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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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SEP 9 1940

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THAD BROWN WITHDRAWAL DISCUSSED

It was anybody's guess what the fate of Col. Thad Brown would be with regard to the confirming of his reappointment to the Federal Communications Commission by the Senate Interstate Commerce Committee. Colonel Brown has been kept suspended between heaven and earth ever since the middle of June.

One story was that Senator Wheeler, of Montana, Chairman of the Committee, had asked President Roosevelt to withdraw the nomination and that the President had promised to do so. This was denied at the White House, which resulted in another rumor that the President had insisted on Colonel Brown's confirmation. The pressure was said to have come from Former Governor James Cox, Democrat, of Ohio, Brown's home State, with whom Mr. Roosevelt once ran as a vice-presidential candidate.

There are reported to be only three votes against Colonel Brown's confirmation on the entire Senate Committee of about twenty members - Senator Wheeler, Democrat, Senator Tobey, Republican, of New Hampshire, who has been the leader in the fight on Brown, and Senator Reed, Republican, of Kansas. The political mixup is further heightened by the fact that Colonel Brown is a Republican and his nomination was sent in by President Roosevelt, a Democrat. The late Senator Lundeen, of Minnesota, was also a member of the Interstate Commerce Committee and had attended quite a number of its sessions but so far as known, had not indicated how he had intended to vote.

The Senate Committee will probably not take up the Brown matter for further consideration until about the middle of next week (Sept. 11), unless President Roosevelt withdraws the name of Colonel Brown which, of course, would automatically terminate further consideration of his name.

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HAVANA REALLOCATION ANNOUNCEMENTS BEFORE SEPT. 29

The Federal Communications Commission has completed its study in the matter, and it is expected foreign governments will be notified before September 29, regarding the United States reallocations of stations in compliance with the Havana Treaty which was ratified last December. Many U. S. broadcasting stations have received serious interference in the past from Cuban and Mexican stations. The Havana Treaty provides channels of their own for the Cuban and Mexican stations, thus eliminating this source of information. It is expected that the new U. S. reallocations will be made public by the Commission in Washington at the same time they are sent to the foreign governments.

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FCC HEAD IMPRESSED BY COLOR TELEVISION

At his first press conference after Labor Day, Chairman James L. Fly spoke with considerable enthusiasm about the laboratory development of color television by Columbia, a demonstration of which he had recently seen in New York. Chairman Fly also took occasion to say that he had been much pleased by the demonstration of 525-line television which he had seen at the Don Lee Laboratories in Los Angeles not long ago when he visited the West Coast. Altogether the Chairman revealed a very live interest in the progress which he said was now being made by the television engineers.

Mr. Fly remarked that to his lay mind, the Columbia images in color were a distinct improvement and he hoped the various engineers would get together to bring it to a perfect state. The Chairman said that there was no comparison between color and black and white television. Color gives more satisfaction and realism, also better definition and clarity, he felt.

Mr. Fly spoke of how different flowers showed up in comparison with black and white, that color gave quite a perspective. He said this was helpful to the television search for more detail. The color pictures, the speaker continued, were even and not jumpy. He said it was the first time the industry had hit on a method of using different colors on one frequency. Mr. Fly explained that only receivers with special equipment could get television in colors and that since the CBS was not in the business of manufacturing receivers, the experiment called for the cooperation of others. In fact, Mr. Fly hoped the whole industry would get together in the effort to perfect television.

The following clarifying statement with regard to the color television test which Chairman Fly had witnessed, was issued by the Columbia Broadcasting System:

"Columbia's announcement of its laboratory success in developing color television has been misinterpreted as a forecast by this company that it planned to broadcast color television programs by January 1 next. This misinterpretation apparently arises from the company's employment of the phrase 'commercial use' in opposition to 'laboratory development'. It was Columbia's intention to use the word 'commercial' in reference to the manufacture of receiving sets and transmitting equipment by commercial producers in those fields. In that sense, Columbia does hope that January 1st will see the beginning of, or at least substantial progress toward, the manufacture of such commercial equipment. Since Columbia is not itself a commercial manufacturer of television apparatus, it is not possible for this company to say how long it will take to begin actual marketing of the necessary devices.

"It should further be pointed out that while production of commercial equipment would enable numerous television broadcasters to avail themselves of the Columbia development, this does not necessarily mean that television broadcasting would be commercial in the sense of carrying sponsored programs, since no date has yet been set for such broadcast service."

CONFIDENCE IN STATION FOREIGN BROADCAST HANDLING

While the Federal Communications Commission will give further consideration to a request addressed to Commander T.A.M. Craven, then Acting Chairman, by Quincy Howe, Chairman of the American Civil Liberties Union, suggesting that all stations be required to make recordings of foreign language broadcasts, it was stated yesterday that the Commission has confidence in the ability of the stations themselves to handle this matter, that some already are making recordings of foreign broadcasts and that for the time being at least, the FCC will continue to let this question remain in the stations' hands.

Mr. Howe's letter follows:

"August 22, 1940.

Mr. T. A. M. Craven,
Federal Communications Commission,
New Post Office Building,
Washington, D. C.

Dear Mr. Craven:

We understand that Station WHIP has banned the German Hour Program of the Einheits Front. In cancelling the commercial broadcast, the Station stated that such action was taken 'because the German Hour as now being presented is of such controversial nature as to make it unacceptable to many Americans'.

The Council disapproves of the discussion of controversial matters on commercial programs. Such programs, as under the NAB code, should be handled on sustaining time with opportunity of discussion for other views.

The difficulty in dealing with foreign language broadcasts, however, is that it is often impossible to ascertain or prove what in fact has been said. Thus in the case of Station WHIP it is alleged that the German Hour, in advising the audience of the Chicago 'Keep America Out of War' meeting twice broadcast:

'I bring a pressing summons to all members and to all listeners to the United Front Radio Hour to do their duty by attending the great mass meeting in Soldiers Field. Entrance is free and the speakers are Col. Lindbergh and Senator Bennett Champ Clark. None dare or should fail.'

Whether the above quotation is an accurate report or translation cannot, as a practical matter, be conclusively proved even if scripts are supplied, since there is always the possibility of interpolation. It would seem to us that one way to meet the problem of foreign language broadcasts is by a regulation requiring stations to have recordings made of all such programs. Such a

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requirement would very likely, in our opinion, provide all interested persons and government agencies with a record of what was in fact broadcast.

"Because we deem this a vital matter, we sincerely request that hearings be held by the Commission to ascertain both the advisability and practicability of requiring recordings of foreign language broadcasts.

"Sincerely yours,

(Signed) Quincy Howe,
Chairman"

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ZENITH FIRST QUARTER ZOOMS

Zenith Radio Corporation reported for the first quarter of its fiscal year ended July 31, a consolidated operating profit of \$651,136, or \$1.32 a share after depreciation, taxes and reserves but before Federal income taxes.

This compared with profit of \$29,321, or 6 cents a share before Federal income taxes for the like 1939 quarter.

Commenting upon this, Commander E. F. McDonald, Jr., President, said that substantial shipments were made during August and unfilled orders on hand for September and October delivery give promise of a satisfactory volume of business for the current quarter.

"The company's new frequency modulation receivers were recently displayed at distributors' meetings and met with enthusiastic reception. It is expected that sales of these models will steadily increase as frequency modulation broadcasting becomes more general", Commander McDonald continued. "The company has made available to automobile manufacturers, with whom it has contracts, a new and revolutionary development in automobile receivers. This revolutionary receiver is about to be placed on the market by these manufacturers and will be first shown to the public at the New York Automobile Show. Substantial orders have already been placed with the company by automobile manufacturers for radios to be used in their new 1941 models and deliveries on auto radios embodying this new invention started in August."

