

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY,
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.
L. L. H. 10/2

INDEX TO ISSUE OF AUGUST 2, 1940.

FCC Optimistic After Television Conference.....	2
Two Plead Guilty To Unlicensed Radio Operation.....	4
Sarnoff To Be Questioned By Senate Committee.....	5
ASCAP Addresses NAB Convention Despite Refusal.....	7
Senate Committee Alert To Radio "Subterfuges"	7
Mullen To Be General Manager Of NBC.....	8
Radio Station Income Shows Increase For 1939.....	8
Little Profit Seen In Political Radio Business.....	9
Philips Nosing Out U. S. Firms In Argentina.....	10
U-235 Gives Début At WBZ Ceremony.....	10
Trade Notes.....	11

No. 1255

FCC OPTIMISTIC AFTER TELEVISION CONFERENCE

Officials of the Federal Communications Commission were optimistic over the prospect of an early agreement in the radio industry on television standards following an organization meeting of the National Television Systems Committee in New York City.

The meeting, which was attended by Chairman James L. Fly, and Chief Engineer E. K. Jett, was said to be entirely harmonious despite previous discord within the industry.

Lieutenant Jett made the prediction that an accord which will pave the way for the commercialization of television may be reached by late Fall or early Winter. Chairman Fly did not return to Washington but went directly to the convention of the National Association of Broadcasters in San Francisco.

No further meetings of the general committee have been scheduled pending a study of various angles of the problem by sub-committees. FCC officials plan no further conferences with the Committee until it is ready to report.

The Committee, organized under the auspices of the Radio Manufacturers' Association, was addressed at the Hotel Roosevelt by J. S. Knowlson, President of the Association, who pointed out that the FCC was prepared to adopt television standards as soon as the industry could show that it was in accord on a set of standards.

Chairman Fly said he saw in the undertaking a chance for industry and government to cooperate and pledged the aid of the Commission. He made it clear, however, that the FCC has no intention of interfering.

"The Commission wants to cooperate in every way but yours is the load", he said. "We stand ready to meet at any time for round-table discussions or to witness demonstrations. But yours is a job by study, consultation, research, joint research and by allocation of such work to develop a satisfactory set of standards for television. I have no doubt that a satisfactory set of standards can be developed.

"I hope your work will cover every phase in the field of television so that the whole program will be coordinated. Former standards have been inadequate for a uniform method of telecasting. In this work patent interests of individual companies must be recognized. No one would ask to encroach on this.

"Moreover", he added, "I don't want anyone to ask me arbitrarily when television will be ready for commercial operation. That job is yours. To this body we expect to come back because the FCC must rely on it before adopting any single set of standards. We have no alternative but to move forward with you gentlemen."

Mr. Fly said that he expected a substantial number of stations to be on the air in the near future. So far as the FCC is concerned, he continued, "the more the merrier". However, he warned that there should be "no squawking" about wavelengths. They are in the public domain, he pointed out.

"For one thing", he asserted, "the Commission is not going to issue licenses to every Tom, Dick and Harry, to sit tight until things get good. Applicants must be prepared to go somewhere in development and experimentation."

President Knowlson of RMA, in opening the Committee meeting said, in part:

"You have been called together to form this industry committee, not as a part of RMA but under the auspices of RMA, to search for and develop the best possible standards which may be set up for television at this time.

"Here is a new art clamoring to be born - and there is no reason to suppose that the birth of television will be any easier or free from pain than any other birth."

Chief Engineer Jett stated that television standards are absolutely essential before television can be launched.

"It is hoped that the standards eventually adopted will be truly representative of the industry", said Lieutenant Jett, "and also permit future development. Some standards must be frozen now, such as the 6 megacycle channel, but the way should be kept open to improve this and other standards later on."

Chairman Baker, who later appointed "panel" or "sub-committee" Chairmen for detailed technical studies, stated that the Television Systems Committee "is charged with the responsibility of determining the basic standards for a system of communication capable of transmitting intelligence in a form which will, in the future, probably have more effect on the life of the American people than any system known today.

"The real possibilities of television", continued Chairman Baker, "as a means of education and entertainment, are today unknown. Television represents a new textbook as yet unopened - for the theatre, a new stage whose curtains have not been drawn, and for the movies, a screen that is as yet dark.

"Television is peculiar in that in order to insure full utilization by the public, it requires a fairly complete set of standards before it is launched commercially."

The organization of the National Television Systems Committee as appointed by President Knowlson of RMA, follows:

Chairman, Dr. W. R. G. Baker, Director of the Engineering Department of the Radio Manufacturers Association; Bell Telephone Laboratories, A. A. Oswald; Columbia Broadcasting Systems, Inc., Adrian Murphy, Executive Director of Television; Don Lee Broadcasting System, Harry R. Lubcke, Director of Television; Allen B. DuMont Laboratories, Inc., Allen B. DuMont, President; Farnsworth Television & Radio Corporation, B. Ray Cummings, Vice-President in Charge of Engineering; General Electric Company, E. F. W. Alexanderson; Hazeltine Corporation, Daniel E. Harnett, Chief Engineer; John V. L. Hogan, representing Consulting Engineers; Hughes Tool Company, Albert I. Lodwick; The Institute of Radio Engineers, Inc., Dr. A. N. Goldsmith; Philco Corporation, David B. Smith; Radio Corporation of America, E. W. Engstrom; Stromberg-Carlson Telephone Mfg. Co., Frederic C. Young, Chief Engineer; Television Productions, Inc., representative to be appointed, and Zenith Radio Corporation, John R. Howland, Secretary and Assistant to the President.

Details of organization and future procedure were arranged at the New York meeting. Many companies, including research and technical experts, will serve on various "panels" of the committee. Chairman Baker appointed and announced the organization of "panels" or "subcommittees" with their respective chairmen, as follows: System Analysis, P. C. Goldmark; Subjective Aspects, Dr. A. N. Goldsmith; Television Spectra, J. E. Brown; Transmitter Power, E. W. Engstrom; Transmitter Characteristics, Philo T. Farnsworth; Transmitter-Receiver Coordination, I. J. Kaar; Picture Resolution, D. E. Harnett; Synchronization, T. T. Goldsmith, and Radiation Polarization, David B. Smith.

X X X X X X X X X

TWO PLEAD GUILTY TO UNLICENSED RADIO OPERATION

The Federal Communications Commission disclosed this week that recent investigation of unlicensed radio operation in San Francisco resulted in the indictment of Ralph Wildt and Louis F. Books for violation of Sections 301 and 318 of the Communications Act of 1934, as amended. Both defendants pleaded guilty and will be sentenced by the United States District Court on August 9.

Peter Ruggeri, a minor, also charged with operating an unlicensed radio station will be prosecuted under the Juvenile Delinquency Act. His case is set for trial August 5.

X X X X X X X X X

SARNOFF TO BE QUESTIONED BY SENATE COMMITTEE

The Senate Interstate Commerce Committee hearings on the renomination of Thad H. Brown as Federal Communications Commissioner took an unexpected turn this week as Senator Tobey (R.), of New Hampshire, turned the spotlight on the Radio Corporation of America and the 1931 RCA anti-trust suit.

David Sarnoff, President of RCA, was first invited and then ordered to be subpoenaed to answer certain questions regarding the suit and RCA. He voluntarily agreed to testify at 10 o'clock Tuesday morning.

The FCC Monopoly Committee, of which Mr. Brown is Chairman, was sharply criticized by Chairman Wheeler of the Senate Committee for its failure to investigate charges of bribery of two former United States Senators and a Court Clerk in connection with the anti-trust suit.

Senator Wheeler rebuked Mr. Brown for not undertaking an investigation of the bribery charges against a licensee of the Commission. He pointed out that the FCC Monopoly Committee had gone into the Columbia Broadcasting System-Paramount Pictures stock deal, which he described as of vastly less importance.

The bribery charges were originally made on the floor of the House in May, 1938, when a resolution to investigate the FCC was pending. Senator White, Republican, of Maine, said the resolution was defeated principally on the ground that the FCC would conduct the investigation.

Senator Wheeler asked Mr. Brown if he didn't think it was important, when charges of this character were made by a member of Congress, that the Monopoly Committee should have gone into the matter, particularly as it was to investigate monopoly. Mr. Brown said the Committee sent out notices, but Senator Wheeler interjected:

"Brown, you can't hide behind that excuse. It seems to me that if that Commission has got any brains or any sense at all, when charges are made of bribery by its licensees and you pay no attention to it, that is a pretty weak excuse and dumb."

Senator Tobey said he was prepared to present charges, including names and dates, showing that two former United States Senators and an official of a United States Court were bribed to effect the postponement of the RCA anti-trust suit in 1932 until after the new administration came into power. He said the monopoly report of the FCC dealt at great length with the Columbia-Paramount transaction, but nowhere in the report is there any indication that the RCA suit was investigated.

Charging the FCC monopoly report was a startling indictment, "almost criminal", of innocent men, Senator Tobey on Wednesday last engaged in several heated exchanges with Mr. Brown.

Senator Tobey said Mr. Brown had made serious charges in the Commission Committee's monopoly report against Columbia and its officials. He said Mr. Brown had testified at previous hearings that certain stockholders of Columbia had been "gypped".

If Mr. Brown's statements are true, Senator Tobey told the Committee, he should be confirmed; if they are not, he did not see how the Senate could vote for confirmation.

Senator Tobey, addressing Mr. Brown directly, said the Senate had a right to rely on statements in the monopoly report, and if Senators were held up to ridicule and accused of malicious motives for making comments on the report, he proposed to hold Mr. Brown responsible.

Mr. Brown insisted that acquisition by Columbia of its stock from Paramount Pictures resulted in a loss to the minority stockholders of \$43,000 at \$5 a share.

At one stage of the inquiry, Senator Tobey denounced Commissioner Brown for attempting to answer a question by reading a letter written to the Committee by FCC Chairman James L. Fly.

"Does Mr. Fly have to wet nurse you?" he shouted.
"Leave the letter out of the picture. I want Brown to testify in his own words."

John J. Burns, special CBS counsel in the monopoly inquiry, and William J. Norfleet, FCC Chief Accountant, became involved in a controversy over accounting practices after Mr. Brown had put the accountant on the stand to explain why he had reported that CBS used capital funds rather than surplus to buy Paramount stock.

X X X X X X X X X

A presidential order in Guatemala prohibits the advertising of national or imported liquors by radio broadcasting or by the use of portable or stationary apparatus fitted with loud speakers. Violation of this order will be punishable by a fine of from 10 to 150 quetzales, in addition to any other fines that may be incurred by such advertising.

X X X X X X X X X

ASCAP ADDRESSES NAB CONVENTION DESPITE REFUSAL

Although the National Association of Broadcasters refused to permit a representative of the American Society of Authors, Composers and Publishers to address its San Francisco convention, ASCAP sent a message to the broadcasters this week via an advertisement in a special ASCAP edition of Variety.

"We asked for the privilege of having a representative address the members of NAB at their convention in San Francisco", said ASCAP. "The request was denied. Courteously, cordially, and conclusively.

"Not being able to deliver our message to you in person, we now deliver it to you in print. Here it is:

"Every broadcaster in the United States who is mindful of his obligations to serve the public interest, is herewith assured of our complete cooperation.

"All our music, past, present and future, is available to all, at terms within the means of all.

"Our 1,109 composer-author members and our 137 music publisher members will continue to say it with music, because the public wants music and the public must be served.

"That's our message. And we present it to you with all good wishes for the continued progress of the art of broadcasting and the success of all broadcasters."

X X X X X X X X X

SENATE COMMITTEE ALERT TO RADIO "SUBTERFUGES"

Chairman Gillette said this week the Senate Campaign Expenditures Committee would be on the alert for reported "subterfuges" which he said he understood would be used in giving radio time in behalf of political candidates.

"Information has come to the committee", he said at a press conference, "that elaborate plans are being developed to utilize the radio in the present campaign in the hope of sponsors paying for the time without bringing the expenditures within the statutory campaign limitation. The suggestion takes the form of having commercial sponsors arrange for guest speakers to appear on programs. Then the guest speakers would make political speeches."

The candidates and sponsors were not identified by Senator Gillette.

X X X X X X X X X

MULLEN TO BE GENERAL MANAGER OF NBC

Frank E. Mullen, who since 1939 has been Vice-President of the Radio Corporation of America in Charge of Advertising and Publicity, will be appointed to a newly-created position of NBC Vice-President and General Manager at a meeting of the Directors of the National Broadcasting Company in New York on Friday. The appointment is being made upon the recommendation of Niles Trammel, NBC President.

A friend and business associate of Mr. Trammel for a dozen years, Mr. Mullen will report directly to the NBC President. Both executives began their careers with NBC in Chicago, where Mr. Mullen was NBC Director of Agriculture in 1926-34.

Frank M. Russell, NBC Vice-President in Washington, is expected to have additional responsibilities under the new management set-up. He is an intimate friend, as well as a business associate, of Mr. Mullen as their friendship dates back to the days when they were classmates at Iowa State College.

X X X X X X X X X

RADIO STATION INCOME SHOWS INCREASE FOR 1939

The total revenue of 705 standard broadcast stations reporting to the Federal Communications Commission for the calendar year 1939 amounted to \$89,990,646, as compared with \$79,128,760 for the 660 stations reporting in 1938. This is revealed in figures on broadcast income of stations by class and network revealed this week by the Accounting, Statistical, and Tariff Department of the Commission.

The tabulation shows that there were 397 stations in major networks compared with 350 in 1938. The 397 stations received \$22,500,941 from the three major networks, compared with \$19,645,447 for the 350 stations in 1938.

There were 519 stations in 1939 each of which had total net time sales in excess of \$25,000 compared with 485 for 1938.

The 519 stations had net time sales of \$80,306,134 for 1939, compared with \$71,082,465 for the 485 stations in 1938.

X X X X X X X X X

LITTLE PROFIT SEEN IN POLITICAL RADIO BUSINESS

Because of the loss of valuable commercial time and the off-setting cost of covering the party conventions, the networks do not expect to make much profit out of political paid-for radio time this year.

Broadcasters are still disturbed over the threatened loss of revenue by the plans of President Roosevelt to refrain from political debate and the indefinite plans of Congress. So long as members remain in Washington, it is unlikely that they will do any intensive political campaigning via the ether.

Having already spent or lost in the cancellation of commercial contracts nearly \$600,000 by covering the political conventions, the networks now face the cost of carrying the acceptance speeches of both presidential and vice presidential candidates as sustaining features.

The Democratic National Convention cost the major networks an estimated \$233,942. Added to the \$364,700 expended in covering the G.O.P sessions in Philadelphia three weeks previous, the total reaches \$598,642 which the networks spent as a part of their public service operations in keeping the public fully informed.

Out-of-pocket expenses for the Democratic coverage is set by NBC at \$13,250, by CBS at \$25,000 and by MBS at \$6,000, a total of \$44,250. Commercial cancellations cost NBC \$52,267 in lost time revenue after discounts and \$35,425 in rebates for talent. CBS lost \$75,000 for time and \$25,000 for talent. MBS figures its losses at \$2,000 for time and talent. The total commercial loss for all networks thus amounts to \$189,692. Mutual explains its low losses because it was able to arrange for makeup broadcasts for most of its clients whose regular programs were cut out by convention broadcasts.

Total expenses for each network for the conventions were as follows: NBC, \$160,500 for the Republican and \$100,942 for the Democratic conventions; CBS, \$195,000 and \$125,000; MBS \$9,200 and \$8,000.

Totals for both conventions were: NBC \$261,442; CBS, \$320,000; MBS, \$17,200.

X X X X X X X X X X

PHILIPS NOSING OUT U.S. FIRMS IN ARGENTINA

It is reported locally that the Dutch radio manufacturing company, Philips, is considering a further extension of its manufacturing activities in Argentina to compensate for the disruption of its production facilities in the Netherlands, according to the American Consulate General at Buenos Aires.

"The expanding activities of the Philips company is one of the chief factors in the declining Argentine demand for American radio materials", the report states. "Practically all receiving sets now sold in the Argentine market are manufactured in the country, United States trade consisting of component parts and tubes. Exports of American radio materials to Argentine during 1939 were valued at \$1,376,264, compared with \$1,859,216 in the preceding year and \$2,621,806 in 1937."

"The position of American-made tubes in the Argentine market has been declining as a result of a number of factors, including increased domestic production, the growing demand for receiving sets requiring European type tubes, and the intensified competition of Philips tubes. In the opinion of authorities in the local trade, the Philips company accounted for approximately half of the 2,000,000 receiving tubes sold in the Argentine market during the last calendar year."

"It is reliably estimated that the number of receiving sets now in use throughout Argentina is in excess of a million. About 200,000 sets are sold annually, more than half of the sales being in the metropolitan district of Buenos Aires."

X X X X X X X X X X

U-235 GIVES DEBUT AT WBZ CEREMONY

On a salt-water marsh in Hull, Mass., last Saturday, the much-discussed member of chemistry's uranium family, known as U-235, gave its world premiere public performance as a usable source of power when the splitting of one of its atoms turned on Station WBZ's new 50,000-watt transmitter.

While radio listeners scarcely found the uranium debut to be as demonstrative as the first bow of a blues singer - only three metallic clicks marked the atom-splitting process - engineers said each of those clicks represented the release of 200,000,000 electron volts from a smashed atom.

X X X X X X X X X X

::: _____ :::
::: TRADE NOTES :::
::: _____ :::

Frequency modulation radio communication will have its debut in the utility industry late this Summer when the Indianapolis Power & Light Company plans to put into operation its new General Electric frequency modulation emergency communications system. Ten of Indianapolis Power's service cars and trucks are being equipped with G-E 25-watt FM mobile transmitters and receivers for two-way communication. Though they may be on jobs miles away, these service vehicles will be able to keep in close touch with main headquarters where a G-E 250-watt station transmitter will be in operation.

A decision of the Greek Ministry of National Economy specifies that hereafter all radios sent from abroad free of charge, as gifts, to persons residing in Greece, will be subject to a special import tax of 40 percent on their estimated market value. This is in addition to the regular import duty which is about 40 percent ad valorem. The importation of such radios will be subject to the issuance of a special import permit by the Minister of National Economy.

Gross client expenditures on NBC networks were up 16.7% last month over the corresponding month in 1939, reaching an all time high for July of \$3,830,438 as against \$3,283,555 last year. Cumulative billings for the first seven months increased 9.7% over the same period last year, totalling \$28,390,314 as against \$25,882,492.

Gross expenditures on the NBC Red Network in July were \$3,141,902 compared with \$2,713,798 last year, an increase of 15.8%. Gross expenditures on the Blue Network totalled \$688,536 as against \$569,757 in 1939, an increase of 20.8%.

Cumulative billings for the first seven months on the Red Network were \$22,468,748 compared with \$20,863,235 in 1939, an increase of 7.7%. Blue Network billings totalled \$5,921,566 as against \$5,019,257 last year, an increase of 18%.

The Mexican Ministry of National Defense announced that it has learned of four clandestine sending radio stations in addition to the one in Cuernavaca, news of which was given previously. The Ministry adds that "some of these stations are the property of German citizens", according to the New York Times. Of the four stations spotted, two are in Cuernavaca, one in Acapulco and one in Queretaro. All are accused of transmitting "subversive and political propaganda and news" in defiance of law. The Ministry of Communications has been charged to make the necessary investigations and take adequate measures.

X X X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA
NEW YORK CITY

INDEX TO ISSUE OF AUGUST 6, 1940.

McCosker Gives Gotham First Full Time "FM" Station.....	2
Calls Broadcasting Squatter's Rights On Air.....	3
Broadcasting Day Curtain-Raiser For S.F. Convention.....	4
Would Hammer Away On National Defense.....	5
557 Stations Aid Defense Search.....	6
Willkie Seeks Equal Radio Time.....	7
Can Play Records Without License Court Holds.....	8
Citizenship Proof Put Off For 30 Days.....	8
DuMont Making U.S. Army Tests.....	8
Sarnoff Denies RCA Bribery Allegations.....	9
Trade Notes.....	10
WMCA Sees News In Advertising.....	11
July Billings Up Sharply.....	11
Zenith Sales Executive Goes To Wincharger.....	12
RCA Clears \$3,728,621.....	12

No. 1256

August 6, 1940

McCOSKER GIVES GOTHAM FIRST FULL TIME "FM" STATION

Station W2XOR, New York's first full time "FM", or static-less broadcaster, went on the air there last week from a new 1,000-watt transmitter atop the 42-story building at 444 Madison Avenue. The station will operate 15 hours daily, carrying not only the regular WOR program, but special higher-quality programs for two hours daily, one hour each afternoon and another hour during the evening.

Maj. Edwin H. Armstrong, inventor of staticless broadcasting and reception via the FM method, pressed a button to set the system in operation, and Alfred J. McCosker, President of WOR, spoke, as did John R. Poppele, Chief Engineer of the WOR outfit. Music was provided by a symphonic orchestra.

From a special "high-quality" studio at the 1440 Broadway WOR studio, the two hours of special music will be picked up by a microphone designed to handle tones up to more than 15,000 cycles. Special wire lines to the W2XOR transmitter, less than a mile distant from the studio, will permit of tones up to more than 20,000 cycles. Thus, when one tunes in a program over this system on an FM set equipped with a high-quality loudspeaker, the result is said to be such as to permit only instrumental detection of any difference between the original tone and the reproduced tone.

The studio mike is called an "Easter Egg" because it resembles it in shape only it is larger. The oval shape permits the pickup of extra high frequency tones, it is said, and is of Bell Laboratory and Western Electric production. Likewise, the 1,000-watt transmitter is Bell Lab. and Western Electric manufacture, made under the license arrangements with Major Armstrong, with some frequency-stabilization touches added by the Laboratories men.

The engineers have found, in tests during the past few days, that good noise-free reception of W2XOR can be had throughout the Metropolitan area and as far away as Riverhead, Long Island, nearly seventy miles from the central part of the city. The station, however, has been designed to give good reception within a forty to forty-eight mile radius of the transmitter. The frequency on which W2XOR will operate is 43.4 megacycles, or 43,400 kilocycles.

Although occupying an entire floor of approximately 1800 square feet at 444 Madison Avenue, no programs will originate there. They will come from WOR's Newark and 1440 Broadway studios and occasionally from the WOR Radio Playhouse. The principal point of origin for FM broadcasts will be the Broadway studio which has been redesigned and reequipped for high fidelity broadcasting.

At present there are several thousand FM receivers in the Metropolitan area. WOR estimates that there will be at least 50,000 within a year.

WOR has assigned three engineers to work exclusively on FM, under the direction of the station's supervisor of transmitters, Charles Singer. Uninterrupted service is insured by three power lines and two special high fidelity broadcast phone lines (20-20,000 cycles) between the transmitter and the Broadway studios.

An application is pending for permission to operate a 100 watt RCA auxiliary FM transmitter.

The vertical coaxial antenna on the roof stands seventy-five feet above the roof, some 630 feet above sea level. Two auxiliary forty foot antennas on the roof are for emergency use with the FM transmitter, for facsimile, and high frequency short wave relay broadcasting.

X X X X X X X X

CALLS BROADCASTING SQUATTER'S RIGHTS ON AIR

In an open letter, "They Shall Have Music!", in connection with the 25th Anniversary of the American Society of Composers, Authors and Publishers, Gene Buck, its President, characterizes the broadcasters as having "squatter's rights on the air". After recounting successes of the Society down through the years, Mr. Buck writes:

"Thorns come with roses, 'but ain't the roses sweet'.

"Thorns come with roses, 'but ain't the roses sweet'.

It was a songwriter who said that. And it takes a man with a song in his heart to remember the roses and to forget the thorns.

"The radio chain executives who control the air, have publicly announced that beginning New Year's Day, ASCAP music will be barred from the air. What a beautiful way to ring out the old year and ring in the new!

"The music of the thousands of composers of England, France, our sister republics in Latin America; 'The Stars and Stripes Forever', 'God Bless America', 'Over There', to be 'given the air' by the gentlemen who claim squatter's rights on the air. Fantastic? But true! We have their published word for it.

"What will we do? We have a duty and a responsibility to thousands of enterprises which depend upon a steady flow of new music to entertain their patrons. And an equal responsibility to the thousands of musicians and artists who interpret that music. And above all to the public, which needs the inspiration and stimulation and relaxation of music to maintain its morale in these days of uncertainty.

"The American Society of Composers, Authors and Publishers is conscious of its duty and will perform it. Whether we're on the air or 'given the air', when the public says, 'Let's start the show, let's have some music', we'll see to it that they shall have music."

X X X X X X X X X

8/6/40

BROADCASTING DAY CURTAIN-RAISER FOR S.F. CONVENTION

Broadcasting Day last Saturday, a day which will mean more and more as time goes on, very successfully heralded the opening of the convention of the National Association of Broadcasters at San Francisco. There was a gigantic hookup from the West Coast linking 500 stations. The keynote address was a message from President Roosevelt delivered by Stephen Early, his No. 1 Secretary. Chairman James L. Fly, of the Federal Communications Commission, Neville Miller, President of the NAB, and numerous radio stars were likewise heard from.

