROGRAMS GETTING THROUGH?

Commenting upon criticism that the short-wave programs broadcast to South America were not appropriate and that the South Americans don't understand or appreciate them, an official in Washington remarked:

"There is something even more important than that. First of all the people down there have to be able to hear them. It doesn't make any difference what kind of programs we are sending if they are not getting through as well as the German and the English."

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ENGINEERS TO CONFER ON FM TRANSMITTERS

An informal engineering conference will be held at the offices of the Federal Communications Commission on Monday, December 9, at 10:30 A.M. to discuss transmitting equipment for high frequency broadcast stations. Two subjects will be discussed, namely: 1. Maximum power rating and operating power range of standard high frequency (FM) transmitters. 2. Performance characteristics of audio amplifying equipment when obtained separately and as a complete unit.

The Commission has been informed that it would facilitate the manufacture of standard high frequency (FM) broadcast transmitting equipment if maximum power ratings would be standardized. Also, the operating power range of the transmitters of different maximum power ratings should be standardized for the equipment made by different manufacturers. As the Commission regulates only the external performance characteristics, it ordinarily would not be particularly concerned with power rating except in so far as it must be considered in obtaining the necessary performance. It has been agreed, however, to discuss these matters with the several manufacturers so as to standardize the power ratings in order to expedite manufacture at this time when most of the engineering facilities of the manufacturers are devoted to defense engineering.

The following power ratings are offered as a basis of discussion:

<u>Maximum Power Rating</u>	<u>Operating Power Range</u>
250 watts	50 to 250 watts
1250 "	250 " 1250 "
5000 "	1250 " 5000 "
25,000 "	5000 " 25,000 "
100,000 "	25000 " 100,000 "

High frequency broadcast stations are not rated on the basis of power output. They are rated on the basis of service area. The service area is established from economic data and certain technical considerations. Since all stations serving the same city must have substantially the same service area and as the antenna height and antenna gain vary in all cases, the operating power will, in most cases, be odd values (such as 1190 watts, 19.2 kw, etc.). While stations are not to be rated on the basis of operating power, consideration should also be given the determination of the operating power for the authorized coverage.

Even though standard maximum ratings as given above are adopted, it may be desirable to make provision for immediate steps by reducing the number of tubes or using tubes of different power ratings in the last radio stage when the operating power is considerably below the maximum power rating. This is suggested for economy only.

It has come to the attention of the Commission that the performance characteristics of the speech input equipment is dependent upon the input and output circuits employed. Unless each unit is designed for the impedance characteristics of the load, the performance (frequency and amplitude) may be different from the published data. The claims for overall performance of high frequency broadcast equipment are, in many cases, based upon the performance of individual units which may not, in some cases when not matched, give performance meeting the requirements, unless all units are equalized as a whole. It is desired to discuss these problems with the view of standardizing a method of specifying characteristics and load conditions. High frequency broadcast stations are required to submit proof of audio performance during tests as a complete station before a license will be issued by the Commission.

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HISTORICAL BOOKLET MARKS TELEVISION'S 1ST BIRTHDAY

Upon completion of the initial anniversary, Alfred H. Morton, Vice-President in Charge of Television of the National Broadcasting Company, has just issued a booklet "Television's First Year" so elaborate in detail and so profusely illustrated that it may be preserved for future library reference.

"Although Television has but a single candle on its birthday cake, it is a lusty infant and its first year's report shows marked progress", Mr. Morton writes in presenting the booklet. "Instead of presenting a series of engineering graphs, pie-charts and similar dry-as-dust memorabilia, we thought candid camera photographs of programs, personalities and special features better caught and reflected the spirit of sight, sound and motion inherent in Television.

"Naturally, it was impossible to include pictures of all programs Telecast over W2XBS, the RCA-NBC station atop the Empire State Tower, and consequently we have listed many of them together with many of the artists, actors, singers, dancers and outstanding personalities who appeared on Television programs during 1939-40. There is also a list of business and industrial firms which have cooperated in the development of experimental programs in accordance with existing regulations of the Federal Communications Commission."

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The refusal of the Federal Communications Commission for the transfer of the broadcasting license of Station KSFO, San Francisco, from the Associated Broadcasters, Inc., to the Columbia Broadcasting System of California was upheld by the U.S. Supreme Court last Tuesday when it decided that the District of Columbia Court of Appeals lacked jurisdiction in the matter. In a unanimous opinion dealing purely with court procedure, Justice Frankfurter held that when Congress provided for court review of FCC orders "refusing an application for a station license", this did not include Commission action on transfers.

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