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POLITICAL DEMANDS PUT BROADCASTERS ON SPOT

Between demands for free time by the Republicans every time the President makes a "non-political" speech, and the Hatch Act putting a ceiling on campaign expenditures, the broadcasters are on the spot. How much the parties will spend on radio is not known. Because of the payment of some old debts, the entire Republic campaign budget, Chairman Martin of the Republican National Committee, estimates, will be limited to \$1,550,000. The Hatch Act placed a limit of \$3,000,000 on each party's expenses.

Up to now the only important money in sight for the broadcasters is an hour's time which the Democrats have reserved for a final broadside on all networks at 11 P.M., the night before election. "Johnny" Johnstone, Democratic radio chief, believes the Democrats might spend as much as \$250,000, which is only about half as much as in 1936.

President Roosevelt as president and candidate this year, is in the same position as Mr. Hoover was in 1932. During the campaign period the latter made thirteen speeches which were broadcast, of which five were "non-political". The sustaining program speeches were the dedication of a statue to Cardinal Gibbons, the cornerstone laying of the new Post Office Department Building, a meeting of the American Bar Association, a Welfare and Relief Mobilization, all in Washington, and the Women's Conference on Child Welfare in New York. The remaining eight of President Hoover's speech broadcasts were paid for at commercial rates.

Time alone, not counting the cost of talent which would have to be paid, or such an item as \$3,000 which it cost the broadcasters to run long telephone lines into the National Parks for the President's last broadcasts, to say nothing of the traveling expenses of the announcers and engineers - just the time on the air of the three networks for a half an hour at night would be around \$30,000. Of course the broadcasters want to do everything they possibly can for Mr. Willkie if for no other reason than if elected he would be their next boss. On the other hand via the Federal Communications Commission, upon which a continuation of their licenses depends, Mr. Roosevelt is their present boss. And as one broadcaster sorrowfully remarked, "Besides any money we might lose on free presidential broadcasts, we have still a third boss who must be kept pleased - old Mr. John Q. Public."

So altogether up to the present writing at least, the broadcasters are not looking forward to the present campaign with any particular glee. Never in the history of the radio has there been any such bitter presidential contest as the present one promises to be. The others have been powder puff affairs compared to the fight between FDR and Mr. Willkie, and the men running the networks and the broadcasting stations will heave a large sigh of relief when it is over.

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WSPD STEPS UP TO 5 KW

Station WSPD, at Toledo, Ohio, of which John H. Ryan is the head, has been granted a license by the Federal Communications Commission to cover a construction permit to increase the power of the station from 1 to 5 kilowatts at night, also the installation of directional antenna for night use, and authority to determine operating power by direct measurement of antenna power.

WSPD, owned by The Fort Industry Co., is on 1340 kc., and up to this time has used 5 KW in the daytime only.

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SHIP SERVICE RADIOPHONE RULES REVISED

The Federal Communications Commission has modified its rules governing ship service to permit the use of the frequency 2638 kilocycles for telephone communications between vessels.

Allocation of this frequency is intended to relieve the congestion now existing on the present intership frequency 2738 kilocycles. It is in accord with the Inter-American Radiocommunications Arrangement, as revised this year at Santiago, Chile, at which the band 2634-2642 kilocycles was assigned to "Northern Zone" aeronautical and intership communication services, with the frequency 2638 kilocycles specifically designed for the latter.

The Commission rules were further modified to avoid interference between the two services by banning use of 2638 kilocycles on the inland waters of the United States, including the Great Lakes. The frequencies 2626 and 2640 kilocycles are used by stations in the aeronautical fixed service within the continental United States.

The number of ship radiotelephone stations has tripled in the past two years. Practically all of the now approximately 2,800 ship radiotelephone stations licensed by the Commission have been limited to transmission on 2738 kilocycles. This is the only frequency (except 2182 kilocycles safety frequency on the Great Lakes exclusively and certain ultra-high frequencies not extensively developed) which has been available heretofore for intership communication.

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James Stewart, the movie actor, has been authorized to install a transmitter in his plane.

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CAUTIONS WESTINGHOUSE LICENSE RENEWAL NOT PRECEDENT

Cautioning that its action must not be interpreted as a precedent for subsequent approval of broadcast station licensees disposing of their rights and privileges through contract, the Federal Communications Commission has granted applications of Westinghouse Electric and Manufacturing Co. for renewal of licenses of Stations WBZ and WBZA, at Boston, KYW, at Philadelphia, and KDKA at Pittsburgh.

These stations were among those which the Commission, on January 29, designated for hearing in the matter of contractual relations. Hearing on the Westinghouse stations, set for October 7, is now cancelled.

In its petition for reconsideration and grant of the renewal applications without hearing, Westinghouse alleged that it has held operating licenses for these stations for more than 18 years, and as "the pioneer" in the development of broadcasting has continued its interest and research therein; that prior to Commission's decision to hold hearing the company considered the desirability of terminating its agreement with the National Broadcasting Co., and did so as of July 1; that Westinghouse now supplies its own programs for local broadcasting and has a new arrangement with National on the usual station affiliation basis for network programs.

The Westinghouse International Short Wave Station WPIT in Pittsburgh shortly will be moved to Boston as one of the steps being undertaken by Westinghouse to improve transmission of short wave programs to the countries of Latin America.

While no definite date had been set for the transfer, short wave broadcasts on WPIT's six frequencies will be heard from the new location sometime this Fall. WPIT is beamed on Latin America during 13 hours of its present 16-hour broadcasting day. It was pointed out that engineering tests have conclusively shown that transmission starting from salt water sites is far more effective than transmission from an inland location.

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UNSOLD MILLIONS

These figures with regard to farm radio are furnished by Radio Today:

Total occupied farms	6,500,000
Farms without radios	4,000,000
Total electrified farms	1,786,000
Farm population	32,000,000

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TO INVESTIGATE FM NETWORK POSSIBILITY

Plans for the establishment of a special frequency modulation (FM) network on a nationwide scale took another step forward this week following a meeting of representative broadcasters held in Chicago.

Attended by radio executives from territories embracing many of the country's greatest cities, this meeting voted to conduct an exploratory investigation on the feasibility of programming a group of FM stations in selected markets with national programs. A committee of seven was named to supervise such an investigation.

Its members comprise John Shepard, 3rd, of The Yankee Network, Boston; William Way, KVOO, Tulsa, Okla.; Elzey Roberts, KXOK, St. Louis, Mo.; Walter Damm, WFMJ, Milwaukee, Wis.; Harry Stone, WSM, Nashville, Tenn.; Gordon Gray, WSJS, Winston-Salem, N.C.; and H. L. Pettey, Los Angeles.

A survey conducted by FM Broadcasters, Inc., in the past few weeks reveals that a considerable assortment of FM receivers, most of them of the combination type with both standard broadcast and the new system, are to be produced by 14 radio manufacturers. These include Ansley, Emerson, Farnsworth, Freed-Eisemann, General Electric, Hallicrafters, Hammarlund, National, Philharmonic, Pilot, Scott, Stewart-Warner, Stromberg-Carlson and Zenith.

Noteworthy is the general price range, extending from \$50 "adapter" units, through the \$75-to-\$100 combination receivers, up to the custom-built, top-price sets that sell in the starry realms around \$600.

The first community in the Chicago area to adopt frequency modulation for emergency communication purposes is the City of Maywood, Ill. Early this Fall, a new two-way General Electric FM communication system for the police of Maywood will go into operation.

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HOW BATTLES MAY BE REPORTED

Judging from a BBC broadcast heard over WOR-Mutual recently, the English are employing the same technique of delayed recorded broadcasts WOR itself uses so effectively. On a recent Sunday broadcast about two minutes at the end of the program were devoted to an on-the-spot description of the drowning of a Nazi Messerschmidt plane by British anti-aircraft fire. The two minutes were obviously recorded by a mobile unit and then played as part of the regular news broadcast. The English announcer, however, did not explain where or when the incident was observed.