"We have enjoyed the blessings of freedom and liberty so long that there is a temptation for the words to become abstractions", Mr. Early declared. "Yet tonight there are men who can perhaps hear these words over short-wave transmitters who are suffering the tyranny and slavery that follow the loss of freedom. Expression of opinion in parts of the world is a felony punishable by death. It is likewise a crime, according to the credo of the tyrants, to listen to the opinions of others if such views differ with the dictator. Yes, tonight there are men who are fighting and dying to maintain that freedom for themselves and perhaps for us all."

Mr. Early emphasized the part that broadcasters can play in national defense by taking care to present facts impartially and without distortion to help maintain the morale of the people.

"To the broadcasters and the millions of listeners to this program, I bring greetings and best wishes from the President", he declared. "You broadcasters know the President's views on the relationship of radio to government. Some time ago he pointed out that while the government had been required to set up essential controls of radio operation to prevent complete confusion on the air, in all other respects radio is as free as the press. Tonight I bring to you my expression of hope that this freedom will forever endure."

William Green, President of the American Federation of Labor, speaking from Washington, asserted that radio had helped implement free speech "into one of the most powerful weapons at America's command for the preservation of democracy."

Chairman Fly of the FCC said that radio listeners "have made it clear that you do not want the magic of radio bent under the yoke of selfish interests; that you want this public facility left completely free to serve the interests of the public."

X X X X X X X X X X

WOULD HAMMER AWAY ON NATIONAL DEFENSE

Louis Johnson, former Assistant Secretary of War, whose leaving Washington has caused so much comment, speaking at the annual convention of the National Association of Broadcasters at San Francisco, declared the big opportunity of the broadcasters lay in continually hammering home the fact that it is teamwork that will win in national defense.

"Three years ago I became a radio commentator", Mr. Johnson said. "For my subject, I took 'National Defense'. For sponsors, I chose the American people. Since then I have come to the microphone on an average of almost once a week to discuss my theme.

"In 1937, America was not awake to the needs for adequate preparedness. Too many of us lived with a false sense of security. We had begun to look upon our oceans as impregnable Maginot lines. It was such state of mind that I felt it my duty to correct.

"As a World War veteran with overseas service, as a former National Commander of the American Legion, and as a patriotic American citizen, I realized the importance of national defense. As soon as I joined the War Department I made it my responsibility to go out and to convince the American people that national defense was a basic consideration in the life of our country. To gain the co-operation of our citizens, I visited every State in the union at least once, and, many of them, several times. Altogether I made more than two hundred public addresses on the subject of national defense.

"With the aid of radio facilities, with the support of the press, and with the cooperation of military and civic leaders everywhere, I was able to awaken a great deal of enthusiasm for our defense program. Some skepticism, I did encounter; and, here and there, I ran into what radio advertising men call 'sales resistance' to the 'commodity' I was advertising. Persistence, time, and especially events in Europe and in Asia at last made our people national defense conscious.

"National defense in its broadest phases, however, includes not only a strong army, an unsurpassed navy and an invincible air corps, not only an industry geared to produce munitions of war in time, in quality and in quantity as required, but also a united nation, a nation spiritually aroused to its grave responsibilities and ready at all costs to work for a common end.

"You broadcasters of America, who are expert phrase and slogan makers, I urge to coin a national motto to keep constantly before the American people as a reminder, every day, in every way, of the necessity for national teamwork. In your bulletins, in your advertising script, when you open your program and when you sign off, let there come forth an urgent and effective appeal to all Americans for national unity."

"In Europe, there may be a stigma attached to one's origin which may taint the life and business of a whole family, even a whole people. Here, men are measured by their own conduct. Each is free to live his own life in his own way so long as it does not encroach upon the similar rights of others. While we may dial our radio to any program anywhere in the world, others must deafen their ears to the outside and listen only to the voice of self-anointed masters. While we may think, write and say what we please, the lives of others are circumscribed to the minutest detail. . . .

"We must therefore acquire national unity. We must achieve without delay a cohesion into one pattern of all American dreams and aspirations lest they be forever denied. I therefore urge upon you the need for a revival of the spirit of American unity and as broadcasters, to keep the ideal in the forefront in all your radio activities.

"We must move closer and closer toward each other. We must visit each other more frequently and exchange our goods more freely. This is no time to think of bargains and profits. In the world of today we in this continent must work together.

"Again, I turn to you radio broadcasters to translate this ardent desire into a popular formula that will remind us every day of our duty and responsibility.

"I appeal to you as radio broadcasters to put new life and meaning into our loyalties - our loyalties to our home, to our family, to our church, to our community, to our country, to extol them before the youth of our country, to recall them to the minds of our mature and our aged."

X X X X X X X X X X

557 STATIONS AID DEFENSE SEARCH

Five hundred and fifty-seven broadcasting stations, an increase of 184 over those heard from the week before, have joined together through the National Association of Broadcasters in radio's recently announced National Defense program, which seeks to locate man power for the Government.

A minimum of 100,000 skilled workers represents the present requirements of the Army, Navy and other defense agencies for which the U. S. Civil Service Commission seeks to procure workers.

X X X X X X X X X X

8/6/40

WILLKIE SEEKS EQUAL RADIO TIME

Wendell L. Willkie will demand as much free radio time as is accorded to President Roosevelt during the 1940 campaign, it was learned at Des Moines, Iowa, last Saturday night where Mr. Willkie had gone for a conference with Mid-Western Governors and farm leaders.

Weighing statements of the President that his concern over international developments would force him to remain close to the Capital and confine his campaign pronouncements to press conferences and radio addresses, leaders of the Willkie campaign told International News Service:

"If Mr. Roosevelt plans to carry on his campaign from the White House, through fireside chats for which the radio chains donate their facilities, Mr. Willkie will insist upon just as much free time to place his message before the country.

"The radio industry is a public utility and Mr. Willkie will insist that both major political parties be dealt with by the radio chains on a basis of equality. If the Republican Party is forced to pay for its time on the radio, there is no reason why the Democratic Party should not do the same."

The position was taken on the eve of the national convention which opened in San Francisco on Sunday, of the National Association of Broadcasters.

Already faced by a warning from the Senate Special Elections Committee that plans are under way by which Nation-wide commercial programs would be placed at the disposal of "certain candidates" in violation of the Hatch "clean politics" law, a spokesman for the National Association of Broadcasters said:

"The radio industry will not lend itself to any attempt to sidestep the Hatch Act or any other law. You can be sure that the Code Committee of the Association, before our convention concludes, will adopt every possible safeguard to see that commercial broadcasters do not use their programs for exploitation of any candidates. It never has been done and it won't begin now."

Examination of the records of the radio chains showed that the Republican Party spent \$823,257 in the 1936 presidential campaign while the Democrats spent \$497,923.

X X X X X X X X X X

CAN PLAY RECORDS WITHOUT LICENSE COURT HOLDS

The National Association of Broadcasters won an outstanding victory for the broadcasting industry last week when the U.S. Circuit Court of Appeals in New York decided that broadcasters have the right to play phonograph records without a license.

Retaining special counsel for this test case, the Association went to bat for Station WNEW, New York City, and the industry in a suit brought by the RCA Manufacturing Company, Inc., and Paul Whiteman.

Judge Learned Hand handed down the decision.

X X X X X X X X

CITIZENSHIP PROOF PUT OFF FOR 30 DAYS

The effective date of the Order adopted by the Federal Communications Commission requiring that all commercial or amateur radio operators produce proof of American citizenship has been extended for one month from August 15th to September 15th. This was due to the fact that radio operators asked so many questions which required answering, that the Commission decided to give them a little more time.

X X X X X X X X X

DuMONT MAKING U. S. ARMY TESTS

The Allen B. DuMont Laboratories at Passaic, N. J., have been granted special temporary authority to operate a 50 watt transmitter on the old No. 1 channel in the Plattsburgh, N. Y. area, in order to pick up signals from mobile transmitter W1OXKT and rebroadcast pictures in the area in connection with tests in cooperation with the U. S. Army.

X X X X X X X X X X

Temporary authority not to exceed three months, has been granted to install aeronautical radio station KBJS, located at Bethel, Alaska, primarily for communication with aircraft flying the Green Chain in Alaska. It will use the frequencies 2922, 5652.5, and 6590 kilocycles, with power of 50 watts, A3 emission.

X X X X X X X X X X

SARNOFF DENIES RCA BRIBERY ALLEGATIONS

Denying charges that two former United States Senators were bribed to effect the postponement of a Radio Corporation of America anti-trust suit in 1932 until after the new administration came into power, David Sarnoff, President of the RCA, appearing before the Senate Interstate Commerce Committee in Washington (Tuesday) declared: "No payments were ever made by the RCA in this or any other case. I deny all these allegations."

"Why did you wait all this time to make this denial?" Senator Tobey of New Hampshire asked.

"When Congressman McFarland originally made the charges we offered to give him the facts. Mr. McFarland said we would hear from him if he wanted them. He later repeated the charges in Texas and on the air but we never heard from him. This is the first Committee that has shown any interest in them."

After being pressed by Senator Tobey to tell who the Senators were who were alleged to have been bribed, Mr. Sarnoff said: "I'll do it but remember I am only doing it because the Senator has demanded that I do so." Mr. Sarnoff then said the Senators named were Senators Hastings of Delaware, and Moses, of New Hampshire.

There was a dramatic ending to the day's sessions when Senator Tobey first announced that E. O. Kellar, supposed to be one of the intermediaries in the alleged bribing, would testify. Kellar, however, did not appear. Whereupon the Senator read an affidavit by Kellar making sensational charges against the RCA. Mr. Sarnoff immediately denied these charges. Following this, Senator Wheeler issued a summons for Kellar to appear before the Committee the next day (Wednesday), adding:

"If the charges against the RCA are proven to be untrue, the man who has made them should be turned over to the Department of Justice for investigation."

X X X X X X X X X X

A New York organization has inquired of the Federal Communications Commission as to the number of regular program-broadcast stations in the world. Commission records show that as of December 1, 1939, there were 2,452 regular broadcast stations listed throughout the world, of which number 814 were in the United States.

X X X X X X X X X X

::: _____ :::
 ::: TRADE NOTES :::
 ::: _____ :::

WQXR in New York City will soon broadcast commercially sponsored Associated Press news. The first A.P. sponsored broadcast over an NBC station was last week by Station WENR in Chicago sponsored by Morris B. Sachs, a local clothier.

In a recent FCC press release, entitled: "First Television Station for San Francisco Speeded; NBC and Don Lee to Use New Television Channel No. 1" the visual power granted station W6XAO should have been shown as 1000 watts instead of 100 watts.

WRUW, World Wide Broadcasting Corp., short-wave station at Boston, has been granted a dismissal of its application for modification of license to add frequency 6080 kilocycle to 11730, 15130 kilocycles, 20000 watts night, 20000 watts daytime, A3 emission, unlimited time.

Jennings Pierce, Director of Education and Agriculture for NBC's Western Division, San Francisco, is making an air tour of Pacific Coast NBC stations. With him is Kenneth Gopen, Western Radio Program Director for the U. S. Department of Agriculture.

H. G. Towlson, General Electric radio engineer, has been named engineer in charge of radio transmitter operations at the company's South Schenectady transmitting station, according to an announcement made by R. S. Peare, Manager of General Electric broadcasting.

In his column "Over the Coffee", a feature of the Washington Post, Harlan Miller wrote:

"Radio-mogul Harry Butcher says if FM radio had come first, then regular AM broadcasting, the kind we've had for years, would have been hailed as the real miracle."

Steps have been taken by Kenneth Berkeley, Washington's NBC Manager, to inform patrons of Washington's outdoor Symphony Orchestra held at the Watergate, about future concerts that may be postponed because of rain. The information will be broadcast over the radio one-half hour in advance of the scheduled starting time, WRC being used on Sunday nights and WMAL on Wednesday nights. The concerts have repeatedly been rained out; on the other hand others have been successfully held in the face of doubtful weather, but with the new system of an eleventh hour radio flash, everybody will be kept informed as to whether or not a concert will be given.

X X X X X X X X X X

WMCA SEES NEWS IN ADVERTISING

Spreading to radio "PM's" (new newspaper in New York) consent of reprinting advertising free of charge on the basis that it is interesting news, the Warner Norge Company, Inc., distributors of Farnsworth radios, has inaugurated over Station WMCA, New York, a program entitled "Good News in Advertising".

In ad lib style Ken Farnsworth, who is not related to the radio maker, will report on the outstanding ads appearing in the afternoon papers of the same day and those scheduled for the following morning's papers. Newspaper, advertiser and price as well as all salient advertised goods will be broadcast, Farnsworth stating that "all I know is what I read in the ads". The Warner Norge contract is for an indefinite period.

The radio innovation will be watched with interest, it is expected, inasmuch as radio stations are beginning a determined drive to get department store accounts, which have been perennial newspaper advertisers. It will probably be possible for stores to check whether items mentioned on the program outpull other goods advertised in the dailies.

Radio advertisers and their agencies have been asked by the National Association to join the broadcasting industry in its latest battle with the American Society of Composers, a struggle which may cut off from the networks after January 1 most of the music now familiar to radio listeners.

X X X X X X X X X X

JULY BILLINGS UP SHARPLY

Gross billings for time on the Columbia Network - prior to deductions for agency commissions and time discounts to sponsors .. totaled \$3,067,870 during July, 1940. The July figure brings the seven-month cumulative total for 1940 to \$23,525,242.

The National Broadcasting Company billings totaled \$3,830,438, up 16.7 percent over last year. Cumulative billings for the first seven months amounted to \$28,390,314, a gain of 9.7 percent over the like period of 1939.

Mutual Broadcasting System billings amounted to \$235,182, an increase of 8.6 percent. For the year to date they were \$2,266,505, a gain of 23.1 percent.

X X X X X X X X X X

ZENITH SALES EXECUTIVE GOES TO WINCHARGER

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, has announced the appointment of Robert F. Weinig as Vice President and General Manager of its subsidiary, the Wincharger Corporation in Sioux City, Iowa. Mr. Weinig has been in charge of farm radio sales for Zenith. He is most enthusiastic about what he believes to be the tremendous farm market possibilities of Wincharger.

Plans for further developments in the farm electric field are now being carried on in Winchargers' experimental laboratory under the guidance of John and Gerhardt Albers - the two Iowa farm boys who founded the Wincharger Corporation.

In commention on his connection, Mr. Weinig stated, "Electricity is the finest investment a farmer can make from the standpoint of contributing to the comfort, convenience, health and happiness of his entire family. Electricity, generated by Wincharger, is the most economical form of electricity available to the farmer today for there is 'no tax on the free wind'. Wincharger electricity also has a strong appeal to the farmer who prefers to own and operate his own power plant in preference to renting electric service from an outside source."

X X X X X X X X X X X X X

RCA CLEARS \$3,728,621

Following the meeting of the Board of Directors of the Radio Corporation of America last Friday, David Sarnoff, President of the company, announced that the following dividends had been declared:

On the outstanding shares of \$3.50 Cumulative Convertible First Preferred stock, 87-1/2¢ per share, for the period from July 1, 1940 to September 30, 1940, payable in cash on October 1, 1940, to the holders of record of such stock at the close of business September 6, 1940.

On the outstanding shares of "B" Preferred stock, \$1.25 per share, for the period from July 1, 1940, to September 30, 1940, payable in cash on October 1, 1940, to the holders of record of such stock at the close of business September 6, 1940.

Mr. Sarnoff also released for publication the consolidated statement of income of the Radio Corporation of America and subsidiaries for the second quarter of 1940 and the first six months of the year, with comparative figures for the corresponding periods of 1939. The report showed a net income of \$3,728,621 after all operating expenses, taxes, interest, depreciation and other charges. The net was equal, after full preferred dividend requirements to 15 cents each on the corporation's 13,881,016 shares of common stock outstanding. It compares with a net of \$2,172,201, or 4 cents a common share, in the first half of 1939.

Gross operating income for the six months aggregated \$56,559,704, compared with \$48,041,640 last year, an increase of \$8,518,064.

X X X X X X X X

- 12 -

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY,
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

INDEX TO ISSUE OF AUGUST 9, 1940

Sarnoff Denies Using Roosevelt Friendship In RCA Deal.....	2
RCA Head Gives Schuette Clean Bill.....	3
FDR Congratulates ASCAP On Its Anniversary.....	6
More New Television Stations.....	7
RCA Disclosures Eclipse Brown Hearing.....	8
Willkie Time Promised.....	10
Mrs. McDonald Proves A Talented Composer.....	11
More Power For U.S. Short-Wave Stations.....	11
Seebach Elected To WOR Board.....	12
Gen. Drum Gets Two-Way Communication Car.....	12
McCosker To Visit Vallee During Vacation.....	12
Cost WLW \$16,000 To Cover Conventions.....	12

No. 1257

SARNOFF DENIES USING ROOSEVELT FRIENDSHIP IN RCA DEAL

There was an immediate and sharp denial by David Sarnoff, President of the Radio Corporation of America, that he had said in 1932 that if he could delay prosecution of a Government anti-trust case against the RCA until after President Roosevelt's inauguration, he would have no difficulty in dealing with Mr. Roosevelt.

"It is an unadulterated falsehood", Mr. Sarnoff declared, "because I did not see President Roosevelt until about a year after his inauguration. I never discussed the case with him. I think, therefore, that it is very unfortunate and unfair that the President's name has been dragged into this case."

The Roosevelt allegation was made before the Senate Committee on Interstate Commerce considering the nomination of Thad H. Brown to succeed himself as a member of the Federal Communications Commission. It came in an affidavit signed by E. O. Keller, supposed to be an intermediary for the RCA in the postponement of the case. The affidavit was introduced in evidence by Senator Charles W. Tobey (R.), of New Hampshire. It had to do with a journey which Mr. Sarnoff, accompanied by several others made to Concord, N.H., to seek the advice of Senator George Moses, of New Hampshire, with regard to getting a month's continuance of the anti-trust case.

"On my boat trip with Mr. Sarnoff, from New York to Boston", the affidavit of Keller set forth, "Mr. Sarnoff informed me that he and President Roosevelt had been very close friends since the inception of radio, and that Mr. Roosevelt had said to him, 'Dave, you are the father of radio but when I was Assistant Secretary of the Navy, I mothered it for you', and that he believed Mr. Roosevelt would be elected in November and that if he were able to postpone this case until after the Roosevelt inauguration that he would have no trouble in dealing with Mr. Roosevelt personally."

Although Keller was said to have been continuously in attendance at the Senate hearings and was to have testified the day Senator Tobey introduced the affidavit, he failed to appear. Senator Burton K. Wheeler (D), of Montana, Chairman of the Committee, ordered the Sergeant-At-Arms to issue a subpoena for him.

There was a sensational conclusion to Keller's testimony two days later when the fact was brought out that he had been indicted for forgery in 1931, had pleaded guilty to the charge, and had been given a suspended sentence of 60 days.

X X X X X X X X X X X

RCA HEAD GIVES SCHUETTE CLEAN BILL

In an exchange with Senator Tobey, of New Hampshire, at the Thad Brown hearing, David Sarnoff, President of the Radio Corporation of America, defended the employment of Oswald F. Schuette, who in the old days bitterly fought the Radio Corporation but was subsequently employed by them. The testimony follows:

Senator Tobey - Is it not true that Mr. Schuette, in 1927, was publicity agent for the Radio Protective Association?

Mr. Sarnoff - I think that is right.

Senator Tobey - He set up headquarters in Washington representing the independents?

Mr. Sarnoff - Yes.

Senator Tobey - He issued mimeographed statements to the newspapers attacking R.C.A., calling it part of the radio trust, and referring to it as a patent racket. He was extremely active before this Senate Interstate Commerce Committee and the House Committee on Merchant Marine and Fisheries in making attacks on the radio trust and in getting Senator Dill and others to get after the Department of Justice to investigate the so-called radio trust and to bring action under the anti-trust acts against R.C.A. and others. Is not that true?

Mr. Sarnoff. - That is true; yes.

Senator Tobey - Indeed, so effective were his efforts that at extended hearings held before the Senate Committee on Interstate Commerce, Colonel Manton Davis, Vice President and General Attorney of R.C.A. in 1929, attacked him before this committee in the following terms (reading):

"If the Committee will examine Mr. Oswald F. Schuette under oath and will compel him to disclose the names of each of those who have supported his activities and are supporting them, together with the contribution made and being paid by each, I think you will uncover one of those lobbies against which official Washington has so often", and so forth.

And on page 203 he said (reading further):

"Before the House Committee on Merchant Marine and Fisheries * * * he was appeared and attacked the R.C.A. and its associated organizations, and always the burden of his story has been that the fundamental agreements underlying the complete original

Senator Tobey - set-up were violations of the anti-monopoly laws
(Cont'd) and would result in prosecution by the Government
of the United States for violation of those laws
* * * *. Mr. Schuette has continued without ceas-
ing to repeat the same accusations to Congressional
committees, Senators and Congressmen and other
Government officials, and whenever he could, to the
Federal Radio Commission * * *. They denounce and
they accuse to build a smoke screen behind which to
hide their own wrongdoings."

His efforts and accusations were intensified in May
of 1930 when R.C.A. and General Electric and
Westinghouse entered into the patent pooling agree-
ments which were the subject of the anti-trust
proceedings which you, Mr. Sarnoff, were so anxious
to have postponed, and which have been referred to
this morning.

It has been mentioned by the chairman of this com-
mittee, Senator Wheeler, that Mr. Schuette suddenly
ceased his attacks on R.C.A. and its patent pooling
agreements and its monopolistic activities. Do you
know Mr. Oswald Schuette?

Mr. Sarnoff - Yes.

Senator Tobey - Is not the whole answer to the thing that R.C.A.
bought him off by giving him a job in R.C.A. at a
satisfactory salary?

Mr. Sarnoff - It is not only not the whole answer, but it is not
even a part of the answer.

Senator Tobey - One day he was storming against R.C.A., and then he
was employed by them another day.

Mr. Sarnoff -- There is nothing strange or mysterious about that.
If you want to know about that, I will tell you.
It is no more mysterious than when a lawyer handles
a case against you and handles it effectively and
wins. You might find at some later time that it is
a good thing to employ that lawyer on your side
because he is a good lawyer.

Mr. Schuette had sincerely believed that the Radio
Corporation was in violation of the anti-trust laws.
He was also making a living by representing those
who shared his belief. He was a very effective
gentleman. He had made a study of the whole radio
art and industry, and in the course of the prepara-
tion of the case by the Department of Justice Judge
Olney came to rely on him very much. I had never
met Mr. Schuette until the negotiations with the
Department of Justice had reached their end or were

Mr. Sarnoff - almost near their end, when Judge Olney had brought him in, as a matter of fact, to advise him. I formed a very favorable opinion of this gentleman's capacity. When the consent decree was given and the General Electric and the Westinghouse were out, the Radio Corporation was alone and it had to establish itself in the public mind, with the stockholders, with organizations and with others as a company that was able to do its job and render the service for which it had been organized. I felt that Mr. Schuette would be of great service to the company in strengthening the organization. I have never objected to those who have been opposed to the organization coming in and learning about it, because there are no secrets, nothing to hide. I might say to you quite frankly that there were some in the organization that had not as much affection for Mr. Schuette as I had. I had looked at the matter entirely objectively. Here was a man who did a good job. He had the confidence of the licensees because he had represented them. One of the important elements of revenue to the Radio Corporation was the matter of royalties from the licensees. So I invited Mr. Schuette to come in and learn about our business and to help us with our problems and understand what we were seeking to do, particularly under the new set-up. It was now conforming to the consent decree, to the views of the Government and the views which he himself has urged. He came in as a regular employee. There was no secret about it. He has been paid. He has been sent to see customers and licensees. He is a representative of the Corporation. He has participated in our conferences. He is now a trusted member of the organization.

Senator Tobey - And he is as strong pro-R.C.A. as he was against it before?

Mr. Sarnoff - Yes.

Senator Tobey - And like Saul of Tarsus, he saw the light and was convinced?

Mr. Sarnoff - That often happens to men who are wrong.

Senator Tobey - But there was a quid pro quo, a retainer?

Mr. Sarnoff - No sir.

Senator Tobey - He was hired by R.C.A.?

Mr. Sarnoff - Yes.

Senator Tobey - And after that his anger and antagonism went out the window?

Mr. Sarnoff - No. There was no anger. The Corporation was conformed to a net set-up. He was the victor in the set-up. There is no reason why he should have been angry. He should have been happy.

Senator Wheeler - How much do you pay Mr. Schuette?

Mr. Sarnoff - I think he receives a regular salary of \$20,000 a year.

Senator Wheeler - Do you pay him anything in addition to that?

Mr. Sarnoff - Nothing, except his expenses.

Senator Wheeler - I mean, anything else in the way of a fee.

Mr. Sarnoff - No; no fee. That is his salary, \$20,000 a year. As a matter of fact, he is helping develop the patent department. He has been very helpful in connection with the development of international short wave broadcasting. It never occurred to me that there was anything wrong in hiring a man that happened to be opposed to us. If you did that you would never hire a lawyer who has been on the other side.

X X X X X X X X

FDR CONGRATULATES ASCAP ON ITS ANNIVERSARY

Congratulating ASCAP on its 25th Anniversary, President Roosevelt wrote the following letter to Gene Buck, President of the Society:

"Dear Gene:

"I have learned with much interest that the American Society of Composers, Authors and Publishers is about to celebrate its twenty-fifth anniversary. May I be among those to congratulate you on this very happy and significant event.

"The importance and value of music to the culture, morale and entertainment of the nation were fittingly recognized by the government in the issuance of five special postage stamps honoring outstanding composers -- Victor Herbert, John Philip Sousa, Ethelbert Nevin, Stephen Collins Foster and Edward MacDowell - in the famous Americans stamp series.

"Your Society, in its highly worthwhile work of giving protection and encouragement to our creators of music, can, I sincerely believe, play an important part in advancing American leadership in the field of music. In extending hearty greetings may I express the hope that your Society will have continued success in such a laudable objective.

"With all good wishes,

Very sincerely yours, "

X X X X X X X X X X

MORE NEW TELEVISION STATIONS

Additional applications have been granted by the Federal Communications Commission for the construction of new television stations. These included one to the National Broadcasting Co., Washington, D. C., to operate on frequencies of 60,000-66,000 (Channel No. 2), A3 and A5 emission, and another to the NBC in Philadelphia to operate on frequencies of 102,000-108,000 kc. (Channel No. 7). Both stations are 1 kilowatt power aural and visual. It is explained that both are on an experimental basis and that the Philadelphia station application is granted in lieu of the tentative grant for a television station in Chicago, as it appears that the Philadelphia station will make possible a more concentrated study of television systems by the entire RCA research organization.

Balaban & Katz, Corp., has been granted a construction permit to erect a new television broadcast station in Chicago on the frequencies of 60,000-66,000 (Channel No. 2) on an experimental basis with power of 1 kilowatt aural and visual, A3 and A5 emission.

The Television Productions, Inc., of Los Angeles has been authorized to erect a new station to use frequencies 78,000-84,000 kc. (Channel No. 4) on an experimental basis, 1 kilowatt power, aural and visual.

The Zenith Radio Corp., Chicago, has been granted a modification of its television station license on Channel No. 1 (50,000-56,000 kc.) on the condition that the Zenith Station W9XZV be used for carrying on research, which covers engineering experimentation tending to develop uniform transmission standards of acceptable technical quality, and for carrying on equipment tests, training of technical personnel, and experimental programs - the license otherwise to remain the same.

The Commission, having considered also the applications of the RCA Manufacturing Co., Inc., for modification of license requesting Channel No. 5 for its television broadcast station W3XEP, and that of the Philco Radio and Television Corporation, as amended, for modification of its license, requesting Channel No. 3 for its television broadcast station W3XE, ordered that the applications be granted upon the express condition that Station W3XEP and Station W3XE be used for carrying on research, which covers engineering experimentation tending to develop uniform transmission standards of acceptable technical quality, and for carrying on equipment tests, training of technical personnel. No public program service was authorized and the licenses otherwise remain the same.

It was further ordered by the Commission that their Order No. 69 cancelling the licenses of Stations W9XZV, W3XEP and W3XE effective January 1, 1941, in order to provide for the reallocation of frequencies set forth in the Commission's Order No. 67 be amended to exclude from its terms the licenses as modified for these television broadcast stations.

X X X X X X X X X

RCA DISCLOSURES ECLIPSE BROWN HEARING

What started out to be an inquiry by the Senate Interstate Commerce Committee into the qualifications of Col. Thad H. Brown to succeed himself as a member of the Federal Communications Commission almost became, through sensational charges made against the Radio Corporation of America, an investigation of the entire radio industry. And may yet.

The RCA got into the case by Senator Charles W. Tobey, Republican, of New Hampshire, asking Thad Brown about the allegation that the Radio Corporation eight years ago had bribed the then U. S. Senators George H. Moses, of New Hampshire, and Daniel O. Hastings, of Delaware, and Harry C. Mahaffy, Jr., Clerk of the Federal District Court at Wilmington, to get an RCA anti-trust case postponed. Colonel Brown said he had never heard of it. Senator Tobey in wrath said that the story had been "kicking around the Capitol for years, that everybody knew about it", and if Brown, who had previously been characterized by Senator Wheeler, of Montana, Chairman of the Committee, as "dumb", had gone into it or even heard of it he was not fit to serve as a Federal Communications Commissioner.

Whereupon Senator Tobey started in on a one-man investigation of the old RCA case the results of which completely eclipsed the Thad Brown investigation. Brown thereafter sat over in a corner almost a forgotten man and one day didn't even attend the sessions.

Highlights of the Senate hearings extending over the better part of a week included:

Testimony of David Sarnoff, President of the Radio Corporation of America denying that the RCA paid money to any Senators or any other Government official to effect a postponement of its Government suit in 1932. Mr. Sarnoff told of a trip to Concord, N.H. to see Senator Moses, then Republican leader in the Senate. He said he did not ask Senator Moses to do anything, he merely sought his advice.

During the conference with Senator Moses, Mr. Sarnoff said, there was no discussion of money and there was no payment of money. After the Senator retired from the Senate, he said he met him at a Gridiron dinner in Washington. Upon inquiry as to what he was doing, the Senator said that he was going to visit the Balkans, and Mr. Sarnoff asked him if he would undertake to make an economic survey there for the RCA and the Senator agreed and did make the survey, covering a period of six months, sending him a bill for \$4,000, which was paid. Later there was another six months' service at \$4,000.

Robert D. O'Callaghan, RCA counsel in the Moses-Hastings case, declined at first to testify standing on his lawyer client confidential status, but when the Radio Corporation counsel waived this right, he further refused on the ground that what he said

might tend "to incriminate or degrade him". Senator Wheeler nevertheless persuaded him to testify. O'Callaghan declared that two, possibly three members of a firm of Washington real estate brokers, received from \$1,200 to \$1,500 each because of threats to charge publicly that the RCA had hired the Senators.

Mr. O'Callaghan's testimony referred in part to an affidavit submitted to the Committee by E. O. Keller, a "contact" man, which asserted that Messrs. Moses and Hastings each received \$5,000 for their aid in getting the trial postponed; that H. C. Mahaffy, Jr., Clerk of the Federal District Court before which the case was pending, got \$15,000 for his aid in the matter, and that his brother a year later got a \$50,000 fee from the RCA for some minor legal activities for the corporation.

Mr. Keller testified that Senator Hastings had been responsible for the appointment of Federal Judge John P. Nields, jurist before whom the RCA case was pending in Wilmington. Mr. Mahaffy denied receiving any money. He told, however, of Senator Hastings inviting him to New York for a conference.

A few days later, Mahaffy continued, he (Mahaffy) sent out notices of postponement because "Judge Nields needed a rest". The judge, he said, was suffering from a bad heart condition and a severe cold. The clerk said the postponement notices had been sent out without any formal application for delay, having been filed with the court. He said he had discussed the postponement with the judge, but did not inform the latter about his visit with Mr. Hastings in New York. Mr. Keller testified that Mr. Moses had conferred with Lawrence Richey, secretary to President Hoover. Mr. Keller said Mr. Moses had informed him President Hoover and Attorney General Mitchell had refused to move for any postponement of the case at the time.

C. Edward Duffy, a former law partner of ex-Senator Hastings of Delaware, informed the Committee that Mr. Hastings told him he had to pay the clerk Mahaffy of the Federal District Court at Wilmington \$2,500 to obtain the 1932 postponement of trial of the anti-trust suit against the RCA, a postponement which led to a consent decree ending the case.

For his services in the matter, it was testified, Mr. Hastings, then a member of the Senate, received \$7,500 in all, although he never filed a motion for postponement and was engaged in the matter only three or four days. Senator Hastings characterized as "a deliberate lie" the fact that he had paid Mahaffy \$2,500.

His only activity recorded in the testimony was to ask the clerk Mahaffy to come to New York City and inform him of the state of the court's docket and how to go about applying for the postponement.

When E. O. Keller, contact man, who had made serious charges against the RCA, took the witness stand, Mr. Sarnoff changed to a seat across the room where he could face the witness. "I

object to Mr. Sarnoff changing his seat", Senator Tobey shouted. "What difference could that make?" Senator Wheeler asked. "Might make a lot - after the signals I've seen exchanged and other things that have gone on in the room since this hearing started". So Mr. Sarnoff returned to his old seat behind the witness.

After hearing the testimony of several real estate brokers, Senator Wheeler exclaimed "Why if the RCA wanted a postponement in a U. S. Court did they have to go about getting it through 'real estate brokers'? There are more shakedown artists in this town than any place I know." Again referring to the intermediaries Senator Wheeler said:

"What has been recorded here", he added, "should be a lesson to the RCA and every other great corporation against dealing with the scum around Washington who claim to have influence. It's getting so a Senator cannot even say hello to a person without having him go out and sell his alleged influence with him to some corporation with a problem which it doesn't know enough to try to settle in a legitimate manner."

X X X X X X X X X X

WILLNIE TIME PROMISED

In response to the demand of Wendell Willkie that he receive like treatment, the National Association of Broadcasters at their convention in San Francisco decided that if President Roosevelt used his "fireside chat" radio technique as a means for electioneering the broadcasters will give equal free time to rival candidates.

The burden of proof, however, would fall upon the opposition parties to show that the President had utilized his fireside talks for campaigning.

The Association's Board of Directors extended the contract of their President, Neville Miller of Washington, for one year. It was understood that the extension provided a substantial increase in salary. The former contract was to have expired in 1941.

Mark Ethridge, WHAS; Harold Hough, WBAP; George W. Norton, WAVE; Don Searle, KOIL; Harry R. Spence, KXRO; John Elmer, WCBM; Edward Klauber, CBS; Fred Weber, MBS, and Frank M. Russell, NBC, were elected to the Board.

Unanimous approval of the BMI program for defeating the ASCAP music monopoly was voted by shouting delegates at what was said to be one of the most enthusiastic sessions in NAB convention history. Theodore Streibert, Vice President of the Mutual Broadcasting System, touched off one of the several demonstrations at the session when he announced that none of the principal key stations of that network intended to use ASCAP music after next December 31.

X X X X X X X X X X

MRS. McDONALD PROVES A TALENTED COMPOSER

A composition entitled "Cancion" by Inez Riddle McDonald was heard in the first of a series of all-orchestral programs during August conducted by Alfred Wallenstein in the Voice of Firestone Hour broadcast on Monday evening, August 5th, over the Red NBC coast-to-coast network.

In the lilting rhythm of a Tango or Habanera, this type of composition may have suggested itself to Mrs. McDonald during her cruises in the Caribbean and to Central America. If so, she has caught the true grace and charm of such music. It is skillfully orchestrated and should find a place in the repertoire of other fine orchestras.

Mrs. McDonald is the wife of Commander E. F. McDonald, Jr., of the Zenith Radio Corporation, Chicago. Commander and Mrs. McDonald are on their yacht, the "Mizpah" in Georgian Bay, Canada, where no doubt they had the pleasure of listening to the broadcast.

X X X X X X X X X

MORE POWER FOR U.S. SHORT-WAVE STATIONS

Five additional U.S. international broadcast stations have been authorized by the Federal Communications Commission to increase power to 50 kilowatts. This makes nine such stations which are now using or are authorized to use the maximum power deemed by Commission rules necessary for satisfactory international service.

The five stations just granted construction permits for this purpose are National Broadcasting Company's stations WRCA and WNBI at Bound Brook, N.J.; Columbia Broadcasting System's Station WCBK near Wayne, N.J.; and General Electric Company's Station WGEA, at Schenectady, N.Y., and KGEI at San Francisco.

The National Broadcasting Company's stations had been using 35 kilowatts, the Columbia Broadcasting System's station 10 kilowatts, the General Electric Company's Schenectady station 25 kilowatts and its San Francisco station 20 kilowatts. WRCA operates on 9670 and 17780 kilocycles; WMFI on 6100 and 21630 kilocycles; WCBX on 6120, 6170, 9650, 11830, 15270, 17830 and 21570 kilocycles; WGEA on 6190, 9550, 15330, 21500 and 21590 kilocycles, (6190 and 21590 frequencies having just been authorized), and KGEI on 6190, 9530 and 15330 kilocycles.

Two stations were previously authorized to go to 50 kilowatts - Westinghouse Electric & Manufacturing Company's Station WPIT, which is moving to Hull, Mass., and World Wide Broadcasting Corporation's WRUL, at Scituate, Mass. Two stations are already complying with the minimum power requirement - General Electric Company's Station WGEO, South Schenectady, N.Y., 100 kilowatts, and Crosley Corporation's Station WLWO, Mason, Ohio, 50 kilowatts. The Crosley station has just been granted special experimental authorization to operate a 1 KW transmitter on frequency 6080 kilocycles, for identification only.

X X X X X X X

SEEBACH ELECTED TO WOR BOARD

Julius F. Seebach, Jr., Vice-President of WOR in Charge of Programs and Director of Program Operations for the station since 1935, was elected a member of the Board of Directors of WOR, it was announced by Alfred J. McCosker, President of WOR.

Mr. Seebach's career in the broadcasting world embraces a period of 14 years, beginning in 1925 when he assumed a post as announcer with WOR, rapidly advancing to Manager of Evening Programs. In January, 1928, he joined the Columbia Broadcasting System as Program Production Manager, remaining with that network until 1935 when he resigned his position as Director of all program operations to return to WOR in a similar capacity.

X X X X X X X X X X

GEN. DRUM GETS TWO-WAY COMMUNICATION CAR

The automobile of Lieut. Gen. Hugh A. Drum, commanding the First Army, is being equipped with two-way ultra-high-frequency radio telephone equipment, which will enable General Drum to talk from his moving car to any command post in the 1300-square mile New York up-state maneuvre area, or by radio and then by telephone land line to Army posts in New York or Washington.

The Army also is trying out twenty-eight of the new frequency modulation radio sets, which will be used to equip vehicles in the three corps and Army. It is hoped that the new static-free sets will improve Army communications.

X X X X X X X X

MCCOSKER TO VISIT VALLEE DURING VACATION

When Alfred J. McCosker, President of WOR and Chairman of the Board of the Mutual Broadcasting System, leaves for a vacation Monday, August 12, he will visit with Rudy Vallee at the latter's lodge on Lake Kezar, Maine. He will also take a motor trip through eastern Canada with his family, and will be away for three weeks.

X X X X X X X X X X

COST WLW \$16,000 TO COVER CONVENTIONS

WLW's bill for special coverage on the Republican and Democratic national conventions, plus refunds to advertisers for cancelled programs, ran around \$16,000. The biggest item was \$7,322.80 for cancellation of NBC network and local accounts during the Republican convention in Philadelphia. Cost of having a six-man staff and special lines for that session was \$2,160.

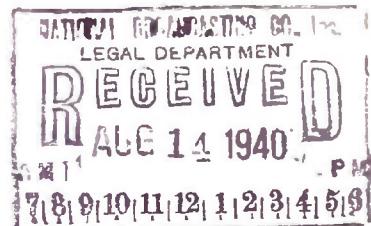
For the Democratic convention in Chicago, Crosley's 50,000 wattter refunded \$4,329.72 for lost time on commercials and the other expense was \$2,250.

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 13, 1940

Radio Used Improperly Politically Fails, Says Fly.....	2
Netherlands Supply Cuban Radio Market Despite War.....	3
Broadcasters' Idea To Terrorize, Says ASCAP.....	4
Thad Brown Hearings Go Into Second Month.....	6
FCC Meets But Not Much Doing.....	8
Germans Schedule New War Superhet.....	8
Now 45,000,000 Sets In U.S.....	9
Ever Hear Of Radioville?.....	9
Trade Notes.....	10
Station Bars Nazi Broadcast.....	11
Willkie Quick On The Radio Trigger.....	12

No. 1257-A

g f s h
w

August 13, 1940.

RADIO USED IMPROPERLY POLITICALLY FAILS, SAYS FLY

Somewhat overshadowed by the bricks the Broadcasters were shying at the Composers and vice versa was the advice Chairman James Lawrence Fly, of the Federal Communications Commission, gave to the National Association of Broadcasters at San Francisco last week.

"The broadcaster owes to the public whose facility he occupies - and to the democracy he is bound to preserve - the inescapable duty of full and fair reporting, balanced treatment, and honest and impartial comment on all facts and information of public concern; and adequate coverage on all public issues by two-sided discussions and equality of facility and representation", Chairman Fly declared in an address, the full text of which has just reached Washington. "The responsibility for this service rests with the licensee. It is inconceivable that control of the radio as an instrument of freedom should be delegated to any special interest with the liberty to control news, information and comment services. So soon as this service is rendered on behalf of a special interest or political party the radio ceases its most important function in the public interest."

Whereupon Mr. Fly took quite a wallop at the newspapers, saying:

"Broadcasting is all the more important in places where the other vital source of public information and opinion has on occasion utilized its basic freedom to promote its own or other special interests and causes. In the press we have long respected the traditional role of the editorial, however much we might deplore it in the radio, yet one cannot but view with concern the instances where 'News' is handled in such manner as to give the public what the newspaper owner, in the light of his interest, wants the public to receive.

"'News' can be colored. Headlines can be slanted. Spacing can be contracted or expanded; emphasis supplied or extracted by artful placing; important events or responsible views can be overlooked, yet John Doe can send a telegram and become a national character overnight. All this may appear momentarily to be good business; but it would not be democracy. It would overlook the real function of our basic freedom; and we should have an instrument of freedom devouring itself and the democratic structure which nourished it."

Expressing the fullest future confidence in radio, Mr. Fly handed broadcasting this bouquet:

//

"Let me not be deemed to criticize the American system of broadcasting. I am here to praise it. These are trying times and I have thought it beneficial frankly to discuss the great principle. Frankness is essential in these discussions, and those which I hope will follow on other problems of mutual concern. You will know that I am proud to observe the great public service rendered by the broadcasters in the midst of a tremendous conflict.

"Their general news, informational and commenting service have been of a high order. News has been searched out and brought to us from the four corners of the earth. The networks have rendered particularly valuable public service in this regard. And so have the many broadcasters moved across a vast field of public service with creditable results. I face the future with confidence in radio and believing in it as a great and permanent institution. There can be no real fear that, conscious of your great privilege and its attendant responsibility, you would ever let the torch fall."

X X X X X X X X X X

NETHERLANDS SUPPLY CUBAN RADIO MARKET DESPITE WAR

Imports of sets to Cuba from the Netherlands continued to be received, according to the American Consulate General in Havana, during recent weeks, these shipments arriving from Mexico and the Netherlands West Indies, in which areas considerable stocks of sets had apparently been maintained in anticipation of difficulties that might arise in receiving shipments from the Netherlands.

Collections are not being received as satisfactorily as was the case last year, or earlier this year and more care is being used in making installment sales.

Imports of radio sets by Cuba during the first 6 months of 1940, about 30 percent over the year before, numbered 11,106 units of all makes valued at \$186,583, as compared with 8,310 units valued at \$158,809 imported in the corresponding period of 1939.

Entries of Netherlands sets during the first half of this year totaled 1,222 units valued at \$17,140 as compared with 748 sets valued at \$13,099 received during the first 6 months of last year.

X X X X X X X X X X

Samuel R. Zack, Director of WMCA's "Labor Arbitration" program is one of New York's first arbitrators having settled labor disputes in Brooklyn back in 1917 before the existence of any labor relations legislation. At that time he was Sales Manager for a large manufacturing concern and his interest in arbitration developed as a result of a tremendous turn-over in labor due to misunderstandings.

X X X X X X X X X X

//

BROADCASTERS' IDEA TO TERRORIZE, SAYS ASCAP

Whether it will be a NAB musical blackout or an ASCAP blitzkreig remains to be seen but in a sizzling White Paper just delivered to the advertisers of the country signed by Gene Buck - but to the eye of this writer also showing signs of the fine Italian hand of Claude Mills - the object of the whole thing is said to be an attempt to throw a terrible scare into the Composers.

"May we point out that Broadcast Music, Inc., which the networks announce will be made use of as their principal instrumentality through which an adequate supply of music will be made available after the announced boycott of ASCAP music is put into effect, is the wholly owned creature of the broadcasters, and that a majority of its stock is owned by the two networks", Mr. Buck says in addressing the advertisers who pay the radio bills. "It purports, according to its public announcements, to create between now and January first, from the offerings of amateur song writers and special arrangements which it will make of music in the public domain, a repertoire sufficient for the needs of broadcasting, or at least to make broadcasting 'less dependent upon ASCAP music'.

"Something less than a majority of the broadcasters have committed themselves to an investment of something over a million dollars in this activity, and they are presently endeavoring to interest the broadcasters in investing something like four million dollars in a group of publishers which have heretofore been members of ASCAP, so that their respective catalogs may be added to the BMI repertoire. Of course, the whole idea is to terrorize and intimidate ASCAP, but if it is of any comfort or usefulness to those who are sponsoring this movement to know that it entirely fails in the slightest degree to accomplish that objective, we would like to make that statement here and now. We wish the BMI well. We earnestly hope that it discovers many hundreds, even thousands, of desirable songs, and we are indeed glad that there has been created a responsible source to which the amateur writers may go with their material and hope to have it published."

Taking a vicious lunge at the chains, Mr. Buck declares:

"ASCAP is not in the slightest concerned at the bombastic edicts being presently issued by the two chains, in which it is very noticeable that the overwhelming majority of independent and individual stations do not join. It is apparent that the chains, drunk with power, assuming to speak for the independents, intend to dictate what copy an agency will use in the space it buys on the blank white pages of radio. . . .

"We are amazed at the manifestation of a degree of censorious conceit such as would prompt these two great and overpowering radio groups to believe for a moment that they are going to tell Damrosch, Whiteman, Waring, Lombardo, or Black what music to play. By what process of loose reasoning do these radio rajahs deduce that they will tell Lucky Strike, Cities Service, Maxwell

House Coffee, or their advertising agencies, who have purchased 'time on the air', of what musical content their programs shall be made?

"Of course, it is all an absurdity. . . . Nothing of the sort is going to happen. ASCAP music will be 'on the air' just as frequently as it is now.

"In the meantime, great harm may be done. It will be interesting to observe the development of this controversy. Assuming the Government is equally as interested in violations of the law by others as if alleged to be by ASCAP, what will it think of a conspiracy by the broadcasters, advertising agencies, and performing artists, in a concerted action to boycott the music of the ASCAP repertoire? We think the Government may be intensely interested to note this effort to prohibit the performance of such music by corporations which own booking offices, phonograph record factories, and motion picture producing units."

Prophesying huge damage suits if the Broadcasters win, Mr. Buck concludes:

"If the effort should by some fantastic process become successful, we imagine damages will lie against those responsible in sums that will far transcend any which they ever would have paid for performing rights fees. Let every thinking man in a position of responsibility carefully consider the possible ultimate result of a complete and unqualified success if the orders of NBC and CBS are carried out by artists, advertising agencies, etc.

"Is it to be thought for a moment that by such dicta these two chain operators will at one stroke destroy the intellectual integrity of orchestra leaders and singers; render valueless music libraries owned by these leaders in which there are millions invested; nullify the value of the stocks of phonograph records and electrical transcriptions stored by the hundreds of thousands of dollars worth in the racks of the broadcasting stations throughout the country?

"We invite any advertising agency representative, and all performing artists and orchestra leaders to bring to our attention each and every instance in which any pressure whatever is brought to bear upon them that might deprive them of complete freedom to choose, according to their artistic or commercial judgment, the music best suited to their particular use or purpose. All information thus received will be held in strict and inviolable confidence.

X X X X X X X X X X

On Sunday, August 11, Station KWOS, Jefferson City, Mo., joined the coast-to-coast network as the 143rd Mutual network full time affiliate.

X X X X X X X X X X

THAD BROWN HEARINGS GO INTO SECOND MONTH

Still overshadowed by the alleged RCA bribery charges in connection with the attempt to secure a Federal anti-trust case continuance back in 1932 the inquiry by the Senate Interstate Commerce Committee into the qualifications of Col. Thad H. Brown to succeed himself as a member of the Federal Communications Commission is now going into its second month. At the resumption of the hearings Tuesday as was the case several days last week, Colonel Brown himself was not even present.

David Sarnoff, President of the Radio Corporation of America was recalled as a witness and was accompanied by Niles Trammell, new President of the National Broadcasting Company. In the absence of Senator Wheeler of Montana, Chairman of the Committee, Senator Homer T. Bone, of Washington, presided.

As usual Senator Charles W. Tobey (R.), of New Hampshire, who has been the moving figure in conducting the inquiry was assisted by his son Charles W. Tobey, Jr., a graduate of Dartmouth College and George Washington Universities. Roger Whiteford, who had acted as RCA counsel in 1932, and a friend of Senator Moses, also mentioned in the case, told Senator Tobey that he had had a telephone conversation with former Senator George H. Moses (R.), of New Hampshire, last Monday night.

"Is Senator Moses coming down here to testify before us?" Senator Tobey asked.

"That was what I advised him to do. I told him that E. O. Keller, a so-called contact man, had accused him of being paid \$5,000 by the RCA in connection with the court postponement."

"I didn't get anything out of that case", Mr. Whiteford said Moses replied. "Anyway, I couldn't come down to Washington before Thursday."

It was said that if Senator Moses did not come voluntarily that he might be summoned.