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ARMY MANEUVERS VIA MOBILE PICKUPS

The mobile unit of Station WLW in Cincinnati has just completed a series of instantaneous transcriptions at the First Army maneuvers held in Upper New York, near Ogdensburg.

The special events series, made 750 miles away from Cincinnati, was directed by Jerry Branch, Technical Advisor to James D. Shouse, Vice-President of the Crosley Corporation in charge of broadcasting.

The recordings were broadcast nightly by Station WLW upon receipt. The most interesting features of the maneuvers were described. In a bulletin of the Public Relations Division of the First Army, was this comment: "With the ability to dash to any scene of action, the WLW mobile unit makes it possible for the millions of WLW listeners to hear the realism of military operations."

Among the recordings were exciting accounts of dive bombing, Army engineers constructing a pontoon bridge under gunfire, roaring attacks by fleets of tanks, and actual demonstrations of the mechanized streamlined division's capabilities, with the motto, "Not a Man Marches".

From the Army's standpoint, it was said, the test was gratifying in that it showed the important part radio mobile units can play when operating in conjunction with the Army in a national emergency.

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SHORT-WAVE DIATHERMY DEVICE BRINGS COMPLAINT

Alleging misrepresentation in the sale of an electrical device designated as "Atlas Short Wave Diathermy" advertised for use in the treatment of certain diseases, the Federal Trade Commission has issued a complaint against Jacob L. Goldman, alias J. L. Coleman, trading as Atlas Health Appliance Company, 2430 West Sixth Street, Los Angeles, California.

The complaint alleges that in addition the respondent has disseminated false advertisements in that the advertisements of its device fail to reveal that its use under the conditions prescribed in the advertisements or under such conditions as are customary or usual, may result in serious and irreparable injury to health.

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TRADE NOTES

R.C.A. Communications has been granted temporary authority by the Federal Communications Commission to communicate with Administration of Posts and Telecommunications, Stations OPL and OPM at Leopoldville, Belgian Congo.

WMCA's series of broadcasts designed to promote international interest in the formation of a union of world-wide democracies is being rebroadcast by special recording to Europe, South America and Canada through the facilities of the World Wide Broadcasting Foundation.

The processes entailed in the manufacture of the radio tube will be outlined on the "Visiting Kentucky's Industries" broadcast at 4:30 P.M., EST, over WLW on Sunday, September 8. The program will originate at the Kenrad Tube and Lamp Corporation, Owensboro, Ky.

E. Arthur Baldwin and Otto Pruessman have retired as Vice-Presidents and European and Far Eastern Managers of the International General Electric Company.

Tom Flanagan, formerly of Time Magazine, has been appointed Magazine Division Manager of Columbia's (CBS) Publicity Department.

Pilot Portable Radio is advertising "Only one cent per hour - Lowest battery operating cost."

W2XYO, Mackay Radio & Telegraph Company, has been granted temporary authority to operate an experimental station at Brentwood, N.Y., using frequency 159525 kc., and 80 watts power.

The National Broadcasting Company has announced the addition of the 199th station to its networks - Station WSFA, Montgomery, Alabama.

For some time WOR has been signing on and off the air with the "Star Spangled Banner". Looking for an appropriate announcement to go with the twice daily playing of the National Anthem, the station's officials wanted something that would be in keeping with the spirit of these times, yet not blatantly patriotic. So WOR will now follow its morning rendition of the Anthem with the greeting "Good Morning, America!" and at night with "Good Night, America!"

WARNER BROS. STATION SIGNS NEW ASCAP DEAL

Station KFWB, Los Angeles, owned by Warner Bros. Pictures, Inc., has signed a new five-year music license with the American Society of Composers, Authors and Publishers.

The contract, negotiated by Harry Maizlish, General Manager of KFWB, and John G. Paine, General Manager of ASCAP, embraces the new terms recently announced by the Society, granting substantial reductions to individual radio stations.

In announcing the signing of the deal, Maizlish stated:

"Warner Bros., as producers of motion pictures, as operators of theatres, and Station KFWB, have come to know pretty well what the public wants in the way of entertainment. Music is a primary essential. We know ASCAP has the music that the public wants, and we will give the public what it wants.

"Aside from our obligations under the broadcasting license granted to us by the FCC, which requires a station to operate in the public interest, we consider it only good business to supply the demands of the people. Warners have always maintained this policy in their motion picture and theatre activities, and they are following the same idea in the operation of KFWB.

"We're out to hold and increase our listeners and that's why we've signed with ASCAP."

Paine, commenting on the deal, said, in part:

"Through the signing of this contract by KFWB, the public in the Los Angeles area, one of the most important territories of the country, will continue to get the best in music. What is also very important, advertisers are assured of unlimited cooperation in preparing their programs and thus given an adequate contact with a large buying public."

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RADIO BILLINGS UP IN AUGUST

National Broadcasting Company billings in August totaled \$3,738,262, an increase of 12.9 percent over August of last year. For the first eight months the figure was \$32,128,576, a 10 percent rise over the like period of 1939. Billings of the Columbia Broadcasting Company in August amounted to \$2,875,657, up 22.8 percent. The total for the first eight months was \$26,404,427, a rise of 22.2 percent. Mutual billings last month totaled \$227,865, a 10.9 percent gain over last year. The cumulative total was \$2,494,370, an increase of 21.9 percent.

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September 10, 1940.

WILLKIE'S F.D.R. CHALLENGE RECALLS 1936 ATTEMPT

Wendell Willkie's invitation to President Roosevelt to debate brings to mind the attempt Senator Arthur H. Vandenberg, of Michigan, made to do the same thing with Mr. Roosevelt in a radiobroadcast from Chicago by using electrically transcribed reproductions of quotations from earlier addresses by the President. In theory the idea seemed perfect but as it worked out, the broadcast in its day created almost as much of a sensation, and in certain quarters as much indignation, as did Orson Welles the night he had the Martians landing in New Jersey.

It was in the heat of the 1936 presidential campaign and the thing started as a press agent stunt. Recordings of excerpts were secured from President Roosevelt's inaugural address of 1933 and his speech of acceptance of 1932 reproducing Roosevelt's voice. The idea was to play one of these excerpts on a phonograph to be answered by Senator Vandenberg in person. Then play another, and Mr. Vandenberg answer that, and so on, - all to be broadcast as a debate, though explained to the public that it was not the President actually speaking but a recording.

However, the Columbia Broadcasting System sat down on the idea flatly, refusing to put the recording on the air. Nevertheless those in charge of the broadcast went ahead with their plans just the same, being careful not to inform Senator Vandenberg that the network had offered any objection. It was the network's understanding that it was simply to be a speech by Mr. Vandenberg but the conspirators had a phonograph hidden behind a curtain on the stage near a microphone.

There were some introductory remarks by Senator Vandenberg the night of the broadcast who referred to something in one of President Roosevelt's speeches and then turning towards the phonograph, which, of course, the audience couldn't see, said: "Let's hear exactly what the President did say." Whereupon the voice of President Roosevelt boomed out from the phonograph. This procedure was repeated. The Senator via the phonograph would have Mr. Roosevelt make certain remarks and then would answer them.

The procedure was all clear to the audience but over the air it almost caused a riot. Everybody seemed to get the same idea to tell somebody else about it over the telephone. The result was that when Columbia broadcasting officials in New York and Washington tried to communicate with Chicago to have the broadcast cut off, and when Chicago tried to get New York, nobody could get anybody because all the telephone switchboards were jammed. One version of the story was that when Columbia refused to make the broadcast, those in charge went ahead with it not expecting to

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get away with it but only to get the publicity from having the broadcast cut off.