"There were all kinds of stories that I had paid Senator Moses money in this case in behalf of RCA", Mr. Whiteford declared, "but they were not true. I never paid Senator Moses any money in my life."

Later when asked to produce three groups of bank check stub-books pertinent to the case in 1932, Mr. Whiteford said they were missing, that he could not help but believe "they had been taken out deliberately".

"I should infer from that you think they were stolen", Senator Tobey echoed. Also Mr. Whiteford could not produce a check for \$2,500 payable to Mr. Al Hyslop, another friend of

Senator Moses in New Hampshire. The charge had been made that this money was really paid to Senator Moses. Mr. Whiteford said that it was merely a loan to Mr. Hyslop. Mr. Whiteford, when it was charged that something like \$30,000 had been spent by RCA in its attempt to secure a postponement of the anti-trust suit, ejaculated: "If that is true, I think it was a lousy waste of money."

"Did you hear that Senator Moses needed money for his campaign fund?" Senator Tobey inquired of L. P. Handy, a Washington realtor, who had been one of the go-betweens.

"No, but I heard that Senator Hastings did", was the reply. The law firm of then Senator Daniel O. Hastings, of Delaware, had been retained by the RCA in the case. Mr. Handy said when Mr. Sarnoff and party arrived in Concord, N.H., to see Senator Moses, Mr. Hyslop remarked: "It looks like a football team coming up here." To which Senator Tobey retorted, "Who was calling the signals?"

"How about your threats to the RCA for money from the three real estate men for their part in it - the threats that caused Mr. Whiteford to read the "blackmail statute" to them, Senator Tobey asked.

"I don't believe he ever read it."

"Whiteford testified he did."

"The blackmail statute was never read in my presence."

"Didn't you say if you didn't get your money you were going to kick this case wide open?" Tobey asked.

"No", Handy replied.

"Didn't you threaten suit if the RCA didn't pay?"

"I certainly did."

After a cross-examination of the witness by Manton Davis, RCA counsel, Senator Tobey declared with some heat.

"Your legal representative met these people. He said it was worth \$50,000 to get a continuance of the court case. Your legal representative asked them to contact somebody to get the job done and the job was done."

When Senator Wallace White (R.), of Maine, a member of the investigating committee, was asked when he thought the inquiry would end. He replied, throwing up his hands:

"God only knows!"

X X X X X X X X X

FCC MEETS BUT NOT MUCH DOING

For the first time in several moons, there will be a meeting of the full Federal Communications Commission tomorrow. Recently, because of Summer vacations and other reasons, the work of the Commission has been carried on by an Administrative Committee, usually any two or three members who happened to be in town.

Because of the fact that Chairman James L. Fly has not yet returned from San Francisco, Commissioner T.A.M. Craven will preside at tomorrow's meeting. Others to be present are Commissioners Thompson, Walker and Payne. The familiar face of Thad Brown was missing, due to the fact that he has not been confirmed by the Senate.

It was said nothing of particular importance was scheduled to come before the Commission at this mid-Summer meeting and only routine business would be transacted.

X X X X X X X X X

GERMANS SCHEDULE NEW WAR SUPERHET

The far-reaching structural change in the German radio industry necessitated by war conditions has been primarily toward the manufacture of communication equipment for the armed forces. By necessity the output of radios for civilian purposes other than for export has been reduced to a minimum since the beginning of hostilities and has since consisted largely of a mere assembly of part stocks. A departure from this policy was the manufacture of an unspecified but reputedly considerable number of German midget radios at the beginning of 1940 (Deutsche Kleinempfaenger). Now, according to reports from the German Electrical Manufacturers' Association, reprinted by the U. S. Commerce Department, the manufacture is contemplated of a typical wartime high fidelity receiving set which will contain only an indispensable minimum of "short" raw materials. In this connection, it is noticeable that for several months the radio trade as a rule has been selling new replacement tubes only against the surrender of the old tubes.

The number of licensed radio receiving sets in Greater Germany (inclusive of Danzig, Memelland and the incorporated Eastern Provinces but exclusive of the Protectorate of Bohemia and Moravia and of the occupied territories) amounted to 14,327,918 on May 1, 1940, an increase of 176,262 over the preceding month, the American Embassy in Berlin reports. This number includes 1,004,277 receiving sets which are exempted from paying the license fee for social reasons (shut-ins, disabled veterans, etc.). The monthly license fee for radio sets in the new Eastern Provinces amounts to RM 1.20 and to RM 2.00 in the other districts of the Reich.

X X X X X X X X X

NOW 45,000,000 SETS IN U.S.

There are now 45,000,000 radio sets in this country, according to Neville Miller, President of the National Association of Broadcasters. Addressing the 18th annual convention of the NAB in San Francisco, Mr. Miller said last year had been radio's greatest, with sales of over 9,000,000 radio sets. "With less than 7% of the world's population, our country has nearly half of all broadcasting stations and receiving sets", he stated in his annual report.

Ed Kirby, NAB Public Relations Director, referred to "a growingly mature and better understanding between press and radio" that has arisen since the Munich crisis.

"It can be successfully demonstrated we believe", said Mr. Kirby, "that the greater amount of coverage of important spot news by radio, the greater number of newspapers sold, and, conversely, as more newspapers are sold as a result of spot news developments, the more radio news listening results. We believe that NAB has eliminated an erroneous concept in some sections of the newspaper world which felt that radio wished to live at the expense of the press. Neither press nor radio can be sold at the expense of the other for long. Each has its field of service."

"Mr. Kirby's statement is not news to circulation managers who have dealt with the problem of newspaper-radio competition for the past decade", Editor & Publisher comments. "The important point, it would seem, is that for the first time there appears to be a better understanding between the press and radio as to their respective functions in the field of news dissemination.

"As pointed out in our recent roundup on increased newspaper sales as result of the war, radio has not been a serious handicap to newspaper circulations. True, radio has supplanted the newspaper extra, but the press continues to enjoy an increasing readership as the public looks to radio for the news flash and to the newspaper for the complete story."

X X X X X X X X X

EVER HEAR OF RADIOWILLE?

Radio, Va., just outside of Washington, adjoining Arlington, where are located the great Army and Navy broadcasting stations, has been on the map many years. Now, according to an announcement by the Federal Communications Commission, a composite transmitter has just been installed at the point-to-point telephone station located at Radioville, Alaska.

X X X X X X X X X

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

A new GL-869-B mercury vapor rectifier employing a horizontal mesh filament has been introduced by the General Electric Company. The filament structure of the new tube makes it possible to double the average anode current of previous 869's when filaments are connected in quadradure.

Thomas D. Connolly, CBS Sales Promotion executive, has been appointed to the newly created post of "Manager of CBS Merchandising Service".

The Zenith Radio Corp. has been granted a construction permit for a new portable-mobile special relay broadcast for the area of Chicago; 156750, 158400, 159300, 161100 kilocycles; 100 watts; to be used in connection with applicant's high frequency broadcast Station W9XER in Chicago.

"And with lotions of listeners" - a booklet containing a study of the pulling power of the Jergens-Walter Winchell program has just been issued by Keith Kiggins, Sales Manager of the NBC Blue Network.

A new 1000 kc. crystal unit, Type GL8A, for use in amateur frequency standards has been announced by General Electric. It has a temperature range of +10 degrees to +45 degrees centigrade and a temperature coefficient over that range of .0001 percent per degree C.

Press Wireless, Inc., Hicksville, N.Y., has been granted extension of special temporary authority by the Federal Communications Commission to point-to-point radiotelegraph station in the Fixed Public Press Service, Hicksville, to communicate with the Deutsche Reichspost, Berlin, Germany, until further order of the Commission, but in no event beyond November 9, 1940, using its regularlylicensed frequencies, power and emission.

Station KGLU, Safford, Arizona, will become affiliated with the National Broadcasting Company, September 1, as a bonus outlet for advertisers using Station KTAR, Phoenix, Arizona.

Mrs. Laura Hobson has been appointed to the newly-created post of "Copy Chief" of the CBS Sales Promotion Department.

Federal Judge William H. Holly entered a final decree in Chicago for the reorganization of the Majestic Radio and Television Co., and discharged the trustee in bankruptcy, Claude A. Roth. Walter Glen Scott, of Newark, N.J., a former member of the Board of Directors of the dissolved concern, will be the Operating Manager, and Elmer C. Upton, of Chicago, former secretary of the Balaban and Katz Theater Corporation, will become Secretary-Treasurer.

Columbia Broadcasting System and Subsidiaries for the six months to June 29 showed a net income after all charges of \$2,932,976, equivalent to \$1.72 a share on 1,716,277 common shares, compared with \$2,651,013, or \$1.59 a share in the corresponding period of 1939. Gross revenues, less discounts, returns and allowances, were \$17,689,376, against \$15,076,554.

Returning by plane from the San Francisco Broadcasters' Convention where he was a speaker, Stephen T. Early, Secretary to President Roosevelt, accompanied by Harry C. Butcher, Columbia Vice-President in Washington, and Louis Ruppel, CBS publicity man in New York, stopped off enroute at Seattle to visit President Roosevelt's son-in-law and daughter, Mr. and Mrs. John Boettiger.

X X X X X X X X X X

STATION BARS NAZI BROADCAST

Station WHIP, at Hammond, Ind., has notified the German-American National Alliance that hereafter its German-hour program will not be accepted for broadcasts. The decision, it was announced, was made by the station's Directors following what was said to have been a virtual order by the Alliance that all members must listen to the broadcast of Colonel Lindbergh.

"The primary reason for using any foreign language on the station has been to facilitate better understanding of American institutions", said Dr. George F. Courrier, President of the Broadcasting corporation.

"It is obvious that the German-American National Alliance represents a minority group of the American populace. Although it is important to America to allow minorities to plead their cases at the bar of public opinion, and that no essential right shall be denied them, radio broadcasting cannot be regarded as an essential right.

"Radio broadcasts should be used to solve problems rather than to create them. Any broadcast that engenders social conflicts or kindles hatreds cannot be construed as serving the public interests."

X X X X X X X X X X

WILLKIE QUICK ON THE RADIO TRIGGER

In demanding equal time with President Roosevelt and talking "turkey" with Elliott Roosevelt, who happened to be passing through Colorado Springs, Wendell Willkie proves himself radio conscious and ready to fight for his rights on the air as elsewhere.

Elliott Roosevelt told reporters that he and Willkie had talked about the recent meeting in San Francisco of the National Association of Broadcasters, at which the Republican National Committee requested radio time equivalent to that given President Roosevelt in his fireside chats.

Young Roosevelt advised Willkie that in view of the Hatch law restricting campaign expenditures the radio should follow newspapers in giving free expression to candidates' views.

"If Mr. Willkie comes to Texas", said Elliott, "I will see that the Texas network gives him as much time as the Republican Committee desires."

Mark Sullivan in the Washington Post calls attention to the importance of Mr. Willkie making good with the people in his acceptance speech next Saturday, especially the radio part of it.

"Former Governor Landon's acceptance speech did not draw the country into the grip of his personality", Mr. Sullivan writes. "For one reason, his personality was slight. For another, Mr. Landon's radio voice and manner did not have the quality of engagingness. Mr. Landon's radio effectiveness improved somewhat as he went on, but never became distinguished. Unfortunately, as his radio technique improved, the substance of his campaign speeches went the other way. So long as Mr. Landon's speeches dealt with subjects within which he had information and convictions they were good. But his experience had not given him the scope to deal authoritatively with all the issues of a presidential campaign under modern conditions.

"Nothing of that kind need the Republicans fear about Mr. Willkie. He has ideas and convictions, he has an extremely well-read mind and an accurately functioning one. He is a natural debater - he loves it. For expression, for putting his ideas into effective words, he has a real gift. Whether he happens to have radio personality is within the discretion of the gods. It is very important in modern politics. My notion is that Mr. Willkie has it; I just cannot imagine that immense magnetism, that direct and simple heartiness, failing to project itself along the air waves."

X X X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 16, 1940

Sizzling Senate Session Marks Sarnoff Recall.....	2
FCC Analyzes Program Expenses.....	4
Columbia Seeks New L.A. Television Station.....	4
Congressman Attacks Winchell Broadcasts.....	5
Must Give Fixed Point-to Point Call Letters.....	6
Senator Shows Further Interest in Pershing Broadcast.....	7
WillkieAppealed to in RCA Case.....	8
San Francisco Schools Would Try FM.....	9
Control Regulations for British Radio Tubes.....	10
Salvador Terminal Amendment Suspended.....	10
Trade Notes.....	11
New Frequency Monitors Approved.....	12
NAB Prez Upped to Probably \$40,000.....	12

No. 1258

August 17, 1940.

SIZZLING SENATE SESSION MARKS SARNOFF RECALL

Despite the air-cooled hearing room, there seemed to be a rise in temperature when David Sarnoff, President of the Radio Corporation of America, and Senator Charles W. Tobey, of New Hampshire, both hard hitters, again exchanged blows in a Senate inquiry which old-timers may remember started a couple of months ago to determine whether or not Thad Brown had been derelict in his duties as a member of the Federal Communications Commission and whether or not he should be given another term of 7 years at \$10,000 a year. For more than a week, Thad's case has been forgotten in a searching investigation that Senator Tobey, frequently aided by Senator Burton K. Wheeler, of Montana and Senator Clyde Reed of Kansas, has been making into charges that the RCA eight years ago bribed two United States Senators - Moses of New Hampshire and Hastings of Delaware - and Harry C. Mahaffy, Jr., Clerk of the Federal District Court at Wilmington to get a Government anti-trust suit postponed.

In the present scrimmage in the Senate, party lines seem to have been forgotten. Thad Brown, whose reappointment is being fought, is a Republican. Senators Tobey and Reed, who have been so vigorously hammering Brown and later Columbia and the RCA, are Republicans. Senator Wheeler, backing them up is a Democrat; Moses and Hastings, both now out of the Senate, are Republicans.

The recall to Washington of Mr. Sarnoff, who had previously testified at length, came as a surprise. With him and an interested observer of what was very likely one of his first Senate investigations was Niles Trammell, newly elected President of the National Broadcasting Company. Mr. Trammell, however, in the words of an old song "Went way back and sat down". So did Mr. Sarnoff who was kept waiting throughout the long morning session and not called to testify until 2:30 o'clock in the afternoon.

When he finally took the witness stand, Mr. Sarnoff said that he had tried to be frank and honest with the Committee. He told of his embarrassment at the RCA's lawyer, Robert O'Callaghan having enlisted the aid of three Washington real estate brokers in the anti-trust case postponement.

"I was made president of the RCA the day the depression began and the day the Government suit began. The RCA was just a shell. I am proud of my accomplishment and what the company is today", Mr. Sarnoff said. "If we had lost the anti-trust suit, the RCA would not only have been bankrupt but would have had to go out of business. Then at the most discouraging time along comes O'Callaghan with his bright suggestion, which turned out to

be anything but bright. I reprimanded him for bringing all these people into it and said, "These are your skunks - you skin them!"

"You abhor the tactics of O'Callaghan", Senator Tobey shot back, "yet in the face of that you retained O'Callaghan until this year renewing his contract at \$10,000 a year."

"Do you own 50,000 shares of RCA stock?

"You flatter me - I only own 5,000 shares."

"Is it true that you have been disposing of your stock in the RCA?"

"No, I have increased my stock in the past ten years."

The charges of Mr. Sarnoff's large stockholdings and that he was disposing of his stock appeared in a long attack on the RCA, which Senator Tobey then read, prepared by a business analyst J. Austin Smith. The RCA later hired Smith.

"The more Smith damned you, the more he castigated you, blacklisted you, and ripped you up the back, the more anxious you were to have him in the folds of the company. It doesn't make sense, does it?" Senator Tobey asked.

"Isn't it damned funny", Senator Tobey exploded, "after Smith had dynamited you that you took him into your company? Why didn't you say, 'You rascal, put up or shut up'? Why didn't you sue him for these attacks. Why does big business make a fool of itself when someone sticks a knife in its fifth rib and then instead of fighting says 'Come into our happy family'?"

"A corporation official must relieve himself of dealing with this individual or that individual", Mr. Sarnoff answered.

"You refuse to stigmatize such a rascal but then by George you take him into the company."

"Smith said you got a "600,000 bonus", Senator Tobey stated.

"That is not only a lie but it is crazy."

"You say it is a lie, then Manton Davis, your lawyer, hires him."

"I am inclined to say that was a mistake."

"Doesn't the Scripture say 'Avoid any appearance of evil?'" Senator Tobey queried.

"Yes", Mr. Sarnoff retorted getting a laugh from the Senators and audience, "but many appearances of evil have virtue underneath."

To which Mr. Sarnoff added: "One of the values of this hearing has been to make us wiser."

"I am delighted if that has been the result", Senator Tobey concluded.

X X X X X X X X X

FCC ANALYZES PROGRAM EXPENSES

Two statistical statements compiled by the Federal Communications Commission by licensees of standard broadcast stations and the three major networks have just been printed and distributed. The first is entitled "Analysis of Program Expenses of Stations with Time Sales of \$25,000 or more and the three Major Networks 1939" carrying the following conclusion:

Item	<u>519 stations</u>	3 Major <u>Networks</u>	<u>Total</u>
Program expenses:			
Salaries and wages of program department	\$ 6,417,118	\$2,382,846	\$8,799,964
Talent expenses	9,504,431	5,376,229	14,880,660
Royalties and license fees relating to program material	4,289,454	519,857	4,809,311
Cost of wire services, exclusive of transmitter line	2,305,434	5,145,223	7,450,657
Other expenses directly related to program	<u>2,993,042</u>	<u>1,045,613</u>	<u>4,038,655</u>
Total program expenses	\$25,509,479	\$14,469,768	\$39,979,247

The second statement has to do with cost and average cost of power to Standard Broadcast Stations having time sales of \$25,000 or more in 1939.

X X X X X X X X X X

COLUMBIA SEEKS NEW L.A. TELEVISION STATION

An application for a construction permit for a new television broadcast station in Los Angeles has been received from the Columbia Broadcasting System. It would be operated on Channel 3, 66,000-72,000 kc., 1,000 watts visual and aural and emission A3 and A5.

X X X X X X X X X X

CONGRESSMAN ATTACKS WINCHELL BROADCASTS

An echo of the radio rumpus in the Senate was the introduction of a newspaper story describing one of the RCA sessions into the Congressional Record of August 12 by Representative, J. Thorkelson, (R) of Montana who took the occasion to attack Walter Winchell as follows:

"This article about the RCA verifies statements which I have made during the 2 years I have been here in Congress. The National Broadcasting Co. is the network over which the Jewish vilifier, Walter Winchell, exhaled his poisonous defamatory remarks against any and all who believe in the fundamental principles of this Government. It does not matter to him who they are or what position they occupy, if they cannot see eye to eye with his own organized minority. They are all wrong, according to Mr. Winchell. The president of this station, Mr. Sarnoff, evidently is in accord with the statements made by Mr. Winchell, and he could be, because he is one of the same people, only he comes from Russia."

"I have said many times that our national-broadcasting stations and the national press are controlled and dominated by this minority, where nothing is broadcast or published except what is in accord with this minority viewpoint. It is because of this control the people have remained uninformed to date, and it is to enlighten them that I have made it my business to insert such information in the Congressional Record so that the people of this Nation should learn the truth."

"As to Mr. Winchell himself, little can be said, or, rather, nothing should be said, as even the most contemptible expressions give him too much credit. The New Yorker carried an article in which it alleged that Edgar Hoover, of the F. B. I., furnished this Charlie McCarthy of the air two G-men for his protection. I often wonder why the people should be taxed to protect such accidents of humanity. I cannot imagine what they are saving him for. For what purpose can he serve, except as a mediocre mudslinger? I would be much more sensible to give him a shovel so that he may engage in respectable labor. He could at least in such occupation dig a pit for himself to fall in, and what a relief that would be to those who are tired of his diatribes and slander! This crowd, as the article clearly shows, lives on bribes. Benjamin Franklin had his contracts and troubles when he tried to finance the Revolutionary War, for he had dealings with those whose god is gold and whose savior is a bribe."

X X X X X X X X X X

MUST GIVE FIXED POINT-TO-POINT CALL LETTERS

To meet the need of identifying transmission by fixed public point-to-point radiotelegraph and radiotelephone stations for monitoring purposes, the Federal Communications Commission has adopted a new rule requiring identification announcements at specified intervals.

Worked out in cooperation with the various common carriers, this rule provides that identification call letters be transmitted at least twice each hour. In the case of radiotelegraph stations using international Morse code, it shall be at a speed of not to exceed 25 words a minuet without the use of multiplexing, tape facsimile, or other methods of operation. In the case of radio-telephone stations, type A-3 emission may be used, provided privacy or secrecy equipment is not employed during such transmission.

The new requirement is intended to assist adequate national defense surveillance without unduly impairing the efficiency or rapidity of service now offered by the various companies. Up to now these stations have not been required to transmit the call letters of the frequencies emitted.

The complete text of the new rule follows:

Sec. 6.37 Call letters, transmission of. Every point-to-point telegraph and telephone station in the fixed public and fixed public press services shall transmit three times in succession at half hourly intervals during each 24 hour period the identifying call letters of the frequency or frequencies below 50,000 kilocycles on which transmissions are taking place. This transmission shall be made within the period ten minutes before and ten minutes after the hour and half hour under the following conditions:

Point-to-point Telegraph Stations.

(a) The transmission shall be made in international Morse code utilizing either type A-1 or type A-2 emission at a transmission speed not to exceed twenty-five words per minute without the use of multiplexing, tape facsimile, printer or other similar equipment or methods of operation during such period and shall consist of transmitting the signal "QRA de" followed by the call letters.

(b) Point-to-point telegraph stations engaged in a radiophoto or an Addressed Program transmission shall not be required to transmit identifying call letters during the period when such identification would interrupt the continuity of the program or radiophoto that is being transmitted. In any such case the identifying call letters shall be transmitted as outlined above, immediately following the conclusion of the program or radiophoto.

Point-to-Point Telephone Stations

(a) The transmission shall be made employing either type A-1, A-2 or A-3 emission; provided, however, when utilizing type A-1 or A-2 emission the transmission shall be made in international Morse code at a transmission speed not to exceed twenty-five words per minute and shall consist of transmitting the signal "QRA de" followed by the call letters. When utilizing type A-3 emission, all privacy or secrecy devices shall be removed from the transmitter input circuit during such period and the announcement shall be made in the following order: "This is Station (call letters)."

(b) Point-to point telephone stations continuously engaged in a public telephone message, radiophoto, or an Addressed Program transmission shall not be required to transmit identifying call letters during the period when such identification would interrupt the continuity of the message, radiophoto, or program that is being transmitted. In any such case the identifying call letters shall be transmitted, as outlined above, immediately following the conclusion of the message, radiophoto, or program.

X X X X X X X X X X X X

SENATOR SHOWS FURTHER INTEREST IN PERSHING BROADCAST

Still pursuing the subject of the origin of the recent broadcast of General John J. Pershing, Senator Burton K. Wheeler (D) of Montana had printed in the Congressional Record the following editorial from the St. Louis Post-Dispatch:

"So that the people may know what forces are behind the proposal to send 50 American destroyers to help England, the Post-Dispatch has done some exploring into the background of General Pershing's broadcast of last Sunday. The findings are not complete, but they are most informative. Indeed, the curtain of silence and secrecy encountered at various points is highly significant in itself."

"Joseph Alsop, columnist and zealous Anglophile, arranged for the broadcast, but now asserts "it would be wiser" for him to say nothing about it. The day after the Pershing speech, his column wrote an article this week endorsing it, says General Pershing asked him to talk over the address, but declines to say who else participated. The general's aide, Colonel Adamson, says several persons, whom he would not name, had urged the general to make the speech. Pershing, who holds the key to the mystery, refuses to be interviewed about the speech or its origin. Just why all this disinclination to speak of the part of Messrs. Alsop Lippmann, Adamson, and Pershing?"

"Enough has come out to prove conclusively that the speech was part of a concerted campaign to send destroyers to England--an action which would, in the opinion of competent experts, weaken American defenses and constitute an act of war. The choice of General Pershing to put it before the public was a canny move. He is a military hero, a venerated figure. Isn't it likely that some shrewd mind considered him the ideal person to answer another popular hero, Colonel Lindbergh, who was scheduled to make an anti-interventionist broadcast?"

"The people are entitled to know the full facts as to the origin and inspiration of the Pershing speech. The mystery of his sudden emergence from retirement, at almost 80, to make this plea ought to be cleared up. General Pershing is still an officer of the United States Army. It would be entirely proper for a committee of Congress to call on him, and the other figures in this strange episode, to tell the full story. It is vital that Congress and the people know exactly what is going on backstage in Washington in these crucial times. A congressional investigation is assuredly in order.

X X X X X X X X X X

WILLKIE APPEALED TO IN RCA CASE

Others of the greatest prominence having been mentioned including President Roosevelt, former President Hoover, former Vice-President Dawes, the name of another celebrity was added to the RCA Senate investigation when Governor George D. Aiken (R) called upon Wendell Willkie to use all his influence to obtain the resignation of Former Senator Daniel O. Hastings, of Delaware from the Republican Party's National Executive Committee.