When Harry C. Butcher, Vice-President of the Columbia Broadcasting System in Washington, heard the President's voice from the phonograph, his head hit the ceiling because there had been a long standing rule that no electrically transcribed records should be broadcast.

"I tried to get New York but all the telephone wires were jammed with calls", Mr. Butcher said, recalling the incident. "It was a regular telephone blitzkrieg. I learned later that in our New York offices far from being able to talk to Chicago, our people couldn't even talk to each other from the different floors of their building.

"That was the night I started smoking again after having been on the wagon for three years. It was the worst mess I ever saw."

Some of the stations cut off the broadcast on their own initiative but, generally speaking, it is believed that most of the broadcast got through. There were, of course, immediate explanations on the part of Columbia to the Federal Communications Commission and apologies to the President but it was quite awhile before the incident was considered officially closed.

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U.S. SETS 2ND IN PORTUGUESE E. AFRICA

Portuguese East Africa offers a small but steady demand for radio receivers, the American Consulate, Lourenco Marques, advises. The principal American and foreign radio manufacturers are represented by local agents at Lourenco Marques and Beira. According to latest official statistics, 2,910 receiving sets are registered for license purposes. Of this number, a Dutch product leads with 743 sets, two American makes are next with 396 and 292 sets, respectively, a British product is fourth with 278 sets, and another American make is fifth with 246 sets.

Imports of radio receiving sets in 1938 totaled 1,078, being supplied by the following countries: United States 393, Netherlands 495, Germany 86, United Kingdom 70, and all others 34. All sets and parts are imported as there is no local manufacture.

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FCC BACKS PAYNE IN TEXAS REVOCATION

The Federal Communications Commission has affirmed the recommendation of Commissioner Payne to revoke the license of Eagle Broadcasting Co., Inc. (KGFI), Brownsville, Texas, as follows:

"Upon consideration of all the facts of record, the Commission concludes in its Proposed Findings that the respondent, Eagle Broadcasting Company, Inc., licensee of Station KGFI, on October 10, 1938, without the consent in writing of this Commission transferred and delivered to James G. Ulmer and M. D. Gallagher, their heirs, successors and assigns, complete and exclusive possession, management, operation and control of said station, and also assigned and transferred to them all of the rights theretofore granted to the licensee corporation in and by the terms of the station license, in violation of Section 310(b) of the Communications Act of 1934 as amended and the Rules and Regulations of the Commission. . . .

"The respondent corporation failed to file with the Commission the said contract with James G. Ulmer and M. D. Gallagher, or other information, affecting and concerning the ownership, operation and control of Station KGFI, as required by, and in violation of, the Rules and Regulations of the Commission. . . . Such acts and conduct on the part of the respondent constitute grounds for revocation of the license to operate said Station KGFI, issued by this Commission to the Eagle Broadcasting Co., Inc. In view of the foregoing, the revocation order heretofore entered in this matter on the 22nd day of March, 1940, should be affirmed."

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TEXAS DAILIES OPERATE STATION KGKO JOINTLY

The Dallas Morning News and the Fort Worth Star-Telegram assumed joint operation of Station KGKO, Fort Worth, following the purchase of half-interest in the KGKO Broadcasting Corp. from the Star-Telegram by the News. The two papers have shared the 800-kilocycle channel on WFAA-WBAP almost continuously since 1922.

Officers of the KGKO Broadcasting Corp., representing the newspapers, include: Chairman of the Board, G. B. Dealey, Chairman of the Board of the News; President, Amon G. Carter, President of the Star-Telegram; Vice-Presidents, E. M. (Ted) Dealey, President of the News, and B. N. Honea, Vice-President and General Manager of the Star-Telegram; Treasurer, James M. Moroney, Vice-President and Secretary of the News; Secretary, Harold V. Hough, Treasurer and Circulation Manager of the Star-Telegram. Mr. Moroney and Mr. Hough will supervise the radio properties of their newspapers in their respective cities.

Martin E. Campbell, former General Manager of WFAA, and Sales Manager of WFAA-WBAP, is now Managing Director of WFAA-WBAP and KGKO.

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NAB BULLETIN RESENTED

When it became known that the War Department had appropriated \$250,000 for advertising in newspapers and farm papers to promote Army recruiting, some of the leaders of organized broadcasting became excited, the Editor & Publisher says in an editorial. They went to Washington and told the Department that they didn't want any compensation for radio's recruiting announcements, but believed that the earmarking of funds for other media, with radio omitted, put radio at a competitive disadvantage; that the Army's preference would be used as proof that newspapers were a superior medium.

"That's silly enough, by itself," the editorial continues, "but the Aug. 24 bulletin of the National Association of Broadcasters adds this:

"... evidently radio operators have a more generous patriotic sense than have newspaper publishers because it was stated that at no time had the War Department been asked to purchase radio advertising time for recruiting or national defense purposes."

"Editor & Publisher advocated some weeks ago that the Department provide funds for newspaper advertising in the interests of recruiting. So far as we know, no official representative of any newspaper or newspapers did likewise. And from what we have since learned, the appropriation had been determined, but not announced, prior to our editorial. In our own mind - concerning which we are competent to speak - there was no question of patriotism.

"We believed that display space in newspapers would do for the Army what it has done for others who have used it intelligently, deliver the goods more quickly and economically than any other medium.

"We still think so. We'll also stack the thousands of columns given by newspapers to all phases of national defense, as a test of patriotism, against the 30-second trailing announcements for recruiting donated by the broadcasters - if such a test weren't asinine from either standpoint. There isn't any question of relative patriotism between press and radio. Each has its function in the promotion of national defense.

"We'd feel better if we heard that the next bulletin of the N.A.B. had withdrawn the unwarranted slur on newspapers and called the incident closed."

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LOCAL NEED SAVES STATION; PAYNE DISSENTS

Rather than deprive a community of its only local broadcast station, and because previously offending licensees are now acting in good faith, the Federal Communications Commission has rescinded an order of revocation in the case of Station KAND, operated by the Navarro Broadcasting Association, Corsicana, Texas, Commissioner George Henry Payne issued a dissenting opinion.

The revocation order was issued last February, at which time it was disclosed that the station misrepresented their intentions as to the financing, construction, control and operation of the station in securing their original construction permit and station license. In addition, it was found that they transferred the rights granted them to James G. Ulmer and Roy G. Terry without Commission consent. "These facts taken alone would support an affirmation of the Commission's Order of Revocation", observes the Commission in its Decision and Order. However, balancing factors in the record lead the Commission to be lenient.

"I disagree with the action taken by the Commission in dismissing the revocation order in the Navarro Broadcasting Association case issued on February 7, 1940", Commissioner Payne said in dissenting. "In my opinion the charges made by the Commission in this order are fully established by the record of the hearing at which I presided. Nothing has happened since the hearing to change my mind.

"This case is not so dissimilar from the Eagle Broadcasting Company, Inc., case, Station KGFI, Brownsville, Texas, in which the Commission affirmed the revocation order, as to justify contrary action.

"If J. C. West and Frederick Slauson were animated by good faith they would have filed voluntarily the contract of September 14, 1937, between themselves and Ulmer, covering the operation of Station KAND. This they failed to do. With the dismissal of the revocation order these people who, in my opinion, have been guilty of many infringements of the Act and regulations, go scotfree.

"The decision of the Commission in the Westinghouse case this week, from which I also dissented and which has been followed in the present case, is in my opinion a very bad precedent and may give the Commission a great deal of perturbation in the future."

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St. Louis University at St. Louis, Missouri, has applied to the Federal Communications Commission for a construction permit for a new high frequency broadcast station to be operated on 44300 kilocycles, coverage 13500 square miles, population 1,682,500.

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CONTINUED TELEVISION INTEREST OF FCC CHAIRMAN INDICATED

That Chairman James L. Fly is still giving particular thought to television development was indicated by the fact that this subject again dominated his weekly informal press conference. Chairman Fly said that the National Television Systems Committee will view a color television demonstration when they meet in New York City Tuesday, September 17. The Commission was invited to attend this meeting but will not be able to do so because the date happens to fall on a regular meeting day of the FCC. However, Commander E. K. Jett, Chief Engineer of the Commission, and Commissioner George Henry Payne, the latter happening to be in New York at that time, may go.

Chairman Fly said he didn't think the Commission as a whole should make another trip to see television just now but does think that later some members, or all, should see subsequent technical developments. Replying to an inquiry as to what sort of developments these might be, the Chairman said that he wasn't exactly sure but he thought they would involve RCA experimentation with more lines, Dumont developments of retentive tubes, and possible developments at Philco and General Electric. Mr. Gly said he hadn't talked over with the other Commissioners such a proposal but might want to make an inspection trip during the month.

Asked if there had been any reaction to his suggestion about the motion picture people coordinating with the television industry in the latter's programs, the Chairman said he had discussed the subject with one or two motion picture people out West and they seemed interested. When asked why no television applications had been received from the moving picture people, the Chairman ascribed the chief reason as being the same as with a lot of others - no commercial television operation as yet. What he wanted was for all people interested to move in and help develop television.

Someone wanted to know if the advent of color would make any difference in the television standards which might be adopted and would it mean that black and white would not now be countenanced. The Chairman asserted that the question had not come down to that and he would be surprised if there was any move to do away with black and white. He said it was more of a question of how good black and white could be made and how practical color is. As to standards, Mr. Fly declared all seemed pretty well agreed that the FCC was "righter than we knew" in not months ago bolting down the standards then offered. He said the industry was now making practical studies and going places,

In answer to an inquiry about the added cost in color, Chairman Fly replied that he had understood Dr. Goldmark's (of CBS) statements as indicating 10 or 15% difference on a \$300 set, perhaps only 10%. Mr. Fly warned those attending the conference that he doesn't know how feasible color television is and doesn't pretend to say when and if it can be used. He just didn't know but said what he had seen aroused his interest and enthusiasm.

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9/10/40

PUBLIC INTEREST ONLY FCC PROGRAM STRIKE CONCERN

Until the public interest is jeopardized, the Federal Communications Commission will take no hand in the controversy and threatened strike of performers, singers and announcers appearing on sustaining programs. Even then the FCC, which has no power of censorship and does not concern itself with programs, would probably move with considerable caution to keep from becoming involved in a labor dispute.

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"GAIT" TAYLOR DIES

Following an illness of several months, F. Gaither "Gait" Taylor, 38 years old, former advertising manager of Broadcasting Magazine, died at 1:30 o'clock Thursday morning last at the Glendale Sanitarium in Glendale, Md.

Mr. Taylor, born in Terre Haute, Ind., and a graduate of Wiley High School, formerly had been a member of the advertising staff of the Terre Haute Tribune for nearly ten years.

After leaving there, he joined the advertising staff of Station WMT in Waterloo, Iowa, and then served as Advertising Manager of Broadcasting. During the last two years, he had been Manager of the Radio Division of the Advertising Department for Variety Magazine, with headquarters in Washington, D. C.

Surviving are the widow, Diana; one daughter, Diane; three sisters, Mrs. J. H. Cusick and Mrs. J. Donald Caldwell, both of Terre Haute, and Mrs. Thomas Crodian of Crawfordsville, Ind; two brothers, Joseph of Miami, Fla., and Myron of Sarasota, Fla., and the parents, Mr. and Mrs. A. R. Taylor, also of Sarasota.

The burial was in Roselawn Cemetery at Mr. Taylor's old home in Terre Haute last Saturday.

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The Federal Communications Commission granted the application of Worcester Broadcasting Corp., for a new station at San Diego, Calif., to operate on the frequency 1420 kilocycles with power of 250 watts, unlimited time.

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FCC EXTENDS CHAIN BROADCASTING BRIEFS TIME

To meet the request of the major networks for more time in which to file briefs in connection with the Federal Communications Commission committee report on chain broadcasting, the Commission has announced that the time originally set for receiving such briefs (September 15) will be extended until October 25.

This was upon consideration of the requests of the National Broadcasting Company and the Columbia Broadcasting System, which asked that the time be extended to December 15 and December 1 respectively, and the Independent Radio Network Affiliates, which also asked for more time. These networks stated that the committee report, submitted to the Commission on June 12, is so voluminous that considerable study of its 1300 pages and of the record itself is necessary before briefs can be compiled to properly cover the subject and adequately represent their views.

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RUMANIANS HEAR MINISTER'S FATE OVER RADIO

Sudden changes in the government of distant Rumania, sending King Carol II and his red-haired friend, Magda Lupescu, to Switzerland in hasty exit, had their repercussions in Washington yesterday (Sept. 9).

Attaches of the Rumanian Legation were listening with interest Monday night to a news broadcast from Bucharest. The Columbia Broadcasting System reporter, Spencer Williams, was describing changes that have taken place in the three days since iron-willed Gen. Ion Antonescuc secured power in Rumania, installing Prince Mihai as nominal ruler.

Suddenly the group around the radio heard words that threw them into consternation. The radio reporter told his listeners that Radu Irimescu, Rumanian Minister to Washington, had been recalled, together with the Envoys to a half a dozen other capitals in a general shakeup of the diplomatic corps.

A Washington Post reporter arriving at the Legation a few minutes later found the staff nervous, worried and inclined to caution. A secretary, who was so moved by the news he had heard that he asked that his name be withheld, said that no official confirmation had been received.

Radu Irimescu, a Legation Attache said, was in the country for the day and could not be reached. The Military Attache, Col. Dumitru Petrescu, who is an honorary aide de camp to Carol, had no confirmation of the news broadcast. Mr. Iremescu, strong-jawed and forceful in manner, has represented Rumania in this country since April 1938.

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: : : :
 : : : : TRADE NOTES : : : :
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E. K. Cohan, Director of Engineering of the Columbia Broadcasting System, tells about the new 50,000-watt transmitter being constructed for WABC, CBS's key station in New York City, when he is guest speaker on "Adventures in Science", Thursday, Sept. 12 (CBS, not WABC, 3:00 P.M., EST).

The Navy approved plans this week for seven schools in six naval district to train 4000 radiomen and signalmen in the U. S. Naval Reserve. Applicants, from 17 to 35 years old, will enlist in the reserve on an active duty status with pay while undergoing four months of training.

Station WGN at Chicago has applied for a modification of construction permit for a new relay broadcast station, to change frequencies to 156750, 158400, 159300, 161100 kilocycles in accordance with new Group I frequencies, and to extend commencement and completion dates from 6/27/40 and 12/27/40 to 10 days after grant and 60 days thereafter.

Jennings Pierce, who has directed agricultural and educational programs for the Western Division of the National Broadcasting Company since they originated nine years ago, received an Honorary State Farmer award at the California State Fair in Sacramento Friday of last week.

A license has been applied for by Station WRNL, Richmond Radio Corporation, Richmond, Va., to cover construction permit for new transmitter, installation of directional antenna for day and night use, increase in power, and change in hours of operation (880 kc.); also authority to determine operating power by direct measurement of antenna power (880 kc.).

George R. Clapp, formerly Program Director of WENY, Elmira, N.Y., has joined the Mutual network's program staff.

The Federal Communications Commission has suspended the amateur radio operator license of Louis Raymond Choiniere, Holyoke, Mass., for a period of three months, for "deceptive tactics" in broadcasting music and singing in "deliberate violation" of certain rules governing amateur stations.