In an open letter to the Republican Presidential nominee, Aiken referred to testimony before a Senate subcommittee that Hastings received \$7,500 for a fee from Radio Corporation of America for his efforts toward obtaining a continuance of a Gov't antitrust suit against RCA.

At about the same time that Governor Aiken sent the letter to Mr. Willkie, Former Senator Hastings, again called to the Senate witness stand characterized as a "plain damned lie" any inference he had paid any money to Harry C. Mahaffy, Jr., clerk to the United States Court in Wilmington, Delaware, to use his influence with Judge John P. Nields, for a continuance of an RCA antitrust suit in 1932. It had been charged that Former Senator Hastings had had considerable to do in having Judge Nields appointed to the Federal Bench.

Senator Tobey (R) of New Hampshire asked if Mr. Hastings had lost a case in the United States Court in Wilmington since 1934.

The witness answered that he wished he could say no, and then added that if the Senator were implying that the witness had been favored by Federal Judge Nields, presiding in the court, he was wrong.

In explanation of his long series of victories before Judge Nields, Mr. Hastings announced, "I'm a good lawyer. Other lawyers have won many cases before Judge Nields. There is nothing unusual about what Judge Nields has done for me."

J. Austin Smith, New York accountant, told the Committee that he had been employed in 1936 to write a report critical of the Radio Corporation of America so that his employer might make a connection with the company.

He was hired, he said by Patrick Powers, Westport, Conn., retired motion picture executive, who wanted him "to make a report which would embarrass RCA" the report, which he said was prepared from data furnished by Powers, criticized RCA's administrative and financial structure.

After the report was drafted, Smith said that Powers obtained employment for him from RCA which paid him \$20,000 to \$25,000 in the next four years. Smith said that he then learned that the report "was not based on sufficient investigation." He did not say whether Powers made a "connection."

Senator Tobey interrupted Smith to say:

"By your own admission you were employed to write an adverse, hostile and critical report and draw every conclusion you could that would be injurious to the corporation."

"I say the fellow responsible should be put where he can't make such reports," the Senator declared. "This is a damnable situation, based on partial evidence--a frame-up, you can call it."

X X X X X X X X X X X X

SAN FRANCISCO SCHOOLS WOULD TRY FM

First use of FM (frequency modulation) broadcast in the non-commercial educational field is proposed by the Board of Education of the San Francisco Unified School District as a result of being granted a construction permit by the Federal Communications Commission for a new station at 22nd and Bartlett Streets, that city, to operate on 42,100 kilocycles with 1 kilowatt power, unlimited time.

It intends to use radio for instructional, administrative, supervisory, and other functions in the local schools. Thirteen studios are planned for high schools and colleges in that area. They will be connected with the broadcast station by means of leased wires. In this manner it is expected that a greater number of teachers and pupils will be enabled to participate with less effort and expense of transportation.

The broadcast programs will cover nearly all of San Francisco as well as the East Bay area which includes the cities of Alameda, Oakland, Berkeley, El Cerrito and Richmond. The Board of Education, which is the governing body of the San Francisco Unified School District, has allocated \$9,000 for the station, and an additional amount of \$42,000 has been made available.

Three other institutions were previously licensed to use AM (amplitude modulation) on the channels set aside for non-commercial educational purposes. They are the New York City Board of Education, the Cleveland Board of Education, and, more recently, the University of Kentucky.

X X X X X X X X X X

CONTROL REGULATIONS FOR BRITISH RADIO TUBES

The Office of the American Commercial Attaché in London reports the present position regarding control regulations for radio tubes in the United Kingdom is that the importation of tubes, as well as other radio parts, is entirely prohibited. There is, as in all British import prohibitions, a qualification relating to goods for export or for Government contracts, but so far as it has been possible to ascertain, any exception allowed from the import prohibition is not limited to any particular type of tube.

In April the importation of valves and parts continued to be allowed on the basis of 25 percent of imports in the period immediately preceding the beginning of the war. Subsequently this concession was also withdrawn although no formal Order was required or issued. The Import Licensing Department did, however, notify importers informally, under date of June 13, that licenses would no longer be issued for the importation of wireless parts or valves from countries other than France "with the possible exception of parts for apparatus for export or for Government contracts". Later, of course, the exception for imports from France was withdrawn.

X X X X X X X X X X

SALVADOR TERMINAL AMENDMENT SUSPENDED

The Commission FCC took the following action:

Pending inquiry, suspended for 90 days amendments to tariffs of certain companies proposing to increase rates applicable to all classes of radiotelegraph messages, save ordinary press messages, to Salvador to meet an additional one cent terminal charge per word applied by the government of that country. The companies concerned are All America Cable and Radio, Inc., Commercial Pacific Cable Co., RCA Communications, Inc., Tropical Radio Telegraph Co., and Western Union Telegraph Co.

X X X X X X X X X X

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

Dr. W. D. Coolidge, director of the General Electric Research Laboratory, has been named to the newly organized National Inventors' Council, a body created by the Secretary of Commerce to encourage civilian inventions as part of the national defense program.

Station WOV, Greater New York Broadcasting Corporation New York City, has been granted a construction permit to change frequency from 1180 Kc to 1100 Kc to power to 5 kilowatts night and 10 kilowatts daytime, unlimited hours of operation and permission to install a new transmitter and directional antenna.

Meade Brunet has been appointed by the RCA Manufacturing Company, Inc., Camden, N.J., as manager of the engineering products division, in addition to his position as manager of the company's Washington office.

Mutual System, Inc., and Subsidiaries--Six months to June 30: Net income, \$27,838, equal to 15 cents each on 184,279 shares of common stock, compared with \$20,859, or 11 cents each on 171,774 shares of common stock for the corresponding six months of 1939.

Under a new NBC setup Donald G. Stratton, will concentrate on spot sales in an area which will include the Cleveland, Detroit and Pittsburgh territories. Elmer Kettell, who has just joined the NBC sales organization, will be the spot sales representative for New England. J. S. De Russey, operating from the New York office, will cover Newark and Philadelphia.

In a reorganization of the NBC Pacific Coast sales division, Sydney Dixon was named Sales Manager of the Coast Red Network and Tracy Moore was appointed Sales Manager of the Coast Blue Network, it was announced in Hollywood by Don E. Gilman, vice president in charge of the Western Division.

John M. Cooper, News Editor of WBZ and WBZA in Boston for the past six months, has been named Director of Publicity for Station KDKA by John A. Holman, General Manager of the Westinghouse Station in Pittsburgh. Mr. Cooper joined the WBZ and WBZA staff last February from the Boston Transcript, where he had edited and broadcast the Transcript news over those stations. After the election was over in 1938, Mr. Cooper having been Publicity Director for the Main Democratic State Committee, he joined the staff of Station WCSH in Portland as News Editor, resigning in 1939 to go to Boston.

X X X X X X X X X X X

NEW FREQUENCY MONITORS APPROVED

The Chief Engineer of the Federal Communications Commission acting under and by virtue of the authority conferred upon him by Section 2(h) of Administrative Order No. 2 has approved the following frequency monitors for use by standard broadcast stations as complying with the requirements of Section 3.60 of the Rules and Regulations and the provisions of Section 15 of the Standards of Good Engineering Practice:

<u>Manufacturer's Name</u>	<u>Type</u>	<u>Approval Number</u>
General Radio Company	Type 25A (Formerly Oscillator, Type 475-C, Deviation Meter, Type 681-B, Quarts Plate Type 376-L)	1461
General Radio Company	Type 25-AB (Oscillator Type 475-B and Deviation Meter 681-A <u>modified</u>)	1463
RCA Manufacturing Co.	Type 311-A	1462
Western Electric Co.	Type I-C (Type I-A <u>modified</u>)	1464

The above monitors are the only frequency monitors approved at the present time as complying with Section 3.60 of the Rules and Regulations, effective August 1, 1940. These are the only monitors which may be employed by new stations (original construction permit granted on or after August 1, 1939). However, several other manufacturers have submitted, or have advised that they propose to submit data showing that with certain modifications, monitors that were formerly approved under Section 21 of the Standards of Good Engineering Practice are capable of compliance with Section 3.60 of the Rules and Regulations and Section 15 of the Standards of Good Engineering Practice.

If and when these modified monitors are approved, they will be assigned approval numbers and will be listed with the above units as approved frequency monitors under Section 21 of the Standards of Good Engineering Practice.

In the event existing stations (original construction permit granted prior to Aug. 1, 1939) do not choose to have the present monitors modified after the modifications in the monitor are approved by the Commission or have other than approved modifications made, they may continue to use the formerly approved monitors. However, no explanation of a frequency deviation in excess of that permitted by Section 3.59 can be accepted where it is evident or claimed that the deviation was due to the failure or inaccuracy of the monitor.

X X X X X X X X X

NAB PREZ UPED TO PROBABLY \$40,000

That the National Association of Broadcasters is satisfied with its experiment of having a paid President is indicated by the \$10,000 raise and extension of the contract of Neville Miller at San Francisco. Mr. Miller is said to be receiving at present \$30,000 a year with allowances which, with the salary increase voted, would put him in the \$40,000 class.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 20, 1940

Willkie Has Convincing Aggressive Radio Voice.....	2
Further FCC Legal Restrictions.....	3
U. S. Shipping in Argentina Radio Sales.....	3
Television Sets January 1 as Goal.....	5
Radio Draftsmen and Signal Corps Inspectors Sought.....	6
Chicago Experts Work to Iron Out F-M Kinks.....	7
Azores Is Short-Wave Listening Post.....	8
FCC Chairman Returns From The West.....	9
I.R.E. To Meet Aug. 28-30.....	9
National Research Council RCA Fellowship Established.....	10
New San Francisco NBC Sales Divisions.....	10
New Rules Governing Fixed Radio Services.....	11
Trade Notes.....	12

No. 1259

August 20, 1940

WILLKIE HAS CONVINCING AGGRESSIVE RADIO VOICE

Any fears of his adherents as to whether or not Wendell Willkie had the radio voice to compete with President Roosevelt were entirely put at rest by the success of Mr. Willkie's Indiana broadcast. As much a novice in radio as in politics and entirely different from President Roosevelt in every respect, quality of voice, middle Western accent, aggressive rough and tumble, chip on the shoulder hard hitting fighter, Wendell Willkie apparently delighted the radio people with his possibilities in the forthcoming campaign where the man who was the most convincing over the radio may win.

Broadcasters because of the strangle hold the Government has on them through the control of their stations were naturally shy about being quoted in a comparison of President Roosevelt and Mr. Willkie, but it may be safely said that the Elwood broadcast demonstrated to their complete satisfaction that the latter could hand it back to the President over the radio as good as it was sent. And didn't they prick up their ears when Willkie, the tough old jury lawyer, suggested a series of Lincoln-Douglas joint debates. Wouldn't that be something to put on the air, the broadcasters said.

At that Mr. Willkie was heard under difficult conditions last Saturday. Wilted by the 102 degree heat, voice husky from the 48 hour seige of personally greeting home folks, irked by having to read his speech when he knew he could do much better without a manuscript, and facing a radio audience which had been addressed at too great length by Representatives Halleck of Indiana and Joseph Martin of Massachusetts, the odds were against the nominee. Ordinarily, Halleck and Martin, both good speakers, would have been listened to with interest but on this occasion with them rehashing a lot of stuff about Willkie that everybody already knew by heart, the radio audience was a good deal in the frame of mind of a sports crowd sitting through the bouts of the preliminary fighters and restlessly awaiting the champs.

No orator, Mr. Willkie seemed to be very successful in projecting his fighting personality through the etherial waves to what was probably one of the greatest daytime audiences in the history of radio. In addition to his aggressiveness and confidence, the speaker unquestionably got across to his radio listeners, the air of sincerity which so impresses those who meet him in person--that he is not merely a promiser but a doer.

The difference between Mr. Willkie's Middle Western accent and the polished Eastern accent of President Roosevelt was very marked over the air. The Republican nominee had a way of collapsing the first syllable of words such as "Plitical" (political), "rligion" (religion) and "bleve" (believe). His manner of speech was typically Hoosier despite long residence in the East.

August 20, 1940

Although coming along as a trailer and evidently in commercial time immediately following Mr. Willkie's speech was an entirely new radio salesman par excellance. Instead of selling watches or soap, this youthful super salesman of the air took the opportunity to hit the iron while it was hot for Wendell Willkie and the Associated Willkie Clubs which are being so rapidly organized. It was no other than Orrin Root, Jr., the young Princeton graduate. Credited with being one of Willkie's earliest discoveres and now organizing Willkie Clubs throughout the country. Mr. Root seemed to have everything it takes to get himself over the air and if thousands didn't sign on the dotted line after his earnest talk in behalf of Mr. Willkie and the Willkie Clubs, it would surprise this observer. Evidently Mr. Root is a young man Mr. Ted Church, Radio Director of the Republican Committee, shouldn't overlook because the boy is really good and sounded over the air as if he really believed what he said.

X X X X X X X X X X X X

FURTHER FCC LEGAL RESTRICTIONS

The Federal Communications Commission amended Section 1.38 of its Rules of Practice and Procedure by designating the existing rule as subsection (a) and by adding an additional subsection reading as follows:

"(b) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission."

X X X X X X X X X X X X

U.S. SHIPPING IN ARGENTINA RADIO SALES

Argentina continues to be one of the largest foreign markets for American radio materials, although the value of United States radio exports to that country has declined from the 1937 record level of \$2,621,806 to \$1,859,216 in 1938 and \$1,376,264 in 1939.

Local radio reception is good on the medium waves, while short wave reception is normal, and depends largely on the transmitting station. American stations have recently improved in signal strength, but are still not quite as strong as German or British Stations.

The least satisfactory period for short wave reception is the summer months of December, January, and February. From 4 to 6.30pm is the worst time of the day for local reception of short wave. There is also fading in the north-south circuit from 12.30 to 1.30pm. Reception is very good from 7 to 11 pm from almost any direction.

A consensus of the most reliable estimates would indicate that there are between 1,000,000 and 1,050,000 receiving sets in use in Argentina. About 250,000 sets are sold each year. The principal season each year is from April to October.

The domestic radio industry is well organized, and virtually all of the receiving sets are now produced within the country. The local manufacture of parts is also substantial, although the sale of components continues to account for the largest share of the United States trade. Imports of American tubes have declined in recent years, partly owing to increasing activity on the part of local tube assembler.

The principal competitor of American lines is the Dutch company, Philips, which is active in all phases of the radio field, and which is continuing with its endeavors to dominate this market.

The Republic of Argentina has an area of over 1,000,000 square miles, extending 2,300 miles from north to south and being about 1,000 miles across the widest part. If compared with the Northern Hemisphere, Argentina would extend from Labrador to Cuba, and Buenos Aires would be located at about the same latitude as Little Rock, Arkansas.

Population is estimated at approximately 13,000,000 about three-fourths of which is urban.

The city of Buenos Aires, with a population of 2,500,000 and its immediate vicinity, account for about half the Argentine radio sales.

There are two important station chains in Argentina. "Radio El Mundo" broadcasts daily in conjunction with 11 other stations in the interior, which "Radio Belgrano" works with 8 other stations in Argentina and one in Uruguay. These chain programs are available up to a total of seven hours daily. "Radio Excelsior" programs are also occasionally transmitted from LT8 in Rosario.

X X X X X X X X X X X X

~~11~~ A new 16-page short-wave station guide which lists several hundred stations throughout the world, revised since the European War began, together with their frequencies and call letters, has been prepared by the broadcasting division of the General Electric Company.

The book is being offered gratis to listeners of the company's international stations and since the first announcement less than a month ago, more than 2,000 requests have been received from Latin and South America. The guide also includes operating schedules of stations and a world-wide time map comparing times of the world with Eastern Standard Time. It is printed in English, Spanish and French.

X X X X X X X X X X X X

August 20, 1940

TELEVISION SETS JANUARY 1 AS GOAL

The National Television Systems Committee, organized in New York last month, is expediting its technical studies under the leadership of Chairman W. R. G. Baker, with January 1 as an informal goal.

The Industry Committee has been completed through the appointment of three additional members: Ray H. Manson to represent the Stromberg-Carlson Telephone Mfg. Co., Dr. Ralph Brown of the Bell Telephone Laboratories, and President Paul R. Raidbourn of Television Productions, Inc., New York, a subsidiary of Paramount Pictures.

Nine "panels", or subcommittees, of research and technical experts are completing their personnel and arranging their programs of technical studies and transmitter experiments. B. Ray Cummings of Fort Wayne, Ind., has been appointed chairman of the "panel" on Transmitter Characteristics in place of Philo T. Farnsworth, thus completing the organization of the "panel" chairmen.

A meeting of the "Panel" Chairmen will be held on Wednesday, August 21, in New York City, for the purpose of detailing the program of each "panel" and outlining the various steps and time necessary for the study of each problem. Many other meetings of subcommittees, or "panels", of the Industry Committee will be held next month.

In accordance with the decisions arrived at the first meeting of the National Television Systems Committee as held in New York City last month on the study of the wide range of technical problems undertaken by the committee and its component panels is under way. The organization of the personnel of the panel, or subcommittee, on Coordination of Transmitters and Receivers is complete and the work in this field has begun.

This panel has been organized under the chairmanship of I. J. Kaar of the General Electric Company to study and report on the essential factors of coordination in the design and operation of television transmitters and receivers. Among these are included such matters as the degree of pre-emphasis to be employed in the sound channel of the transmitter and the corresponding degree of deemphasis to be given the sound channel in the receiving equipment; the basically similar treatment to be given the video sidebands in the transmitter and the corresponding treatment to be given in the receiver; and associated or similar problems.

For this work the following group of engineers have been appointed by Dr. Baker, chairman, to work with Mr. Kaar:

August 20, 1940

E. F. W. Alexanderson, General Electric Company, Schenectady; R. D. Kell, RCA Victor Company, Inc., Camden; F. J. Bingley, Philco Radio & Television Corp., Philadelphia; N. P. Case, Hazeltine Service Corporation, New York; J. N. Dyer, Columbia Broadcasting System, New York, and T. T. Goldsmith, Allen B. Du Mont Laboratories, Passaic.

Also, M. Cawein, Farnsworth Radio & Television Corp., Fort Wayne, Ind.; A. G. Jensen, Bell Telephone Laboratories, New York; H. R. Lubcke, Don Lee Broadcasting System, Los Angeles, George Towne, Stromberg-Carlson Telephone Mfg. Co., Rochester; Paul J. Larsen, Baird Television Corp., East Orange; Herman Greenberg, Fulton Radio Corp., New York; and D. D. Israel, Emerson Radio & Phonograph Corp., New York.

This group will make extensive studies of all aspects of the problems allocated to this panel and develop from these studies those practices that will provide the best national system of television broadcasting.

This panel on Transmitter-Receiver Coordination is but one of the nine panels in whose hands the study and development of the engineering essentials of a suitable national television system have been placed. The organization of the personnel and the work of all of these panels are proceeding rapidly and it is anticipated that this division of the work of the National Television Systems Committee and the application to the many problems of substantially all of the specialized skills which the nation affords will result in their early and satisfactory solution.

X X X X X X X X X X X X

RADIO DRAFTSMEN AND SIGNAL CORPS INSPECTORS SOUGHT

The United States Civil Service Commission announces examinations of interest to persons trained in radio engineering work as follows:

Engineering Draftsman, five grades, salaries ranging from \$1,620 to \$2,600 a year. The optional branches of drafting include electrical and radio. Applications must be on file with the Civil Service Commission, not later than September 12.

Applications will also be received and rated until further notice by the Civil Service Commission for the positions of Inspector, three grades, Signal Corps Equipment, salaries ranging from \$2,000 to \$3,200 a year. These examinations are announced for the Signal Corps, War Department, for duty in the field. Applicants must show 4 years of college study leading to a bachelor's degree in electrical or radio engineering. In addition, for the Senior Inspector and Inspector grades, they must have had experience in the inspection and/or testing of varied signal corps equipment,

August 20, 1940

radio, telephone, telegraph, and power units, etc., to determine compliance with specifications. An additional year of inspectional experience may be substituted for each year lacking of the required college education; engineering experience in the field of communication and/or navigational radio work may be substituted for the engineering experience, except that for the Senior grade at least one year of inspectional experience must be shown.

Application forms and information may be obtained from the Secretary, Board of U. S. Civil Service Examiners, at any first or second-class post office, or from the Commission's Washington Office.

X X X X X X X X X X

//

CHICAGO EXPERTS WORK TO IRON OUT F-M KINKS

The radio industry has gone to work to overcome the obstacles that stand in the way of a full appreciation of its newest wonder, frequency modulation. F-M is Maj. Edwin H. Armstrong's new system of high fidelity, staticless broadcasting, Larry Wolters writer in the Chicago Tribune.

Station W-G-N last Tuesday filed an application for a 50,000-watt F-M transmitter with the federal communications commission.

Before embracing F-M, radio experts suggest that it may be wise for listeners, particularly if middle aged listeners or elderly to have their hearing range tested. F-M transmits the entire range of tones audible to humans from 25 to 15,000 cycles (or waves) per second. Moreover, the FCC has set this 15,000 "ceiling" as standard for F-M stations. They must all transmit the full range.

Only a minority of humans can hear tones this high. (Dogs hear much toned higher. The silent dog whistle, inaudible to humans is pitched at 16,000 cycles.) Large scale tests, conducted by Bell Telephone laboratories, show approximately 10,000 as the upper limit for the minority of humans.

Many middle aged or elderly persons, unaware of aura shortcomings, have found their range not extending much beyond 5,000 after submitting to tests. Such persons cannot hear a piano with complete naturalness. The range of its fundamental tones is from 26 to 4,186 (middle C is 256). But with its harmonic or overtones, which give an instrument its tone quality, or timbre, the piano reaches up to 8,100 cycles.

Many persons who are not aware of any impairment in their auditory equipment cannot hear the chirp of crickets. Their range extends from 3,000 to around 6,000 cycles.

August 20, 1940

This came to the attention of E. F. McDonald, Jr., president of Zenith Radio Corporation in Chicago. He had tested all Zenith workmen who must rely on their hearing in their jobs.

A startlingly high proportion, Commander McDonald said, were found to have hearing impairments, particularly deficiencies in their sense of range. Those with "tin" ears were transferred to jobs where good hearing was not a prerequisite. Mr. McDonald recommended similar tests for piano tuners!

F-M broadcasters face a major bottleneck in the limited capacity of network telephone circuits. Mutual's leased circuits, best available, carry only 5,250 cycles.

Phone lines from W-G-N's studios to transmitter can handle 8,000 cycles. Still better facilities will be available for short distances linking F-M transmitters and studios. But suitable long distance lines for F-M are not available. Broadcasters are told by the telephone companies that they cannot be laid without great expense.

So the F-M interests are seriously considering setting up radio relay networks without telephone wires. Stations would be linked together by "beam" transmitters at 50 to 100 mile intervals. Such networks, they say, would provide high fidelity transmission.

Standard receivers turned out in volume today will carry only from about 3,500 to 5,000 cycles. But manufacturers are prepared to make higher fidelity receivers, with the advent of F-M when the other obstacles to fine reception are cleared up.

At least one manufacturer in Chicago, the E. H. Scott Radio laboratories, has already brought out an F-M receiver which, the company claims, delivers the full range of frequencies up to 15,000 cycles through a dual loudspeaker system. This company has reported that already four out of five customers are buying F-M sets in anticipation of true high fidelity programs.

X X X X X X X X X X

AZORES IS SHORT-WAVE LISTENING POST

Reception from the powerful short-wave stations on the Atlantic seaboard of the United States is good, in the Azores according to U. S. Consul George E. Seltzer at St. Michael. The best reception however, is from the short-wave stations in London, Paris, Berlin, and Rome. No difficulty is encountered in reception from the stations in Moscow, Holland, Madrid and in Lisbon. The best reception is obtained on 6, 9, 12, and 22 megacycles. There is no broadcasting station and therefore no use for ultra short-waves.

X X X X X X X X X X

FCC CHAIRMAN RETURNS FROM THE WEST

Chairman, James L. Fly, of the Federal Communications Commission returned to Washington after attending the National Broadcasting Association's Convention in San Francisco and inspecting numerous broadcasting stations in the West. Also the Don Lee television station in Los Angeles. Mr. Fly said it was a splendid convention, not only in attendance but in the general attitude of working out problems in the public interest.

Mr. Fly said there had been no increase of program complaints, no sign of hysteria on the part of listeners, because of the war. Asked if the broadcasters were working on a plan to exclude programs sponsored by foreign governments he said this had not been brought to the attention of the Commission. Asked if the FCC was checking up on Fifth Column complaints, Mr. Fly said this work was going on about as usual. Asked if the finger prints of radio operators would be submitted to the Department of Justice, Mr. Fly said there was no reason to do this as the prints were more for identification purposes by the Commission itself.

Mr. Fly said that the matter of a labor advisor to the FCC was under consideration but as yet no one had been named. He expressed satisfaction with the progress being made by the new National Television Committee. Mr. Fly said this committee was representative of the entire industry and that things were moving along very well.