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CUTLER NEW NBC DIRECTOR; EGNER V-P

Bertram Cutler, a Director of the Radio Corporation last Friday was elected a member of the Board of Directors of the National Broadcasting Company. Mr. Cutler, in addition to membership on the Board of the New York Central Railroad, participates in the direction of four other railroad companies. He also is a Director of the Equitable Life Assurance Society of New York, the Merchants Fire Assurance Corporation, and the Chase National Bank.

C. Lloyd Egner was elected a Vice-President of the NBC at its regular monthly meeting. Mr. Egner's elevation to the vice-presidency marks the growing importance of the NBC Radio-Recording Division, which he has headed since its establishment in 1934.

Mr. Egner was Manager of Record and Recording Sales for the RCA Manufacturing Company in Camden before joining NBC. He has made NBC's Radio Recording Division one of the world's largest transcription services. Under Mr. Egner's management the transcription service has grown until today the Radio-Recording Division's Thesaurus, a library service of recorded music, is used by more than 225 stations in the United States, Canada and countries throughout the world.

Besides the Thesaurus, the Radio-Recording Division makes recordings of programs for national advertisers for spot and local sales campaigns. The division has a complete staff of writers, directors and production men capable of producing any type of transcription.

Last year the Radio-Recording Division introduced a new system of recording and reproducing transcriptions, known as the Orthacoustic. This system, is said to incorporate new and higher standards of sound recording from the microphone to the turntable.

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CORNELL LINKS WITH COLUMBIA

After more than twenty years of experience with operating an educational broadcasting station, Cornell University will expand this medium October 1. Its station, WHCU, recently named the principal Eastern university representative of the Columbia Broadcasting System, will also originate for the network programs of information and entertainment in which students and faculty will participate.

Operating during daytime hours, the campus studio will be augmented by another in downtown Ithaca, completed at a cost of about \$25,000.

The Cornell Radio Guild of more than 300 students will play a large part in the new program after preparation in basic courses in radio technique. Students in the communications department of the School of Electrical Engineering will fill most of the positions in the technical operation of the station as assistants to the regular engineering staff.

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9/10/40

NEW FACSIMILE PATENTS FOR FINCH

William G. H. Finch, President of Finch Telecommunications, Inc., Passaic, N.J., manufacturers of facsimile equipment, was awarded by the U. S. Patent office four additional patents on facsimile apparatus designed to increase the speed, efficiency and clarity of the process.

The granting of a multi-stylus or triple pen facsimile recorder patent doubles the speed of the process, Mr. Finch said. It is now possible to receive 22 square inches or 300 six-point-type words per minute. This is about five times the speed of a leased teletype, it was stated. Pictures, Maps and signed documents may be transmitted at the same high speed. The triple pen recorder when used through the application of frequency modulation, is capable of receiving the equivalent of eight tabloid newspaper pages an hour, simultaneously with sound programs.

The second and third patents issued to Mr. Finch cover the phase of radio facsimile synchronizing between the transmitter and receiver.

The fourth patent covers Mr. Finch's system of limiting the surges and recording signal level, thereby insuring high quality facsimile reproductions.

Mr. Finch also announced that the British government this week took over in its entirety the French contract for Finch equipment.

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WOR EXECUTIVES TO GIVE COLLEGE LECTURES

Julius F. Seebach, Jr., WOR Vice-President in Charge of Program Operations, and Charles W. Godwin, WOR Production Director, are among the guest lecturers to be heard during the Radio Survey and Station Practice Course to be held at City College in New York this Fall. The course is conducted by Seymour N. Siegel, Program Director of Municipal Station WNYC, and Dorothy N. Davids, former radio consultant to New York University.

During the semester, the City College radio students will also be taken on special guided tours of WOR's New York studios.

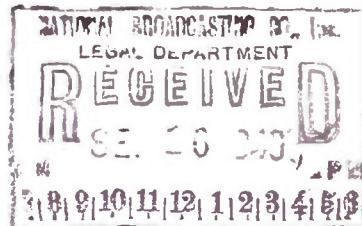
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2400 CALIFORNIA STREET

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No. 1265

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777 OF 862 STATIONS AFFECTED IN NORTH AMERICAN SHAKEUP

In conformity with provisions of the North American Regional Broadcasting Agreement, the Federal Communications Commission has filed with the State Department its proposed reallocation of frequencies in the standard broadcast band, to go into effect simultaneously with the pact March 29, 1941. The signatory governments are exchanging their respective tentative assignments for final check before making them operative.

Changes necessitated by the Havana agreement will affect 777 of the 862 radio stations now operating in the standard broadcast band (550 to 1600 kilocycles) in the United States. In shifting the United States frequencies the Commission plans but minimum alteration in the present broadcast service.

Here, in general, is how the domestic shift will be accomplished:

Stations now operating on channels of from 550 to 720 kilocycles will retain their present assignments.

Stations operating between 740 and 780 kilocycles will move up 10 kilocycles (which is the engineering equivalent to one channel).

Stations using from 790 to 870 kilocycles will move up 20 kilocycles (two channels).

Stations between 880 and 1450 kilocycles will generally advance 30 kilocycles (three channels).

Clear channel stations will shift from 1460-1490 kilocycles to 1500-1530 kilocycles.

Local stations now on 1500 kilocycles will move down one channel - to 1490 kilocycles.

The chief noticeable difference to the average listener will be that his favorite station above 730 kilocycles will occupy a slightly different place on his receiver dial - usually higher. Receivers with push-button tuning will have to have these controls readjusted for all stations higher on the dial than WLW or WGN. This can be done at any time after March 29th next. It will take only a few minutes to make the necessary readjustments. Otherwise, the general tuning-in process will be no different than at present. The extent of the broadcast band remains the same and station service is unchanged.

However, the correlated shifting of the frequencies of some 100 broadcast stations in Canada, and of numerous stations in Mexico and Cuba will serve to eliminate in considerable measure the long-complained of interference from these sources, and thereby improve broadcast reception in the North American continent generally. Interference from Mexican and Cuban stations has been particularly objectionable to the rural listeners.

For one thing, certain obnoxious broadcast stations on the Mexican border are to be eliminated. These stations are largely run by persons denied the use of frequencies in the United States. They have featured the types of programs which caused them to be eliminated from the United States scene. The Havana pact contains no provision for the continued operation of these high-powered stations just across the border.

The United States broadcaster, on his part, does not have to replace present transmission and other expensive equipment. His chief concern will be to change the quartz crystals which control a station's operating frequency. Though this is a small item, it will take some time to obtain the 2000 or more needed crystals from the comparatively few manufacturers who grind and calibrate them to order.

In carrying out the agreement, the Commission has made every effort "to preserve the broadcast structure in the United States so that minimum interference in frequency assignments would be required." Of course, blanket shifts were not possible in every instance, and certain stations had to be considered individually in their relation to the new set-up as a whole. When a considerable change in frequency was found imperative, the Commission's engineers have striven to provide a new assignment with less potential interference than exists on the present frequency, or the licensee is afforded opportunity to increase his power to maintain substantially his present service area. In making such general re-allocations, however, it is necessary for the Commission to amend its rules governing standard broadcast stations in some technical particulars.

By far the largest portion of the 777 stations which have to shift will be those stations which will move up 30 kilocycles. A breakdown of the effect of the change on the 862 standard broadcast stations follows:

<u>Change</u>	<u>Number of Stations Affected</u>
No change	85
Move up 10 kilocycles	20
Move up 20 kilocycles	26
Move up 30 kilocycles	614
Move up 40 kilocycles	25
Move down 10 kilocycles	64
Irregular shifts	28

Any broadcaster has until October 15th to register his views if he takes exception to his individual assignment.

The practical effect of the agreement is to establish principles paralleling the allocation and engineering standards put into effect by the Commission in 1939. In fact, the existing plan was drafted to meet the changes proposed in the then impending agreement. In preparation for reallocation, the Commission set all outstanding standard broadcast authorizations to expire October 1. This date is now extended to be coincident with the effective date of the Havana pact - March 29th next.

The treaty itself does not specify the changes which must be made in the operating frequencies of broadcast stations in the United States. Nor does it designate the operating assignment of individual stations. However, the assignment of certain classes of stations in Canada, Cuba, and Mexico very nearly controls the assignments in the United States.

It was particularly necessary to provide five clear channels for Mexico which, prior to the agreement, had no frequencies reserved for high power stations in the standard broadcast band. So, some changes in the allocation structure previously set up by the Commission was necessary.

Two clear channels were obtained by taking United States stations on the present 1010 kilocycle regional channel and the present 1180 kilocycle clear channel and reassigning these stations to different frequencies. Three additional channels were secured by shifting the frequencies of stations commencing with the 740 kilocycle clear channel to other channels - 10, 20 and 30, and in some cases 40, kilocycles above the channel now occupied. In this manner a clear channel is provided at 740 kilocycles, another at 800 kilocycles, and still another at 900 kilocycles. Thus, five channels are made available for use by Mexican stations. Canada provided an additional clear channel for Cuba.

Under the reassignments, the United States still retains six local channels. Its number of regional channels has been reduced from 42 to 41. On the other hand, its number of clear channels has increased from 44 to 59, and it can use 15 additional clear channels under certain restrictions set out in the treaty.

The compact is a mutual arrangement to allocate frequencies for the best public service in the countries involved and typifies the high spirit of cooperation among the participating nations. Under the arrangement, lists of proposed station assignments of these countries are exchanged in advance of the effective date of the agreement. This is done in order that any remaining technical problems may be worked out before actual operations begin.

Of particular concern to the United States listener is the indication that the domestic assignments as worked out by the Commission's engineers will mean a very material lessening of the interference which stations in this country now suffer from broadcasts emanating principally in Mexico and Cuba.

The North American Regional Broadcasting Agreement was reached at Havana on December 13, 1937. It was ratified by the four countries concerned. Formal filing by the fourth of these (Mexico) on March 29, 1940, confirmed the agreement and makes it operative one year from that date. Previously there was no real compact with respect to sharing of frequencies by the principal countries of this continent for the best mutual advantage.

The Commission stresses that the agreement should not, in any sense, be interpreted as creating any vested rights to broadcasters in the new frequencies thus established. That broadcast channels are public domain for use in the public interest, convenience and necessity is attested by statute and rule requirement that licenses are for limited terms and broadcasters are re-licensed at stated intervals only upon showing of proper public service.

The Commission entered an order further extending standard broadcast station authorizations expiring October 1, 1940, for an additional period ending March 29, 1941. This order, in connection with the North American reallocations, applies to all standard broadcasting station licensees and extends the expiration date of all such licenses for which applications for renewal have been filed. If an application for renewal for regular operation covering the period beyond August 1, 1940, has been filed, it will not be necessary to refile such application under the provisions of the Commission's order.

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FCC MOVES DOWN TO MEMPHIS

A nice little joy-ride is ahead of the Federal Communications when it holds a hearing October 28th at Memphis, Tenn., to look into the needs of radio-telephone communication on the Mississippi River and its tributaries.

The hearing is pursuant to action of the Commission on May 14th last in announcing suspension of action on all pending applications involving coastal radio stations in that area pending such hearing. The designated place of hearing is to meet the convenience of some 15 shipping companies, as well as other interested parties.

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BALTIMORE STATION UP TO 50 KW

The power of WBAL in Baltimore has been increased from 10 to 50 kilowatts and hereafter will operate on an unlimited time basis. Station WTIC at Hartford, which has been sharing time with Station WBAL on 1060 kc., will also be unlimited but will use the 1040 channel.

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ROOSEVELT BROTHERS ON OPPOSITE SIDES OF MUSICAL FENCE

A newspaper report tells of Franklin Roosevelt, Jr., having recently written the music for a new song, the words of which were written by someone else, which has been submitted to Broadcast Music, Inc.

In a release to all broadcasters sent out this week by the American Society of Composers, the information is given out that Elliott Roosevelt had declared his faith in ASCAP by signing a new contract to use their music effective as of January 1, 1941.

The letter sent out by John G. Paine, General Manager of ASCAP, follows:

"The early bird catches the worm! That's just as true today as it ever was. It's the boys who are self-starters who bring home the bacon.

"Elliott Roosevelt, of the Texas State Network, and Harry Maizlish, of KFWB, Los Angeles, are two outstanding go-getters who are on the job, while so many others are still asleep at the switch.

"They've signed the new contracts with ASCAP and are now lining up additional sponsors. Many others who have signed will also have a flying head start for the new year.

"ASCAP's responsibility to the public is our primary consideration. The public will get its music through these stations, and the great number of non-profit stations to whom we give licenses gratis. The public is smart. It knows that it can dial in and dial out -- and that a twist of the wrist will bring it the music it wants.

"New Year's Day is rapidly approaching. May we suggest that it is not too soon to start thinking about what you are going to use for music, and what you are going to use for profits beginning January 1st? And we don't mean promises of music and promises of profits.

"Meantime, I'd like to suggest that you refer to my letter of June 18th, in which we announced reductions involving substantial savings to most stations, plus clearance at the source.

"We will be pleased to work out your contract with you and to give you every cooperation to make 1941 your banner year."

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FACSIMILE STATIONS NUMBER SIXTEEN

According to a new listing published by the Federal Communications Commission, there are at present sixteen facsimile broadcast stations in the United States. They are as follows:

		<u>Frequency</u>	<u>Power</u>
Bamberger Broadcasting Service, Inc. New York, New York	W2XUP	25250 kc	100 w.
A. H. Belo Corporation, Dallas, Texas	W5XGR	25250	100 w.
The Cincinnati Times-Star Co., Cincinnati, Ohio	W8XVC	25175	100 w.
Courier-Journal and Louisville Times Company, N.E. of Eastwood, Kentucky	W9XWT	25250	500 w.
The Crosley Corporation, Cincinnati, Ohio	W8XUJ	25025	1 KW
William G. H. Finch, New York, New York	W2XBF	43740	1 KW
The National Life and Accident Insurance Company, Inc., Nashville, Tennessee	W4XIH	25250	1 KW
The Pulitzer Publishing Company, St. Louis, Missouri	W9XZY	25100	100 w.
Radio Pictures, Inc., Long Island City, New York	W2XR	43580	500 w.
Sparks-Withington Company, Jackson, Michigan	W8XUF	43900	100 w.
Star-Times Publishing Company, St. Louis, Missouri	W9XSP	25250	100 w.
Symons Broadcasting Co., Spokane, Washington	W7XSW	25150	100 w.
United Broadcasting Company, Cleveland, Ohio	W8XE	43620	100 w.
WBEN, Incorporated, Buffalo, New York	W8XA	43700	100 w.
WBNS, Incorporated, Columbus, Ohio	W8XUM	25200	100 w.
WOKO, Inc., Albany, New York	W2XWE	25050	500 w.

OMAHA-DENVER CABLES PROVIDES MORE NETWORK FACILITIES

Another link to relieve transcontinental telephone congestion and radio network program transmission is in prospect as a result of the Federal Communications Commission approving a joint application by the American Telephone and Telegraph Company and the Northwestern Bell Telephone Company for authority to install twin all-weather cables between Omaha, Nebr., and Denver, Colo., a distance of 660 miles.