The Chairman, when asked if there was a tendency on the part of stations to seek a boost in power in connection with the National Defense program, said he had heard rumblings of that. No date had been set for the putting in to effect of the North American agreement reallocations but the FCC was working on that problem also. Mr. Fly concluded by saying the Commission had not yet taken up the Monopoly Report and there were no indications as to when it would.

X X X X X X X X X X X

I.R.E. TO MEET AUG. 28-30

The annual convention of the Institute of Radio Engineers will be held from Aug. 28 to 30 at Los Angeles, Calif. The purpose of the meeting is to provide a forum for the exchange of ideas through presentation of papers prepared by engineers in radio and allied fields.

Among the papers to be offered are:

"Frequency Modulation," Major Edwin H. Armstrong of Columbia University; "A 500-kilowatt High Efficiency Broadcast Transmitter," G. L. Beers, RCA Manufacturing Co., "Television Receiver Characteristics," C. F. Wolcott, Gilfillan Brother, Inc., and "Portable Television Broadcasting," Harry R. Lubcke, Don Lee Broadcasting System.

X X X X X X X X X X X

August 20, 1940

NATIONAL RESEARCH COUNCIL RCA FELLOWSHIP ESTABLISHED

A Fellowship for the investigation of biological problems with the electron microscope recently developed in the RCA research laboratories has been established in the National Research Council through funds provided by the RCA Manufacturing Company.

With the RCA electron microscope it is possible to see minute objects that are 20 to 50 times smaller than can be seen with the finest optical microscope.

In considering candidates for what will be known as the RCA Fellowship, the National Research Council will give preference to "versatile young men of United States citizenship, who have sound training in micro-biology, a doctor's degree (Ph. D or M. D.) and a record of original work." The RCA Fellowship is for the year of 1940-41 and will carry a stipendium of \$3000. The work will be carried on at the research laboratory of RCA at Camden, N.J.

"Our purpose in establishing the RCA Fellowship in the National Research Council is two-fold," said G. K. Throckmorton, President of the RCA Manufacturing Company. "One, to help further pioneering research on biological problems that may lead to new conquests in man's continual battle against disease. The other, to develop the best technique for obtaining the fullest benefits of this miraculous new instrument which is now available to research workers in all fields."

With this instrument, it is possible to obtain useful magnification of objects up to 100,000 diameters. Ordinarily, useful magnification of objects under optical microscopes cannot be achieved above 1500 diameters in ordinary light, or above 2500 diameters in ultra-violet light, because resolution, or sharpness of definition, is lost beyond this point.

X X X X X X X X X X

NEW SAN FRANCISCO NBC SALES DIVISIONS

In keeping with the recent separation of the sales organization of the National Broadcasting Company, KGO and KPO are making a corresponding division in the San Francisco NBC offices.

Assistant Vice-President Al Nelson, general manager of the NBC Station in San Francisco, has just made this announcement and has designated Gene Grant to head up the Blue Network group and Harry Bucknell to have the corresponding position with relation to the Red Network. Bill Ryan remains general sales manager. This action follows a series of conferences between Nelson, President Niles Trammel, Vice-President Ed Kobak and other executives of NBC who were on the coast for the recent convention of the National Association of Broadcasters. Bucknell was formerly office manager and space buyer for Lord and Thomas in San Francisco. He joined the San Francisco Chronicle as advertising promotion manager in 1934.

X X X X X X X X X X

NEW RULES GOVERNING FIXED RADIO SERVICES

The Commission on August 14, 1940, adopted the following new rule governing the fixed radio services, effective September 1, 1940:

"Sec. 6.37 Call letters, transmission of. Every point-to-point telegraph and telephone station in the fixed public and fixed public press services shall transmit three times in succession at half hourly intervals during each 24 hour period the identifying call letters of the frequency or frequencies below 50,000 kilocycles on which transmissions are taking place. This transmission shall be made within the period ten minutes before and ten minutes after the hour and half hour under the following conditions:

Point-to-Point Telegraph Stations

(a) The transmission shall be made in international Morse code utilizing either type A-1 or type A-2 emission at a transmission speed not to exceed twenty-five words per minute without the use of multiplexing, tape facsimile, printer or other similar equipment or methods of operation during such period and shall consist of transmitting the signal "QRA de" followed by the call letters.

(b) Point-to-point telegraph stations engaged in a radiophoto or an Addressed Program transmission shall not be required to transmit identifying call letters during the period when such identification would interrupt the continuity of the program or radiophoto that is being transmitted. In any such case the identifying call letters shall be transmitted, as outlined above, immediately following the conclusion of the program or radiophoto.

Point-to-Point Telephone Stations

(a) The transmission shall be made employing either type A-1, A-2 or A-3 emission; provided, however, when utilizing type A-1 or A-2 emission the transmission shall be made in international Morse code at a transmission speed not to exceed twenty-five words per minute and shall consist of transmitting the signal "QRA de" followed by the call letters. When utilizing type A-3 emission, all privacy or secrecy devices shall be removed from the transmitter input circuit during such period and the announcement shall be made in the following order: "This is station (Call letters)."

(b) Point-to-point telephone stations continuously engaged in a public telephone message, radiophoto, or an Addressed Program transmission shall not be required to transmit identifying call letters during the period when such identification would interrupt the continuity of the message, radiophoto, or program that is being transmitted. In any such case the identifying call letters shall be transmitted, as outlined above, immediately following the conclusion of the message, radiophoto, or program."

X X X X X X X X X X X X

August 20, 1940

::::-----:::
:::TRADE NOTES:::
::::-----:::

Construction permit has been issued for a new station to the Star Printing Company of Miles City, Montana, on 1310 kilocycles with 250 watts power unlimited time

Station WTAD at Quincy, Ill has been authorized to operate on 900 kilocycles with 1 kilowatt power using directional antenna at night.

There will be no meeting of the Federal Communications Commission this week due to several vacation absences.

The Bureau of Foreign and Domestic Commerce in its series "World Radio Markets" had just issued a report on Iceland by U. S. Consul R. Borden Reams at Copenhagen.

Also as a part of the "World Radio" series the Bureau has issued a copy of new radio regulations in Chile (new provisions added to Article 84 and 108 of the Chilean regulations governing radio communication in that country.)

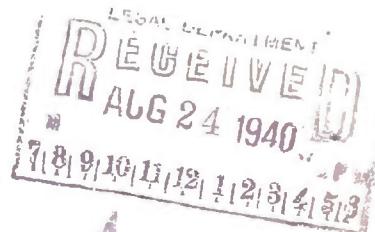
11 -----
H. M. Beville, Jr , director of research for the National Broadcasting Company, New York, spoke at a special luncheon meeting of the American Marketing Association on "Market Research in Radio" in San Francisco. Beville made special explanation of the nation-wide postcard survey, about to be released.

Daylight Saving Time, also known as Summer Time, ends in many parts of the United States on Sunday, September 29. On that date, 3:00 a.m., Eastern Daylight Saving Time will automatically become 2:00a.m., Eastern Standard Time.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 23, 1940

Thad Brown Hearings Believed Near End.....	2
Opposes FCC Investigation Service.....	3
Is Mr. Willkie a Good Radio Speaker?.....	3
WMCA-WRUL Cheer British.....	5
International Operators Must Prove Citizenship.....	6
FCC Sidesteps ASCAP Row.....	6
American Sets Predominate India Since War.....	7
Operators Citizenship Questions Answered.....	7
WOR Transcriptions Aid Enlistments.....	8
CBS Speeds Construction of New WABC 50,000-Watt Transmitter....	9
Fly Attends Elsa Maxwell Televise.....	10
Many New FM Stations Planned.....	11
Boys Compete For RCA Scholarships.....	12
From the FCC Mail Bag.....	12
Trade Notes.....	13

No. 1260

August 23, 1940

THAD BROWN HEARINGS BELIEVED NEAR END

After continuing intermittently for the past two months breaking all records in point of time that such an official has been left dangling between heaven and earth it is believed the end is in sight of the hearings to determine the fitness of Col. Thad H. Brown to be reappointed to a 7 year, \$10,000 a year term on the Federal Communications Commission.

Sessions during the past week were cancelled because of the active part Senator Wheeler, Chairman of Interstate Commerce Committee and others have had in the conscription debate. There may be still more delays but it is predicted the committee may make its report within another week or so.

Although Senator Charles W. Tobey (R) of New Hampshire, who thus far almost single handed has blocked the appointment of Brown, also a Republican doesn't reveal his plans in advance, the belief is only a few more witnesses will be heard in connection with the RCA angle of the case. Whether former Senator George H. Moses of New Hampshire will be summoned if he doesn't come forth voluntarily, seems to be largely up to Senator Tobey. There again oddly enough both are Republicans and both from the same state. Old political rivals in fact and to this has been attributed Senator Tobey's particular zeal in following up all the Moses clues. Moses and a Republican colleague former Senator Daniel O. Hastings of Delaware were charged with being compensated in 1932 by the RCA for an attempt the Radio Corporation made to have an anti-trust case continued then pending in the Federal Court at Wilmington. Also there were other alleged pay-offs including Federal Clerk of Court, Harry Mahaffy. Senator Hastings and practically everyone else accused has testified, but up to this writing, Senator Moses has not appeared.

Once the RCA angle is disposed of it is expected that Col. Brown, whose term of office has long since expired and who is no longer on the Government payroll, will be recalled and asked regarding certain sensational developments in the RCA case of which Brown previously claimed to have no knowledge. That Col. Brown will receive another scorching on the witness stand at the hands of Senator Tobey is a foregone conclusion.

At that the impression gathered from the senators is that Brown will probably be reported favorably by the Committee and if so eventually confirmed by the Senate. Even so, it may not be so easy to put the nominee over. "Col. Brown has embarrassed the President and the Senators very much by hanging on" a high official remarked to this writer, "He could easily have avoided

8/23/40

this embarrassment not only to the Administration but to RCA, Columbia and the entire radio industry by quietly asking the President to withdraw his name, but he has chosen to stick it out and a terrible mess has resulted."

Even if the Senate Committee reports the nomination favorably it is believed Senator Tobey will later make a red hot speech on the floor of the Senate against favorable action. If so and the Republicans should win in the Fall, this might lay the ground work for an investigation of the entire radio industry next year. If we go into the war, however, this and most everything else would be sidetracked.

X X X X X X X X X X X

OPPOSES FCC INVESTIGATION SERVICE

Vigorous objection to the new Investigation Service of the Federal Communications Commission was raised by Representative John Taber, (R) of New York, in discussing the large allotment made to the Federal Bureau of Investigation.

"Since this session of Congress began the Congress has appropriated upward of \$10,000,000 to J. Edgar Hoover, of the F.B.I. to follow up subversive activities," Representative Taber declared addressing the House. "The other day the President allocated out of the defense moneys, out of the \$200,000,000 carried in the war bill, \$1,600,000 to the Federal Communications Commission, and they have set up a duplicating detective agency under Mr. David Lloyd, formerly chief counsel of the La Follette civil liberty committee, to follow up "fifth columnists" in radio. Mr. Edgar Hoover is doing that job; he has written about it in the American magazine for August. It is perfectly ridiculous that the President cannot cooperate with the Congress and keep faith on national defense and stop wasting the money in that way."

X X X X X X X X X X X

IS MR. WILLKIE A GOOD RADIO SPEAKER?

Although this writer while admitting that Mr. Willkie was no orator and entirely different than President Roosevelt, was convincing as a radio speaker and though still a novice, had succeeded in successfully projecting his personality and his sincerity over the air in the Elwood speech, some others were not so favorably impressed.

"The Willkie acceptance speech was better in the newspapers than it was on the air. It must be read in type to be appreciated. Whereas President Roosevelt's remarks gain in effectiveness by delivery over the air, Mr. Willkie's lose." Raymond Clapper wrote in the Scripps-Howard Newspapers.

"The very real merits of the Willkie acceptance speech were muffled by the sloppy delivery, with frequent stumbling and slurring of words. The effect of this upon Republicans and Willkie worshipers here at this small summer resort was one of pain and disappointment. They had no specific suggestions as to the content of the speech. They said that it somehow just didn't measure up, didn't give them a thrill, didn't have the lift they had expected. That was about all one could get out of these friendly critics, but inasmuch as they are all Roosevelt-haters of long standing and had been intensely proud of Willkie, I regard their reaction as a significant index. I found that some changed their opinion about the speech after reading it in the newspapers the next morning, and thought it far better than they had at first realized."

"The fact is that Mr. Willkie is being judged, as was Alf Landon 4 years ago, by the Roosevelt standard of radio crooning. The middle-western homespun style doesn't appear to have the appeal of the tailored Roosevelt speech. Mr. Roosevelt probably could have taken the Willkie script and made it sing. This all seems silly to me, but if people are going to be swayed by the cut of a radio voice, then the fact has to be taken into account. Mr. Willkie might well hope that President Roosevelt ignores his challenge to joint debate."

"Radio circles confirm the general impression that Wendall L. Willkie as a radio personality suffers greatly in comparison with President Roosevelt," according to "Variety." "Opinions are based on the acceptance speech by Willkie in Elwood, Indiana, which was broadcast by all the networks.

"Willkie's acceptance speech, however, got a rating from the Co-operative Analysis of Broadcasting of 37.8. The percentage represents 21,000,000 homes. It's the largest rating ever recorded by the CAB on a political speech. Gov. Landon's acceptance spiel in 1936 garnered a rating of 28.5, and that was at 10:30 p.m."

"CAB has never checked an acceptance speech of President Roosevelt, but the highest he has received on a campaign talk (Oct. 10, 1936) was 24.6. President Roosevelt's Charlottesville address (June 10, 1940) drew a record 45.5."

"It was noticeable that even the strong Willkie-ites on the dailies commented Monday on the Republican candidates unfavorable radio impression. General Hugh Johnson, once a New Dealer and now columnist for the Scripps-Howard papers, which are definitely pro-Willkie, stated that Willkie is doomed to failure next November unless he greatly improves his radio stance."

"Show biz in general is not greatly impressed by Willkie after hearing his speech. Consensus is that he's a road-company Franklin D. Roosevelt."

Arthur Krock, wrote in part as follows in the New York Times:

"It happens that Mr. Willkie is a gifted and impressive speaker when he is not bound by a prepared address. From rough notes and from memory he can compose and deliver an impromptu address which has all the qualities and effects of high-grade oratory. The necessities of Elwood did not permit the employment of this talent. Each word was of the highest importance, and the microphone and the radio were at hand to register any lapse of grammar or confusion of syntax. Also, by custom the speech must be general."

"The set of restrictions--and the intense heat--were probably responsible for faults of delivery which no audience of Mr. Willkie's has ever noted before. When he gets down to specifications, and can permit himself to ad lib. and put aside manuscript, the probability is that the source of some of the disappointment expressed after the Elwood speech will be eliminated. Mr. Willkie is a very natural man who has been used to speaking without previous formal composition. The handicap of Elwood can easily, therefore, be turned into an asset of the campaign."

"Any persons, however, who have deprecated the value of the "golden voice" and the Groton-Harvard accent of the President must now realize that these are politically effective. The President is a masterly reader, which Mr. Willkie yet is not. Inquiry among groups of the Republican candidate's admirers after they had read the speech--having expressed disappointment just after they heard it--developed the general fact that it was delivery, not content, which was really disturbing them."

"For this popular devotion to a high elocutionary standard the President's voice, accent and skill as a reader are responsible. Until he came to the national forum the public was content with the Midwest slurrings of Mr. Harding, the Yankee twang of Mr. Coolidge and the muffled tones of Mr. Hoover, his every sentence ending on a downward note. But Mr. Roosevelt expanded faultless oratory to the huge dimensions of the radio. Thus he made public reception more difficult for a competitor. But in a debate released from slavish fidelity to text, Mr. Willkie is himself a powerful speaker of another school. This will surely be proved as the campaign gets under way."

11

X X X X X X X X X X X X

WMCA-WRUL CHEER BRITISH

A series of inspirational talks addressed to the British people in their "hour of trial" was introduced last Monday in New York by Station WMCA and the World Wide Broadcasting Foundation through WRUL, its short-wave station in Boston. Entitled "Atlantic Friendship Bridge" the programs will be broadcast Mondays through Fridays at 4p.m. EST from studios at station WMCA at 1657 Broadway. As master of ceremonies, Walter S. Lemmon, founder and president of the foundation, gave the first message of "Helpfulness and reassurance." Donald Flamm, president of WMAC, who donated use of the studios for the series was the next to be heard. Other speakers were Gerald Cock, American representative of the British Broadcasting Corporation in New York; Raymond Gram Swing, commentator, and William Ruxton, president, and Mrs. Kirkbride, sec'y of British-American Ambulance Corps.

X X X X X X X X X X

INTERNATIONAL OPERATORS MUST PROVE CITIZENSHIP

In order to establish the citizenship status of employees of radio-telegraph and cable companies handling international communications, the Federal Communications Commission is enlisting the cooperation of such companies in having these workers fill out a jointly-compiled questionnaire and furnish photographs and fingerprint records. This information is akin to that required of commercial and amateur radio operators in connection with the co-ordinated national defense program.

Proof of citizenship and accompanying identification are not desired of all communication company employees; but only of those who, in the course of their duties, handle international messages or have access to information passing over international circuits. The need for such data was mutually agreed in recent conferences between representatives of the companies and the Commission.

It is estimated that about 30,000 employees are affected. Companies concerned are Commercial Pacific Cable Co.; Commercial Cable Co.; All America Cables and Radio, Inc.; Western Union Telegraph Co.; American Telephone and Telegraph Co.; Mackay Radio and Telegraph Co.; Tropical Radio Telegraph Co., and Radio Corporation of America.

As a result of consultation with these companies, special forms have been worked out for the purpose, "Questionnaire for Employees of Communications Companies," and fingerprint and photograph record.

These forms will be supplied in number to each company to take care of the necessary personnel. The companies have indicated that they will assist their respective employees to execute the forms with the least possible inconvenience. In certain cases the local Federal Communications Commission office will send men to offer facilities and other aid.

As in the case of commercial and amateur radio operators, forms will be mailed to the Commission's Washington officer for permanent record. However, in the case of communication company employees the supervision of filling out the forms and mailing them to the Commission will be under company direction, without direct contact between the individual employee and the Commission. This extension of proof-of-citizenship requirement is necessary for effective policing of communications in the present emergency.

X X X X X X X X X X

FCC SIDESTEPS ASCAP ROW

Two letters from Michigan complain to the Federal Communications Commission of alleged monopoly in the music publishing field and of certain action by a radio station with respect to a musicians' union. The reply was that these are matters over which the Commission has no jurisdiction.

X X X X X X X X X X

AMERICAN SETS PREDOMINATE INDIA SINCE WAR

Firms in India, according to the American Consulate, Bombay, which prior to the present war had been handling German radios, have recently received agencies from American and British manufacturers. No fewer than 25 American, 10 British, 4 German, 1 Netherland, and several Japanese makes are sold there.

The fairly large demand for radio receiving sets in this district is supplied entirely by imports. During the year ended March 1938, radio receiving sets imported into Bombay were valued at 1,739,554 rupees (\$655,811). In the 10 months ended January 31, 1940, imports of fully assembled radio sets into India were valued at 1,970,787 rupees, of which the principal suppliers were the United States (42 percent), the United Kingdom (29) and the Netherlands (20).

An idea of the size of the radio market can also be gained from the fact that there are in British India approximately 90,000 licensed radio receiving sets, of which more than one-third are believed to be in the Bombay district.

X X X X X X X X X



OPERATORS CITIZENSHIP QUESTIONS ANSWERED

The Federal Communications Commission has received many inquiries for further information regarding its order to each radio operator -- commercial or amateur - a total of over 100,000 operators to submit proof of citizenship - a national defense precaution. The date now set for compliance with this order is September 15.

Instances have been reported to the Commission in the many letters received in which an operator having theretofore believed himself to be a citizen of the United States and having so affirmed, discovered, that he was in fact an alien and was not and had never been entitled to the license which he held. Under such circumstances the only proper course of action the FCC advises is to submit his license for cancellation, advising the Commission of the circumstances. Furthermore, continued reliance upon a false claim of citizenship would subject such persons to penalty by imprisonment and fine under the Criminal Code which provides that such penalties shall be imposed upon "whoever, for any fraudulent purpose whatever, shall falsely represent himself to be a citizen of the United States without having been duly admitted to citizenship."

Operators holding more than one license, such as a radiotelegraph and radiotelephone, or a commercial and an amateur class, have inquired whether it is necessary to submit a separate response for each such license. This is not necessary.

The order does apply to the holder of a radio operator's license or permit of any class. Thus, a person holding only a restricted radiotelephone operator permit or radiotelephone third class should respond. Service in the military forces, police departments, or other organizations, does not exempt a licensee from compliance.

Inquiries relating to the submission of valuable personal papers such as birth or baptismal certificates, naturalization certificates, passports, marriage certificates, etc., have also been received. Whenever possible original certificates and records should be submitted to the Commission by registered mail. They will be returned when they have served their purpose.

It should be noted, however, that it is unlawful to make any copy of any certificate of naturalization or of derivative citizenship. When it is impracticable or undesirable to forward original naturalization or derivative citizenship certificates, they may be presented for examination to any office of the Commission. In the alternative, where the operator has been issued a certificate of naturalization or of derivative citizenship of the notary public or other duly authorized official before whom the response has been affirmed, stating over his seal that he has examined the original certificate and found it to be accurately described in the response to the questionnaire and that he believes the affiant to be the person named in such certificate.

Certificates of derivative citizenship may be obtained upon application to the Department of Justice, Immigration and Naturalization Service, Washington, D.C. It is unquestionably to the advantage of any person who claims citizenship through naturalization of parent or husband to obtain such a certificate. Although the possession of a certificate does, the filing of an application for such a certificate does not relieve the operator from submitting to the Commission the other documentary evidence required.

In every case a person responding to the order should submit completed forms including fingerprints taken by appropriate officials. It is not acceptable to refer to fingerprints already on file in some other Federal or State agency. Postmasters at county seats or post officer of the first or second class may take fingerprints.

X X X X X X X X X

WOR TRANSCRIPTIONS AID ENLISTMENTS

The WOR Transcription Service is recording four fifteen minute disks of talks delivered by Col. Frank Knox, secretary of the Navy; Robert Patterson, assistant secretary of War; Col. Hugh S. Johnson; and Col. Julius Ochs Adler, civilian aid to the Secretary of War. The transcribed talks which urge enlistment in the Army and Navy and training camps, are sponsored by the Military Training Camps Association and are being shipped to over 200 stations to be aired as sustaining features.

X X X X X X X X X

CBS SPEEDS CONSTRUCTION OF NEW WABC 50,000-WATT TRANSMITTER

Construction of Station WABC's new 50,000-watt transmitter on Little Pea Island in Long Island Sound has been ordered full speed ahead by the Columbia.

Starting of actual construction of the \$500,000 project was made possible by completion of legal steps transferring title of the land to CBS. Blasting operations to make way for building of the great sea-walls for a new man-made island to hold the transmitter building and broadcasting tower were immediately put under way.

Little Pea Island, acquired from the Hugenot Yacht Club, is nothing more than a few jagged rocks projecting out of Long Island Sound at high tide about a mile off New Rochelle. All these rocks now projecting above water will be blasted away, and in their place, an island 150 feet square will be built within concrete walls extending 16½ feet above the water at mean low tide. And upon this island will built the world's most modern transmitter and broadcasting tower, replacing WABC's present transmitter at Wayne, N. J.

Construction of a new transmitter for WABC was decided upon by Columbia as a measure to improve its broadcasting service to the public and to widen its listening area. Engineers, working with maps, first made a study to determine the ideal location for a radio transmitter to serve metropolitan New York and the station's whole listening area. This study resulted in designation of one-mile circle in Long Island Sound near New Rochelle.

The next step was to make a survey of this area by airplane to determine the best available place within its limits to build the broadcasting plant, and this survey resulted in selection of Little Pea Island, within a fraction of a mile of the exact center of the area originally outlined by the engineers.

The new site will afford WABC's signal a direct, sea-water path to the great Metropolitan area of New York, Long Island, Westchester, Connecticut, New Jersey and Pennsylvania. The ground system will be immersed in Long Island Sound so that the body of water becomes a part of the technical function of the station.

The transmitter itself will incorporate the latest proven designs in broadcasting equipment. Housed in a 75-foot square building whose outside walls will be of copper, will be two complete broadcasting units, one the regular 50,000-watt transmitter, and the other, a 5,000-watt unit for emergency use. Electric power for their operation will be supplied through two independent submarine cables tying in with separate power plants to insure against any interruption of service. In addition to these the plant will be equipped with its own engine-driven generators as added insurance against power failure.

8/23/40

Elaborate safeguards have also been provided to insure uninterrupted wire service carrying Columbia's programs from WABC's master control board in New York City to the transmitter. Two complete sets of program circuits will link the master control board with the island through separate submarine cables.

Contracts for construction of the island and the transmitter building have been let to the W. J. Barney Construction Company of New York, while the work of building the transmitting equipment itself went to the Federal Telegraph Company of Newark, N. J. Engineering is in charge of Lockwood Greene Engineers, Inc.

Columbia's engineering department estimates that the new plant will be in operation in about 10 months.

X X X X X X X X X X

FLY ATTENDS ELSA MAXWELL TELEVISE

//
Elsa Maxwell, the nation's No.1 party giver, introduced 525-line television to Southern California's 500 home television set owners last night and scored another triumph---this time for science and art. An interested onlooker at the telecast which featured the new step-up in television definition from the previous 441-line quality was James L. Fly, Chairman of the Federal Communications Commission, who was en route from the National Association of Broadcasters at San Francisco to his headquarters at Washington.

While withholding comment, because of his official position the Commissioner was said to have indicated keen interest in the intensive activities in research and production at the W6XAO studios of the Don Lee Television System.

Miss Maxwell made a personal appearance before the W6XAO cameras in an interview--her first time on television. Later, in another act, there appeared Gloria DeHaven, daughter of Carter DeHaven, veteran actor. Twelve acts and two motion picture films were the fare offered "lookers" who saw for the first time 525-line television.

Thomas S. Lee, owner of W6XAO, one of the two most active television stations in the United States, announced that Harry R. Lubcke, Director of Television, had achieved a tremendous task in stepping up the transmitter to the higher definition without more than a twenty-four hour lapse in transmission time. Thus the station will continue its fourteen-hours-and-a-half-a-week schedule without further interruption throughout the summer.

X X X X X X X X X X

MANY NEW FM STATIONS PLANNED

The following is a list of groups that have filed applications with the Federal Communications Commission to construct FM stations within the next few months:

Star-Times Publishing Co., St. Louis, Missouri 43.1 megacycles, to cover 9,900 sq. miles. James F. Hopkins, Inc., Detroit, Mich. 46.5 megacycles, to cover 3,050 sq. miles. Marcus Loew Booking Agency (WHN), New York City 43.5 megacycles, to cover 12,949 sq. miles. Baton Rouge Broadcasting Co., Baton Rouge, La. Station on 44.1 megacycles, to cover 8,100 sq. miles. The Journal Company (WTMJ), Milwaukee, Wis. 43.9 megacycles to cover 15,642 sq. miles. (The Milwaukee Journal currently operates FM station W9XAO. 50,000-watt transmitter expected to reach 60% of the population of Wisconsin, operating 17 hours a day.)

The Chicago Tribune (WGN), Chicago, Ill. 44.3 megacycles to cover 16,822 sq. miles. (50,000-watt FM station having a range up to 100 miles from Chicago. The antenna will be 20 miles outside of Chicago.) Moody Bible Institute (WMBI) Chicago, Ill. 43.9 megacycles to cover 15,300 sq. miles. (50,000-watt transmitter.) WBNS, Inc., Columbus, Ohio. 43.1 megacycles, to cover 12,400 sq. miles. (WBNS is already operating FM experimental station W8XVH. The new transmitter will have 10,000 watts of power.) Alexandria Broadcasting Co., Inc. (KALB), Alexandria, La. 43.3 megacycles, to cover 3,025 sq. miles. Howitt-Wood Radio, (WBNF), Binghamton, N.Y. 44.1 megacycles, to cover 18,000 sq. miles. Evansville on the Air, Inc., (WGBF-WEOA), Evansville, Ind. 43.7 megacycles, to cover 8,397 sq. miles. (10,000-watts.)

Zenith Radio Corporation, Chicago, Ill. 43.5 megacycles, to cover 10,760 sq. miles. (Zenith already operates the only experimental FM transmitter in the Chicago area. The new station will have 4,500,000 people within listening range.) The Evening News Association (WWJ), Detroit, Mich. 43.1 megacycles, to cover 25,280 sq. miles. (There will be 5,641,000 people in the region covered by this station.) The Outlet Company, (WJAR), Providence, R.I. 44.3 megacycles, to cover 16,370 sq. miles. (A population of 6,263,000 is in this area. Radio Service Corp. of Utah, (KSL), Salt Lake City 44.7 megacycles, to cover 623 sq. miles. John Lord Booth, (WMBC), Detroit, Michigan on 44.1 megacycles, to cover 4,400 sq. miles.

National Broadcasting Company, New York City 43.9 megacycles to cover 16,880 sq. miles. (NBC currently operates W2XWG from the top of the Empire State Building in New York. This new station will replace it, and be capable of reaching an audience estimated at 15,524,000.) The Yankee Network, Boston, Mass. 43.9 megacycles, to cover 35,500 sq. miles. (This is the Yankee Network's second station operating with FM, and will be located atop the 6000-foot crown of Mount Washington in the White Mountains of New Hampshire, highest point east of the Rockies. It is expected that installation may be completed before winter sets in.)

8/23/40

The Travelers Broadcasting Service Corp. (WTIC) Hartford, Conn. 43.9 megacycles, to cover 14,768 sq. miles. (WTIC currently operates an experimental FM station, W1XSO. The new transmitter will service a central New England region with a population of 4,893,000.)

Commercial Radio Equipment Co., Kansas City, Mo. 44.9 megacycles, to cover 2,995 sq. miles. WJJD, Inc., Chicago, Ill. 44.7 megacycles, to cover 3,700 sq. miles. (This FM station, fourth to be applied for in the Chicago area, is expected to reach a metropolitan population of 4,051,000 listeners.)

X X X X X X X X X X

BOYS COMPETE FOR RCA SCHOLARSHIPS

Eleven future scientists are beginning the final lap in a competition which will bring to one of them a prize of a \$4000 tuition and maintenance scholarship in a leading engineering college. The boys, June high school graduates, will spend the remainder of August in New York and Camden, N. J., in a study of the laboratory and engineering facilities of the Radio Corporation of America, sponsors of the competition, and its service companies, the RCA Victor and R. C. A. Communications.

These boys were chosen from more than 2500 entrants in every state. The competition was so keen that, while only ten all-expense trips to New York were offered for preliminary winners, the judges found it necessary to increase the number. A comprehensive course of instruction in radio engineering and design, broadcasting and communication technique, as well as a wide variety of carefully chosen recreational features, has been planned. At the end of the month each of the ten boys who miss the big scholarship prize will be given an award of \$100.

X X X X X X X X X X

FROM THE FCC MAIL BAG

A San Francisco woman requests the Communications Commission aid in having broadcast stations assist her in locating her missing father. The Commission is not authorized to require radio stations to make particular announcement of this sort. However, it suggests that the woman communicate direct with the broadcast stations located in her vicinity, and at the same time ask the local police authorities for further advice and assistance.

X X X X X X X X X X

8/23/40

::: _____ :::
:::TRADE NOTES:::
::: _____ :::

An application has been made by WEVD, the Debs Memorial Radio Fund Station in New York, to increase its power from 1 to 5 kilowatts and to move the transmitter from Brooklyn to New York City.

A Pennsylvania woman wants all broadcasting to be discontinued by the FCC until peace returns to the world.

/// -----
KSD, owned by the St. Louis Post-Dispatch, requests the Commission to increase its power to 5 kilowatts day and night, to install a new transmitter, new directional antenna for night use, and to move transmitter to approximately 3 miles west of Columbia, Ill.

/// -----
RCA Communications, Inc., has been granted temporary authority to communicate with the Government stations FYN and FYR at Vicky, France.

/// -----
Numerous persons requesting the 1300-page Monopoly report on chain broadcasting made by a committee of the Commission are informed that only a limited number of copies were mimeographed, and the supply has long since been exhausted. The official record is, however, open to public inspection at the Commission's Washington offices.

/// -----
ASCAP affixes to each letter in its outgoing mail one of the new Victor Herbert stamps. In the left-hand corner of the envelope, where the address of the Society usually is, with an arrow pointing to the stamp, is printed, "Victor Herbert, Founder of the American Society of Composers, Authors and Publishers."

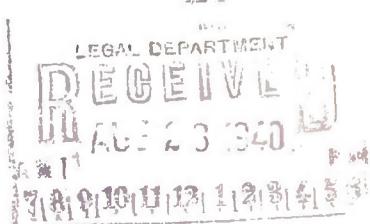
/// -----
A Philadelphia man thinks he is entitled to a prize from one of the radio contest programs.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*R.H.A.
+ A.O.L*



INDEX TO ISSUE OF AUGUST 27, 1940

Probe Doubtful Now; May Start Something Later.....	2
Denies False RCA Report Intent.....	3
Would Know Who Pays Commentators.....	4
Defense Committee Selection Rests With President.....	5
German Television Progress Reported Rapid.....	6
Radio Plan To Force Roosevelt-Willkie Debate Suggested.....	7
Press Survey Shows Willkie Far Ahead of F. D. R.....	7
CBS to Build New International Station.....	8
I. T. & T. Completely Reinstated in Spain.....	9
RCA Communications Service Emblems Awarded.....	10
Trade Notes.....	11

No. 1261

of My Life

August 27, 1940

PROBE DOUBTFUL NOW; MAY START SOMETHING LATER

After grinding along intermittently for almost eleven weeks, when in the beginning a guess that the matter would require eleven days would have seemed extravagant, the hearings of the Senate Commerce Committee to decide whether or not Col. Thad Brown should be reappointed to the Federal Communications Commission wound up with a bang by Senator Charles W. Tobey (R) of New Hampshire introducing in the Senate a resolution calling for a Congressional investigation of the radio industry and the administration of the Federal Communications Commission.

The purpose of the inquiry, the resolution stated, would be to determine whether there is a monopoly in the industry and to consider the manner in which radio stations are licensed by the FCC. Senator Tobey also released copies of letters to members of the FCC asking them to list for public record the "gifts" favors and other emoluments" they have received from radio companies.

Considerable doubt was expressed as to whether or not an investigation of the radio industry would get anywhere this session because of the war situation, the uncertainty of adjournment and the anxiety of members to get back to their districts for the campaign.

"It all depends upon whether Senator Burton K. Wheeler, (D), Chairman of the Senate Interstate Commerce Committee, puts his shoulder to the wheel on the resolution whether or not the resolution will be pressed" a Senator said to this writer. "I should say the chances are against it."

If the Tobey resolution fails this session it would have to be re-introduced to be considered by the new Congress next January. In any case, particularly if the Republicans gain strength in the November election, it seems certain that sooner or later there will be a searching inquiry of the radio industry such as the resolution calls for.

The resolution which Senator Tobey offered by unanimous consent and which was referred to the Committee on Interstate Commerce was as follows:

"Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make a full and complete investigation with respect to (1) the existence, extent, formation, legality, and effect upon the public or any individual or group, of any monopoly in radio broadcasting or any phase thereof or in the production, sale or distribution of radio receiving or broadcasting apparatus;

(2) the administration by the Federal Communications Commission of those provisions of the manner to radio communication; (3) the manner of exercise by licensees of the Federal Communications Commission of the privileges conferred upon them by their licenses from the Federal Communications Commission; (4) the effect upon the public interest of any contract pertaining to radio to which any such licensee or any broadcasting network is a party; and (5) any attempts made by any such licensee, broadcasting network, or any person, company, or corporation engaged in any business relating to radio, or by any attorney, agent, or representative of any such licensee, network, person, company, or corporation, to unduly influence any public official in the exercise of his duties with respect to any matter pertaining to radio. The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation."

"For the purposes of this resolution, the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places during the sessions recesses, and adjourned periods of the Seventy-sixth and succeeding Congresses, to employ such clerical and other assistants, to require by subpena or otherwise the attendance of such witnesses and the production of such correspondence, books, papers, and documents, to administer such oaths, to take such testimony, and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee which shall not exceed \$25,000, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman." 

X X X X X X X X X X

DENIES FALSE RCA REPORT INTENT

Testifying on the last day of the Thad Brown hearings, J. Austin Smith, New York financial analyst, denied before the Senate Interstate Commerce Committee a statement of Chairman Burton K. Wheeler that a report he prepared on the Radio Corp. of America was intended to be false. Chairman Wheeler asserted that Mr. Smith's previous testimony had demonstrated that a man could be employed to get out any kind of a report and insisted the report was not a true picture of the affairs of the corporation and was intended to be false.

Mr. Smith had testified he was employed by Patrick A. Powers, described as a retired moving picture executive, to write a report on R. C. A. It has been charged the report was inaccurate and would make it possible for Mr. Powers to make a connection with the radio company.

Mr. Powers, however, told the committee that Mr. Smith initiated the action which resulted in the preparation of the report. He denied he employed Mr. Smith for the purpose of preparing a colored report.

The Committee heard from Powers what purported to be something of how Joseph P. Kennedy, United States Ambassador to Great Britain, amassed part of his fortune.

According to the testimony, Kennedy bought several thousand shares of moving picture stock early in 1928 at \$5 per share and within the next day or two sold the same stock to R. C. A. at \$25 per share. It was alleged that Kennedy had made the arrangements to sell the stock at \$25 before he bought it at \$5.

This, of course, was several years before Kennedy took over the chairmanship of the Securities and Exchange Commission for the New Deal and began policing the Stock Exchange.

Powers said the deal involved half the outstanding stock of the Film Booking Office, a motion-picture distributing firm. Kennedy thereupon sold the stock to R. C. A. Powers continued, and the Film Booking Office was merged with the Keith-Albee chain of motion picture houses as part of an amalgamation that resulted in the formation of Radio Keith Orpheum, familiarly known as RKO.

This wound up the testimony in the R.C.A. angle of the Brown confirmation inquiry. It was said the Senate Committee would have an executive session at an early date at which time a vote would be taken on Col. Brown's fitness to be reappointed to the FCC.

X X X X X X X X X X

~~11~~ WOULD KNOW WHO PAYS COMMENTATORS

There was an exchange on the floor of the Senate between Senator Rush D. Holt (D) of West Virginia and Senator Charles W. Tobey (R) of New Hampshire on the subject of radio commentators as follows:

Mr. Holt. "I have taken a great deal of interest in listening to the radio night after night, especially the news broadcasts, and I find that there is a deliberate premeditated effort not only on the part of some of the radio commentators, but on the part of the present administration to try to tie up our hope with that of France; in other words, to make people feel that we are going to fall as France fell."

Mr. Tobey. "I wish to point out that in my judgement there is no factor more potent in controlling and influencing public opinion than the radio. As the Senator said, night after night these commentators come into the homes and influence the minds of the American people. Their names have become almost household words. We know that Mr. So-and-so and commentator, is announced to speak. What does he do? He holds before us in subtle language the possibilities ahead of us. He inculcates in the minds of the people the need for conscription, the need for giving England our destroyers the dangers of our being attacked by Germany; he decries delay by

8/27/40

senatorial debate. So he goes on using the power of suggestion adroitly conceived and worded.

"If such a gentleman is retained and hired by some great oil company, for instance, which has extensive interest abroad, and which holds in its heart the damnable doctrine that the American flag should follow the dollar, I think the public ought to know about it, but it does not. All we know is that this eminent commentator comes on the air and reasons with the American people, with his power of suggestion and adroit eloquence, and seeks to stir them up with philosophies that may be un-American, that may be propaganda, and he is paid for doing so by some great oil concern, or some other great commercial company."

"I demand now, in the interest of fair play and unbiased public opinion, that we should know, by definite statement over the radio preceding these commentators, who is paying for them, and what they are being paid."

X X X X X X X X X

DEFENSE COMMITTEE SELECTION RESTS WITH PRESIDENT

At a press conference last Monday (Aug. 26) Chairman James L. Fly, of the Federal Communications Commission said that the selection of the National Defense Communications Committee is now up to President Roosevelt. When asked the status of the recommendations of the FCC regarding the Committee, Mr. Fly said that his impression was that no serious question had developed on this. He declared it was largely a communications matter involving the relation of all services to the national defense.

Mr. Fly said there was nothing in the project to cause concern to the broadcasters. He believed the announcement of the membership of the committee might be made in about a week.

Asked regarding the status of the North American Regional Broadcast Reallocations, the Chairman said that he was studying the FCC engineers recommendations. He didn't know what the other commissioners were doing in the matter.

Sometime ago there was criticism that the television people were lacking in certain rudiments in staging productions. For instance it was noted that a man in a dark suit was shown against a dark background and there was a lack of contrast. Commenting upon this, Mr. Fly said while in the West recently he had visited certain motion picture studios and had noticed the high efficiency of their stagecraft. He hoped that possibly the television producers might profit by this knowledge and perhaps even find a way to utilize some of this material.

X X X X X X X X X

GERMAN TELEVISION PROGRESS REPORTED RAPID

Despite the war there has been rapid progress in television in Germany according to the German Library of Information which reports as follows.

"The transmission of voice and music from one corner of the world to another has long been taken as a matter of course. However, it is only in the last few years that television has been regarded as more than a fantastic dream. That this new wonder has progressed from the realm of fancy to that of reality in so short a time has been due largely to the painstaking work of Germany's foremost scientists and engineers."

"The first important television invention, a rotating disc with holes arranged in spiral form for dissecting pictures into points, was made as early as 1885 by Paul Nipkow, a young Pomeranian engineer. However, not until 40 years later were practical television experiments carried out. The first public transmission was given in 1929 by German broadcasting stations, thus making Germany the first country in the world to develop and perfect a television system for its own use."

"Since then, progress has been rapid. The first event of world-wide importance to be "televised" was the 1936 Olympics in Berlin. The German television exhibit was the major scientific attraction at the Paris World's Fair a year later."

"Since that time, and even since the outbreak of war, German research has forged on toward the ultimate perfection of this new scientific miracle, as is graphically illustrated by the photographs on these pages."

"No small difficulty confronting the engineers and scientists was the fact that in order to televise to the entire country it would be necessary to construct and maintain more television sending stations than the existing number of radio broadcasting stations. Furthermore, ordinary television transmission depends upon short waves, and short waves are almost wholly absorbed by radio transmission. For this reason, experiments were made in sending television pictures through subterranean or submarine cables. Television has already operated between Berlin and various distant cities, such as Leipzig, Munich and Nuremberg by such means."

"The infant science was advanced still further in Germany when two new sending stations were built on the summit of the Brocken, one of the Harz Mountain peaks, and on the Feldberg in the Black Forest in Southern Germany. At such high altitudes--more than 3,300 feet--television waves have uninterrupted play for at least 65 miles in every direction."

X X X X X X X X X X

//

RADIO PLAN TO FORCE ROOSEVELT-WILLKIE DEBATE SUGGESTED

If Mr. Willkie desired to force a debate with President Roosevelt he could ask time on the air after the next Fireside chat David Lawrence, the syndicate writer, suggests. Mr. Lawrence reasons it thus:

"Wendell Willkie can have his debate with President Roosevelt and without asking the latter's consent either. It would differ slightly from what was originally proposed, but for all practical purposes the American people could hear both candidates on the same evening and one could answer the arguments of the other."

"The device is a simple one, in fact it was used in the Landon-Roosevelt campaign in 1936, so there's a precedent for it. When President Roosevelt, for example, makes his next fireside chat, Mr. Willkie can ask all major radio companies in advance that he be permitted to have an equal amount of time on the air immediately following the President."

"No manuscript of the President's remarks would of course be provided Mr. Willkie so he would be just like any other listener. He could make his notes as he listened to the speech and immediately he would be given the chance for an extemporaneous speech."

"This method would be fair because it would give both candidates the same audience and the people would be given an opportunity to hear both sides of a controversy."

"It might be suggested that to grant time to a Republican candidate or, to any one else to answer the President of the United States would be a courtesy to the latter, but the fact is in a political campaign the broadcasting companies, having announced that they would sell time, cannot logically refuse to sell to any political committee which wants to buy it. In fact the language of the Federal statute governing the use of radio specifically provides that candidates must be given an opportunity to obtain the same facilities for reply as are given to any other candidate."

XXX XXX XXX XXX

//

PRESS SURVEY SHOWS WILLKIE FAR AHEAD OF F.D.R.

A survey of the newspapers of the United States made by the Editor and Publisher shows the following:

"Wendell L. Willkie has the editorial support of 66.3% of the country's daily newspapers as of August 21; Franklin D. Roosevelt is supported by 20.1%; 13.5% have either declared themselves neutral or have not yet announced a choice between the major candidates for the Presidency of the United States. These percentages

are based upon answers by 1,030 of the country's 1,888 newspapers to three questions asked by Editor and Publisher. The questions were:

1. Did you support Roosevelt against Hoover in 1932?
2. Did you support Roosevelt against Landon in 1936?
3. Which candidate is receiving your support this year?

"The replies, tabulated up to August 21, cover 54.5% of the entire daily newspaper press."

"The proportion favoring Mr. Willkie is far smaller than the estimates which have been published in recent weeks. These have usually put 90% of the dailies in Willkie's column. Mr. Willkie's present advantage--66.3%--is considerably greater than Mr. Roosevelt in newspaper preference four years ago. The usual claim of Mr. Roosevelt's friends has been that his landslide election was accomplished in the face of the opposition of 85 to 86% of the daily newspapers."

"A cursory survey made by Editor and Publisher immediately after the 1936 election proved that Mr. Landon did not have the active support of more than 67 to 70% of the dailies, and that Mr. Roosevelt's cause had been advocated by 30 to 33%. On the basis of the survey published this week, it appears that Mr. Landon's following was only 60.4% of the daily papers while Mr. Roosevelt had 34.5%, and 5% were not committed to either. Later returns to these questions are more likely to increase than decrease the proportion favoring the President for re-election in 1936."

X X X X X X X X X

CBS TO BUILD NEW INTERNATIONAL STATION

Columbia Broadcasting System, Inc., has been granted construction permit by the Federal Communications Commission for a new international broadcasting station to be located at Brentwood, N.Y., and use 50 kilowatts, the minimum power ruled by the commission necessary for satisfactory international service.

Columbia has an application pending to move WCBX, another CBS international station to Brentwood, and increase the power of that station from 10 to 50 kilowatts. It also has understanding with its affiliate WCAB now operated by the WCAV Broadcasting Company at Philadelphia that the latter, now operating on 10 kilowatts, will transfer facilities to Columbia and discontinue operation. Stations WCAB and WCBX have had a working arrangement to provide simultaneous program service to Europe and South America. While one station directed programs to Europe the other delivered programs to South America. It is intended to continue this plan by the use of two stations at the Brentwood location.

X X X X X X X X X

I.T.& T. COMPLETELY REINSTATED IN SPAIN

Final steps in the complete reinstatement of the International Telephone and Telegraph Corporation in the management of its Spanish subsidiary, the Compania Telefonica Nacional de Espana, which operates the Spanish national local and long distance telephone system, were taken at a meeting of the Board of Directors of the C.T.N.E. in Madrid last week, at which four Americans were elected directors, making a total of five American representatives of the IT&T on the Board. At the same meeting American appointees for key executive positions were selected, and five new Spanish directors were chosen.

Colonel Sosthenes Behn, President of the International Telephone and Telegraph Corporation, who has been in Spain for several months, successfully conducted the negotiations which have resulted in the IT&T resuming the same status in the Spanish company as before the war.

When civil war broke out in Spain in July 1936, the Spanish Government, in accordance with the provisions of its contract with the IT&T, immediately took over the operation of the C.T.N.E. telephone system, which covers the entire country. Although the corporate interest of the IT&T in its Spanish company has never been questioned, it was felt by the new Spanish Government after the close of the war that it was desirable for the management to continue in their own hands through the early period of reconstruction. With the election of the American members of the board and the appointment of the American executives, full control reverts to the IT&T.

Americans on the board of the Compania Telefonica Nacional de Espana are F. T. Caldwell, M. A. Sunstrom, E. N. Wendell, A. F. Clement, and G. H. Dennis. New Spanish directors are Jose Bertram y Musitu, Ignacio Satrustegui, Jesus Rivero, Jesus Maranon and Eugenio Barroso.

There are three directors on the board named by the Spanish Government; one from the Treasury Department, one from the War Department and one from the Department of Communication. F. T. Caldwell, who was Executive Vice President before the hostilities, has been selected for the same position. G. H. Dennis is to be Comptroller, E. N. Wendell, Chief Engineer, and other Americans will be in charge of the Construction, Maintenance and Commercial Departments.

The C.T.N.E. was organized by the IT&T in 1924 to build up and operate the Spanish national telephone system. The large and continued program of reconstruction and expansion initiated in that year brought the total number of telephones operated by the company in Spain up to 346,032 immediately prior to the conflict. This number has been reduced during the period of disturbance by about 40,000.

X X X X X X X X X

8/27/40

RCA COMMUNICATIONS SERVICE EMBLEMS AWARDED

Gold emblems have been presented to all RCAC staff members having twenty or more years of service. The presentation was made today by William A. Winterbottom, Vice President and General Manager.

Although R.C.A. Communications, Inc. was organized only eleven years ago, its parent company--the Radio Corporation of America--was organized late in 1919. At that time RCA took over the plant and personnel of the Marconi Wireless Telegraph Company of America. Because of this, many of our present employees have been employed continuously in this group for more than two decades.

Heading the list of veterans is Charles T. Taylor, who joined in 1902. Mr. Taylor has been Vice President in Charge of Engineering since 1929. Algeron Cruttenden is second with thirty-five years.

David Sarnoff, President, is third with thirty-three, and Samuel Campbell is fourth. Although Mr. Campbell also has thirty-three years of service to his credit, Mr. Sarnoff's employment with the Marconi Company began four days previously.

In making the distribution, Mr. Winterbottom, speaking for the Board of Directors, the new RCAC publication Relay reports, said: "The success of our organization is due in no small part to the loyalty and efficiency of this group of employees, of whom you are one, and I should like to take this opportunity to congratulate you upon having achieved this distinction and to commend you for your loyal service."

"It is my hope and belief," Mr. Winterbottom continued, "that you will wear it with pride, just as we are proud to have you working with us for the continued success of the Company."

The solid gold emblem is about three-quarters of an inch long, with a ruby in its lower point.

X X X X X X X X X

To prove that everything is possible in radio, WMAC announces that it will be on the air nightly for the next ten days from 1:30 AM until 6:60 AM broadcasting a "program of silence." It's part of a test for WMCA's new 5000 watt day and 1000 watt night transmitter just completed at Kearny, N. J.

X X X X X X X X X

/// _____ :::
:::TRADE NOTES:::
::: _____ //

The Chicago Federation of Labor Station, WCFL, now using 5 kilowatts, has asked permission to double its power and to change its hours of operation from unlimited time experimentally to unlimited time.

A power boost to 5 kilowatts has been granted WDRC of Hartford.

/// -----
Extensions of authority to transmit network programs from the United States via RCA Communications, Inc., to Station CMX in Havana has been granted to NBC.

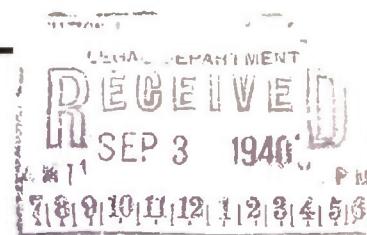
/// -----
The Indianapolis plant of the Radio Corporation of America will be increased by 400,000 square feet of floor space, doubling the area now available for the manufacture of phonograph and radio parts, it was announced today. The addition will increase the company's pay roll by \$3,000,000 annually.

Station WTNJ at Trenton, N. J., has asked to change its frequency to 123- kc, increase its power to 1 kilowatt, unlimited time and move transmitter to Edgewood - Yardley, Yardley, Pa.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



INDEX TO ISSUE OF AUGUST 30, 1940

FCC Clears Up Amateur Order.....	2
Brazilian Announcers Must Be Native Born.....	2
Record Overseas Radio Phone Calls.....	3
Note.....	4
—Crosley to Buils New \$100,000 Television Station.....	4
Plan Drafted to Train CCC in Radio.....	4
Warns Stations Could be Seized in Conscription.....	5
Diathermy Interference Jeopardizes Defense Services.....	5
Thad Brown Confirmation Again Blocked.....	8
FCC Labor Legal Advisor Appointed.....	8
National Television Groups to Meet.....	8
Willkie Listens to McNary Over Portable.....	9
A.C. & R.C. Nets \$643,246 First Nine Months.....	9
WMCA to Offer Radio Apprenticeship Courses.....	10
Church of Air Enters Tenth Year.....	10
FCC Attorneys' Applications Approved.....	11
Foreign Language Broadcasts Recording Urged.....	11
—CBS Color Televising Shown FCC.....	11
WLW Engineers Good at Farming Also.....	12
Trade Notes.....	13

No. 1262

g
Lynn H

August 30, 1940

FCC CLEARS UP AMATEUR ORDER

There has been unnecessary confusion in some minds according to the Commission, regarding the Federal Communications Commission Order sometime ago, restricting the use of portable and portable-mobile radio equipment by amateurs.

The new order (No. 73A) does not in any sense rescind the original order but merely makes it possible for amateurs to continue the development and testing of equipment designed and built for the sole purpose of emergency use. This relaxation of the original order does not, and was not intended to, authorize the use of emergency equipment for routine amateur communications. It was made in the realization that effective emergency communication can only be based on prior experience, including personnel and equipment, all thoroughly coordinated into a communication network. Any extension of the new order to cover the use of regular portable or portable-mobile equipment under the guise of "testing for emergency purposes" is an unwarranted and unauthorized stretching of the letter of the order.

A Commission press release, authorizing the moving of amateur stations from one fixed location to another, was not intended to permit short-period operation from a location other than that noted in the station license. It is difficult to draw an absolute dividing line between what is considered a "summer residence," and what is not, but week-ends or short vacation periods do not constitute "summer residences." On the other hand, a move to a summer cottage for a four-month period could be considered a "summer residence."

The press release, the Commission explanation includes, was a convenience to permit amateurs to continue operation even though they might move from one fixed location to another in routine civil life. It was not contemplated as a means whereby amateurs could operate their stations from week-end vacation location, or similar situations definitely restricted under the original order.

X X X X X X X X X

BRAZILIAN ANNOUNCERS MUST BE NATIVE BORN

The American Embassy at Rio de Janeiro has reported that the Brazilian Minister of Communications has ruled that all radio announcers in Brazil must be native-born Brazilian citizens.

X X X X X X X X X

RECORD OVERSEAS RADIO PHONE CALLS

With a total of nearly 2000 messages for the month of June, traffic over the Bell System's radio telephone circuits to South America and across the Pacific broke all previous records, according to figures compiled by the Overseas Service staff on the Long Lines Department. Traffic on these routes during July indicated that the volume for that month would equal or exceed the June record. Current figures also show that despite the sharp drop in transatlantic business due to the imposition of military censorships, overseas traffic generally is less than fifteen per cent below what it was a year ago.

The growth in South American and Transpacific telephone traffic has been steady since last fall. South American business is at present averaging about three times what it did last year at this time, while Transpacific business is more than double the figure for the corresponding period last year. Traffic with continental European countries with which service is still available has doubled over what it was a year ago. It is of interest also that traffic in the Caribbean region--the West Indies, Central America, and the northern part of South America--has grown about eighty per cent in the past twelve months.

At the outbreak of the war, military restrictions abroad shut off all private and commercial telephone service with Great Britain and continental Europe. Great Britain and France continued to accept government and press calls. Within ten days, however, general service to continental Europe, except France, was restored over two new circuits to Europe. A New York-Rome circuit, already under construction, was rushed to completion. Also arrangements were made speedily with the Netherlands for a temporary circuit between New York and Amsterdam. Although the establishment of such circuits usually requires many months, this channel was in operation within a week.

While the Amsterdam circuit is no longer operating, two other circuits to continental Europe have been recently set up so that today Europe can be reached by direct circuits to Rome, Bern and Berlin. In some cases this gives two different routes to a country.

At the present writing Bell System overseas telephone service with Europe includes Bulgaria, Finland, Germany, Great Britain, Hungary, Italy, Latvia, Lithuania, Portugal, Roumania, Sweden, Switzerland, and Yugoslavia. As yet, the service has not been restored to France, Belgium, Holland, Norway, Denmark and Spain.

The New York-Paris circuit is still shut down. In the case of Great Britain, Roumania and Italy the service is limited to government and press calls. Practically all countries permit broadcasting by news commentators to the American networks over Transatlantic telephone circuits.

X X X X X X X X X X

NOTE: DUE TO THE FACT THAT THE GOVERNMENT OFFICES ARE TO BE CLOSED LABOR DAY, THERE WILL BE NO ISSUE OF THIS SERVICE ON TUESDAY, SEPTEMBER 3.

X X X X X X X X X

// CROSLEY TO BUILD NEW \$100,000 TELEVISION STATION

The Crosley Corporation, Cincinnati, Ohio, has been granted a construction permit by the Federal Communications Commission for a new television broadcast station in that city. The proposed station, at Vine and Fifth Streets, will operate experimentally on television channel No. 1 (50,000 to 56,000 kilocycles) with 1 kilowatt arual and visual power, A3 and A5 emission.

It was among the applications tentatively approved in June subject to proper showing of programs of research and development, including engineering experimentation tending to develop uniform transmission standards of acceptable technical quality. The Crosley station intends to work with a transmitting system in which the picture is composed of 30 frames per second interlaced. Tests will be conducted with 441 and 507 lines as well as an intermediate number of lines. It also contemplates research on wave forms, and experimentation on various types of antennas and the effect of vertical and horizontal polarization.

The initial cost of the station is estimated to exceed \$100,000. //

X X X X X X X X X

/ PLAN DRAFTED TO TRAIN CCC IN RADIO

A plan for conversion of a greatly enlarged Civilian Conservation Corps into a reservoir of trained young mechanics and artisans for national defense and for industry is now being prepared for presentation to the President.

Instruction to be provided calls for: Radio and electrical mechanics and operators; training of mechanics for trucks, tractors, tanks and automotive equipment. Plane mechanics, photographers, and mapmakers. Hospital aides-first aid and cooks.

Increase of from 50 to 100 per cent in CCC camps and enrollees is contemplated. Present relief requirements for camp entrance would be lifted to place enrollments on a strictly voluntary basis. Strictly military training would be barred.

Tentatively, proposals call for an increase in the number of camps by 800 and in the numbers of enrollees by about 160,000. Camps at present number 1,500 with around 300,000 enrolled.

X X X X X X X X X

WARNS STATIONS COULD BE SEIZED IN CONSCRIPTION

Senator Sheridan Downey (D) of California saw danger of radio stations and newspapers being seized by the Overton - Russell amendment to the selective military service bill adopted by the Senate to permit the Government to take over defense industries if necessary.

"I cannot conceive that we have reached any crisis in this country at this time," Senator Downey said, "by virtue of which we are now ready to place in the hands of two men the arbitrary power to take over, at their will and disposition, without any judicial review of any character, almost any type of business in the United States."

"We have simple, proper, rational ways to limit profits, and we do not have to place in the hands of the Secretary of the Navy or the Secretary of War the right arbitrarily, without any judicial decision of necessity, to seize practically every business in the United States."

"If I read this law correctly, if the Secretary of War or the Secretary of the Navy should say 'This newspaper is a facility that I require to spread news or propaganda,' or 'this radio is necessary for public purposes,' that decision would be final, and that newspaper or that radio would pass out of the hands of the proprietor."

X X X X X X X X X

DIATHERMY INTERFERENCE JEOPARDIZES DEFENSE SERVICES

(Note: This is not released for publication until after Mr. Jett's address has been delivered, Monday, September 2.)

Interference is the problem child of radio, Lieutenant Commander E. K. Jett, U. S. N., retired, Chief Engineer of the Federal Communications Commission said at the American Congress of Physical Therapy at Cleveland, September. Commander Jett spoke of the serious menace to the communications services of the Army and Navy and other national defense agencies caused by diathermy interference.

"Radio interference is of three kinds," Commander Jett explained. "Except under special conditions, radio stations can interfere with one another unless they are assigned separate frequencies--that is, separate highways in the ether. This kind of interference is taken care of through government regulation and international agreement. Every station is assigned a specific frequency or channel and is required to operate within this channel. It must not deviate from its frequency beyond certain limits. The signals, in other words, must ride on the right side of the road."

"The second type of interference is caused by nature--thunder storms or electric discharges, static or atmospheric noise, as we call it. During local thunder storms the radio set is usually out of commission but other storms of far distant origin still play a part because these electrical discharges are transmitted by radio. In this connection, it is interesting to know that there are some 1800 thunder storms in existence in all parts of the world at any one time. So there is always a varying amount of interference or atmospheric noise present in radio reception, and it appears all over your dial. We overcome this type of interference in large measure by assigning sufficient power to radio stations to over-ride the noise."

"The third type of interference is industrial--electrical or man-made. It is caused by electric machines used in the industry or the home, such as oil burners, electrical razors, automatic sign flashers, and the like. Automobile ignition and electric railways are other producers of interference. Fortunately, this third type of interference travels only a very short distance from the source. It has been possible to control this type of interference to a large extent through cooperation between manufacturers, radio operating companies, and the user of the equipment."

Commander Jett said the interference caused by diathermy equipment appeared to be in a class of its own and might seriously interfere with national defense services.

"True, the apparatus is an electric machine and it is not used for communication purposes, but to treat patients, to relieve human suffering and to save lives," the speaker continued. However, it cannot be classed as an ordinary electric machine similar to many of the thousands in use in the electrical industry. Because of its design and the manner in which it is used, it is in fact--though not intended as such--a radio transmitter of considerable power utilizing an effective radiation system, operating in the most useful regions of the radio spectrum. It is not only capable of interfering with radio reception but in many cases is actually now doing so."

"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. Subsequent tests of a machine located in Schenectady, New York, revealed that it was capable of interrupting communication in Washington, Detroit, Grand Island, Nebraska, New York City, and other widely scattered points."

"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.

"Communication companies appeal to the Commission repeatedly as being their only source of relief from these interruptions in their services. Municipalities, as many as thirty at a time, have also petitioned the Commission for assistance in the protection of their police services."

"We have in the radio industry two rapidly growing services that are likely to contribute very substantially to the public's benefit. These are television, and aural broadcasting combined with facsimile broadcasting, employing the new system of frequency modulation. Each of these new services must operate on ultra-high frequencies above 40,000 kilocycles."

"With this new system, called 'FM broadcasting' we will have gone a long way toward overcoming one of the most unruly types of interference with which we have had to deal, namely, atmospherics. Diathermy interference will likewise be minimized or eliminated. There are many who live in rural areas who have never experienced real good radio reception. We now have the opportunity to furnish these people with the same high quality noise-free radio programs that are often enjoyed in the large cities. But here again we are liable to collide with diathermy interference."

"Any curtailment of diathermy apparatus would cause great hardship to many sufferers and would prevent the saving of many lives. No one would suggest such a step. On the contrary, I for one am anxious to encourage the use of diathermy equipment. Diathermy, like radio, is a safety service. It is used by physicians and surgeons in many ways to combat disease and for surgical purposes. In the hospital it has become an indispensable tool. We have been informed that there are thousands of therapeutic departments in hospitals in the United States, all of which possess one or more diathermy machines, and there are thousands of privately owned machines being operated by physicians in this and other countries. We would no more want to prevent the use of these machines than we would think of endeavoring to curtail the activities of the doctors themselves. But we are confronted with a very serious problem. Two safety services--diathermy and radio. It is a question of live and let live. We must find a way in which each can get along in the presence of the other."

"In those cases where it is necessary to take the apparatus to the patient, in circumstances where screening the room is not practicable or advisable economically, or, if for any other reason entire screening of the patient and the apparatus is not possible, it would appear that the only solution would be to use apparatus with a restricted frequency band of emission which does not extend over more than one communication channel. Great care should be exercised in the selection of the channel to make certain that no interference will result to radio reception."

X X X X X X X X X

THAD BROWN CONFIRMATION AGAIN BLOCKED

Once more Senator Charles W. Tobey (R) of New Hampshire has thrown a monkey-wrench in the proceedings to confirm the re-appointment of Col. Thad Brown to the Federal Communications Commission. According to reliable reports, the Senate Interstate Commerce Committee which met in executive session last Friday, was all prepared to vote a favorable recommendation for Brown. Upon hearing this Senator Tobey is said to have risen in wrath declaring he had new evidence to be considered and threatening to go on the floor of the Senate "and raise hell" if further consideration to the matter, which already has been pending since the middle of June, were not given.

However true these reports of Friday's meeting may be, the fact is after a long session the Senate Committee adjourned without taking action, not to meet again until after Labor Day.

X X X X X X X X X

FCC LABOR LEGAL ADVISOR APPOINTED

Sidney D. Spear, assistant to the legal advisor of the State Department, has been appointed to the Law Department of the Federal Communications Commission to advise on matters involving employment and labor problems in relation to the regulation of communications.

Mr. Spear's background is labor economics and research, and he is completing a chapter on international communications for the Digest of International Law.

Born in Seattle March 16, 1909, Mr. Spear was graduated from the University of Washington, magna cum laude, with A.B. degree in 1931. He had graduate work in psychology and sociology and was Assistant Dean of Men at the University of Washington until 1934. He received his LL.B. from Harvard in 1937. In his service with the State Department, since 1937, Mr. Spear has specialized in the legal aspects of electrical communications.

X X X X X X X X X

NATIONAL TELEVISION GROUPS TO MEET

There will be meetings of eight of the nine television panels or subcommittees at the Hotel Roosevelt next week. Panels 1 and 3 will meet September 3; panels 4 and 5 on September 4; panels 6 and 7 on September 5, and panels 8 and 9 on September 6. Details of meetings may be secured from Mr. L.C.F. Horle, 90 West Street, New York City, Telephone Corlland 7-0850.

X X X X X X X X X

WILLKIE LISTENS TO MCNARY OVER PORTABLE

Wendell Willkie gave portable radios some fine free advertising by listening to the acceptance speech of his running mate, Vice Presidential nominee, McNary, over a portable. It developed that Mr. Willkie carries a portable radio with him on his plane trips wherever he goes.

Mr. Willkie was enroute to Rushville by auto but listened to Mr. McNary's speech in a little roadside restaurant in the outskirts of Indianapolis, Martha Taylor's Eat Shop, on Virginia Avenue. The capacity of the small lunch room was taxed when the Willkie party arrived without advance notice. A crowd gathered in front of the restaurant to see Mr. Willkie and incidentally to listen to the McNary speech over his portable.

Later in the day discussing broadcasts he himself might make, Mr. Willkie said:

"Only one or two" of his major speeches would be made from manuscript and that "two, perhaps only one," would be delivered over national radio hookups. Asked if he intended to speak over the radio without a prepared address, Mr. Willkie replied: "Why, of course." //

X X X X X X X X X

// A.C. & R.C. NETS \$643,246 FIRST NINE MONTHS

The consolidated net income of the American Cable and Radio Corporation and subsidiary companies for nine months amounted to \$643,246. The corporation acquired its assets and commenced business January 31, 1940, pursuant to the Order of the Court, dated January 25, 1940, directing consummation of the Plan of Re-organization of Postal Telegraph and Cable Corporation and its subsidiary, the Associated Companies.

Operating revenues were \$9,470,204, operating expenses \$8,253,930 and net income from operations \$1,003,439. In his report, John L. Merrill, Chairman, stated:

"Notwithstanding the interruption in cable communications with Germany, both cable and radiotelegraph revenues increased substantially coincident with the outbreak of war in September 1939. Revenues for the last three months of the year declined materially from the September peak, but still remained above the levels of prior to September."

"The consolidated net earnings of All America Corp. and Commercial Mackay Corporation calculated in accordance with the provisions of the respective Indentures on a pro forma basis were sufficient to permit payment of interest at the rate of 4% per annum for the period from April 1 to December 31, 1939 with respect to the Income Debentures of such companies."

X X X X X X X X X

WMCA TO OFFER RADIO APPRENTICESHIP COURSES

An apprenticeship course in radio technique applying to all branches of the broadcasting industry will be inaugurated by the Marketing Department School of Commerce of New York University in cooperation with station WMCA, it was announced by Donald Flamm, president of WMCA and Warren B. Dygert, Assistant Professor of the New York University radio courses.

To be given on a preferential basis, the instruction will consist of junior appointments at WMCA. Students selected will be trained in various capacities by working directly under department heads in the units to which they will be assigned. Approximately fifteen students will be taken from the advanced radio classes during each semester and additional credit will be allotted those satisfactorily completing the prescribed course.

Reason for the apprenticeships, the first of their kind in radio, is to provide students with an opportunity for applying their theories to actual commercial broadcasting, it was explained. It is also planned to form a placement committee consisting of key men in radio, to assist in placing worthy graduates in the industry, according to Professor Dygert. The Marketing Department now has an enrollment of 200 students in the radio courses, it was stated.

The apprenticeship course will start September 24th when New York University opens for its fall semester. Fields to be covered in the apprenticeships include production of radio programs, script writing, publicity, promotion, news, announcing, and sales. Students from New York University's School of Engineering and Music taking courses at the Marketing Department, will also be permitted assignments in related departments at WMCA.

X X X X X X X X X

CHURCH OF AIR ENTERS TENTH YEAR

Nine hundred and thirty-six sermons in nine years -- two every Sunday delivered by prelates representing all the established faiths in this country -- is the impressive record of the Columbia Broadcasting System's Church of the Air which enters its tenth year Sunday, Sept. 1.

Since the launching of the first broadcast of the Church of the Air, on a Sunday early in September, 1931, its appeal has grown greatly, a fact that is attested to by the many thousands of letters (14,000 were received in one week) that pour into CBS headquarters from correspondents who for the most part tell of the inspiration and comfort they have derived from the sermons.

X X X X X X X X X

FCC ATTORNEYS' APPLICATIONS APPROVED

Applications for the following attorneys to practice before the Commission, approved by the Bar Committee on August 21, 1940, were approved by the Commission:

William J. Dempsey, Washington, D. C.
 LeRoy Mallory Edwards, Los Angeles, Calif.
 Bernard J. Freedman, New York, New York.
 J. C. Garlington, Missoula, Montana
 Thomas D. Goode, Charlotte, North Car.
 Joseph Greenhill, New York, New York
 Simon Greenhill, New York, New York
 William C. Koplovitz, Washington, D. C.
 Bernard Cornelius Mayberry, Washington, D. C.

X X X X X X X X X

FOREIGN LANGUAGE BROADCASTS RECORDING URGED

The National Council on Freedom from Censorship, an affiliate of the American Civil Liberties Union, urged the Federal Communications Commission to promulgate a regulation requiring radio stations to have recordings made of all foreign language broadcasts in this country.

Quincy Howe, chairman of the council, in a letter to R. A. M. Craven of the FCC, pointed out that his organization disapproved of the discussion of controversial matters of commercial programs.

"Such programs, as under the National Association of Broadcasters code, should be handled on sustaining time with opportunity of discussion of other views," Mr. Howe contended.

He requested that hearings be held by the FCC to ascertain the advisability and practicability of required transcriptions of foreign language broadcasts.

X X X X X X X X X

// CBS COLOR TELEVISING SHOWN FCC

After seeing a color television test in the Columbia Broadcasting studios in New York last Thursday, Chairman James L. Fly of the FCC was quoted as saying:

"I do not doubt that if we can start television off as a color proposition, instead of as a black and white show, it will have a greater potential acceptance with the public. It should be hoped that other leading engineers will take an interest in television's color possibilities and see that it is further developed."

// Chairman Fly was asked specifically if he liked television in color better than in black and white, and if, in his opinion, the public also would like it better.

"I do not think there is any doubt about that point" he replied. "Color television has realism, clarity, definition and life. It has to be seen to be realized."

"At the present rate of progress," Vice President Paul W. Kersten of CBS said, "Columbia hopes to have its color system, which has been in the intensive stage of development for the last six months, ready for commercial use by January 1, 1941." //

X X X X X X X X X X

WLW ENGINEERS GOOD AT FARMING ALSO

At Mason, Ohio, site of the WLW and WLWO transmitters, engineers maintain the intricate apparatus which keeps WLW's 50,000 watts on the air 20 hours a day, a Crosley press bulletin relates. These engineers know how to jump the power to 500,000 watts every night at midnight, when WLW becomes WLWO. They know how to shift the international short wave station, WLWO, to any one of six frequencies so that South America will get optimum reception.

But they can handle other engineering problems too. Just across the road from the WLW transmitter grounds is a farm. This week the well ran dry. The farmer had no water for his hogs. Could the radio folks across the way help him out? Could they run a water hose over to his farm? Joseph Whitehouse, chief transmitter started to think about it. If they ran a hose across the road, passing automobiles would chew it up. They wandered over to the edge of the road and discovered a culvert. It ran under the road. They could put the hose through this culvert and traffic would be no problem.

But how could they get the hose through the comparatively narrow pipe? They couldn't crawl through with it. A little more thinking and the problem was solved. There are several pet dogs on the transmitter grounds. They took one of the dogs over to one entrance to the culvert, attached a rope to the dog's neck, and attached the hose to the other end of the rope.

Whitehouse held the dog. At the other entrance to the culvert, Baysore stood with a piece of meat. He whistled.

Result: dog entered culvert to get meat, pulling rope attached to hose. When dog emerged, Baysore pulled hose through and thus hose got to farm.

Hogs have water. Farmer is happy.

X X X X X X X X X

8/30/40

The amateur radio operators licenses of Andrew Gibbs Cochran and Joseph E. Hrycej, both of Chicago, were suspended for six months for violating FCC rules.

WLOK, the Fort Industry, Lima, Ohio, has been granted a construction permit to increase its power to 250 watts.

The construction permit of the new broadcast station of the Cuyahaga Valley Broadcasting Company of Cleveland to change its transmitter site to East 49th Street at the New York Central Railroad, Cleveland.

Station KXOK, operated by the St. Louis Star-Times in addition to increase in power recently asked for now requests a change in type of transmitting equipment. The Pulitzer Publishing Company in St. Louis has applied for a new high frequency permit.

Students in Washington, D. C. may take a combined course in radio and television engineering in one year at the National Radio Institute. These are practical courses designed for immediate practical work. Laboratories in these schools have actual television equipment for experimentation and study.

The General Electric Company has announced a new 200-ampere, d-c arc welder which will provide any welding current from 25 to 250 amperes. This wide range allows all-day manual welding to be done with currents up to 200 amperes, using electrodes from 1/16 to 3/16 inch in diameter. Capacity is also provided for the use of electrodes as large as 1/4 inch on occasional short jobs.

Peter Brant, WLW chief announcer, interviewed Wendell Willkie before he was nominated in Philadelphia and recently covered the G.O.P. standard bearer's acceptance speech in Elwood. He is said to be the only announcer for an independent broadcasting station to handle both the "before" and "after" aspects of Willkie's spectacular rise.

NOTE: Mr. Willkie's portable is a General Electric.