This is the largest single project of its kind which has yet been approved by the Commission. Its estimated cost is \$7,635,000, of which amount \$4,825,000 will be for outside plant equipment and \$2,783,000 for carrier and associated equipment.

The dual Omaha-Denver cables will be plowed underground simultaneously except in metropolitan districts where they will be placed in underground conduit. This will protect the system against storms. Open-wire connections in this area are subject to ice accumulation, which has caused 19 serious interruptions to the existing out-door Omaha-Denver line in the last 12 years. The method of "plowing in" two cables at once has been but recently developed by the Bell System.

The proposed cable route would pass through Cheyenne, Wyo. It is understood that plans are being made for an extension from Cheyenne to Salt Lake City, Utah, and later to the Pacific Coast to further reinforce the transcontinental system.

It is proposed to install a large number of type K carrier systems on the Omaha-Denver link as the need arises. Each K system will provide 12 carrier channels on each two pairs of conductors. One pair in one of the cables will provide transmission in one direction, while the second pair in the second cable will afford transmission in the opposite direction. This system will operate on a frequency range of from approximately 12,000 to 60,000 cycles. These 12 channels may be employed for handling that many ordinary message telephone circuits, or for as many as 144 telegraph circuits. In operation each type K system would be likely to carry some telephone and some telegraph circuits. For radio network program transmission, two or three adjacent carrier channels may be combined to give a single high-quality program channel.

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NEW WESTINGHOUSE RADIO MANUFACTURING HEAD

L. O. Myhre has been appointed Manager of Manufacturing in the Radio Division of the Westinghouse Electric & Manufacturing Company, it has been announced by Walter Evans, Manager of the Division. Mr. Myhre goes to Baltimore to assume his new duties from Long Island City, N.Y., where he was Manager of Engineering and Manufacturing for the Westinghouse X-Ray Company.

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RADIOSONDE SERVICE EXPANDED

Since the audio-modulation type radio-sonde was originally developed by the Navy Department, it has been expanded to include 35 land and 10 shipboard stations, using more than 1,000 radiosondes per month, the National Bureau of Standards reports. The experiments by the Weather Bureau, Navy Department, and Coast Guard during 1938-39 showed the value of this method of radio sounding.

Despite the wide-spread dispersion of the stations in use, only about 4 percent of the radiosondes were in any degree damaged in shipment, and 95 percent of the soundings gave satisfactory records. An analysis of over 5,000 soundings shows that over 90 percent reached heights of 10 kilometers (6.21 miles) and 70 percent reached heights of 15 kilometers (9.32 miles). Laboratory and flight data on the performance of the radiosonde show that the pressure measurements are accurate within 5 millibars, the temperature measurements within 0.75° C down to -50° C, and the humidity measurements within 5-percent relative humidity when discounting the lag in response of the hair hygrometer.

Since the radiosonde was first used important improvements have been developed, such as the simplification of the transmitter, thermal insulation of the battery, refinement of the transmitter and temperature element, so that they can be manufactured to sufficiently close tolerances to eliminate the need for individual calibration, and use of an electric hygrometer for measuring relative humidity. The new instrument is already in service at nine Navy Department stations and has proved to be superior in performance to the older type.

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NAZI HATRED FOR ROOSEVELT TOLD BY COMMENTATOR

At press and radio conferences in Berlin, there were frequent attacks on President Roosevelt, according to Warren Irvin, a radio commentator of the British Broadcasting Company. Before going to London, Mr. Irvin spent eight months in Germany as Berlin commentator for an American radio chain.

"Indeed, I question whether the Nazis' hatred of Mr. Churchill is more intense than their hatred of the President", Mr. Irvin writes in "London Calling". "Some of them even admitted to me, at the time the 'phoney' Polish documents were handed out in Berlin last March, that the object was to embarrass the President and try to defeat him in the coming election campaign."

Mr. Irvin gave this interesting sidelight on Lord
Haw Haw:

"A familiar figure at the Berlin Radio Station was Joyce, known to you as Lord Haw-Haw - because, contrary to the general impression, Joyce doesn't speak from Bremen, he speaks from Berlin. Many of the programs announced as from Hamburg, Stuttgart and other points come actually from Berlin. Indeed, I've often suspected that some of the Nazi 'front programs' you may have heard, with their machine-guns, cannon, and other warlike trappings, are actually produced in the Berlin studio. The Nazis are perfectly capable of such tricks and are past-masters in the art of faking.

"But to get back to Joyce. Though he is the real Lord Haw-Haw, as everyone in Britain is now aware, he has understudies who play the role occasionally. One of them is Edward Dietze, the son of a German father and English mother. In the Berlin Radio Station one night, just after the London papers had disclosed Haw-Haw's identity, I heard Joyce say to Dietze: 'I think you'd better be Lord Haw-Haw tonight.'

"Near the speaking booths from which we used to talk is a small waiting room, a room which British tourists in Berlin may want to visit when the present war is over. Because on the wall of the waiting room hang caricatures of nearly all the Nazi speakers and there, among the rest, is Joyce as Lord Haw-Haw.

"For us, as Americans in Berlin, working conditions were anything but pleasant. One had constantly to be on one's guard against Nazi trickery. They were forever trying to palm off fictitious stories on us. A favorite device was to send German newspapermen around to whisper such stories to us 'confidentially' - but we soon caught on to this trick, and the Nazis met with little success. . . .

"While the correspondents were not subject to censorship, we (the radio commentators) were subject to three. The Nazis won't like my telling you this. It is supposed to be a deep, dark secret; because the Nazis are very anxious to make the world believe that there is no such thing as censorship of news coming from Berlin.

"The newspaper correspondents who 'play the game' are sure of being rewarded; but those who don't are almost equally sure of being disciplined. If the story of a foreign correspondent offends the Nazi powers-that-be, he may find that when next a party is taken on a trip to the front, there will be no room for him.

"Should this gentle hint prove insufficient, he may find that important stories are being handed out to his competitors some two or three hours before they get to him; and if this has no effect, the chances are either that he will be expelled from the country, or, when next he leaves on holiday, be refused a visa to return.

"With Americans, the latter method is favored. The Nazis don't like to expel American correspondents; such expulsions are given too much publicity. Besides, if they did so too often, the American Government might conceivably retaliate by ousting Nazi correspondents from the United States. And, as everyone knows, Nazi correspondents generally have other work to do besides gathering news."

::: _____ :::
 ::: TRADE NOTES :::
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First under the wire for special authority to broadcast election returns is Station WBAL, Baltimore. To do this Station WBAL asks to be allowed to operate simultaneously on the same wavelength with Station KTHS at Hot Springs, Ark., from 9 P.M., EST Tuesday, November 5, to 6 A.M., November 6.

Station KXOK, St. Louis, Missouri, will join the National Broadcasting Company January 1, 1941, replacing Station KWK, in St. Louis. At the same time NBC will add its 200th affiliate when Station KFRU, Columbia, Mo., joins the Blue Network.

The application of R. B. Eaton of Des Moines for a new television station has been designated for a hearing by the Federal Communications Commission.

In a canvass of 1,058 newspapers made by Editor & Publisher, 19.10 percent are for Roosevelt, 59.47 percent for Willkie and 21.43 percent neutral. Translated into circulation, 5,332,905 are for Roosevelt, 16,387,145 for Willkie and 6,198,821 neutral.

D. B. Van Houten, Manager of the Office Services Division of the General Service Department of the National Broadcasting Company has been named Acting Personnel Manager.

William Gerald Martin, formerly Executive Assistant Manager, has been appointed Manager of the Guest Relations Division, succeeding Charles Thurman, resigned.

George W. Klingman has jointed the WOR Engineering Department. In addition to his duties handling FM operation at WOR's New York Frequency Modulation station, he will also serve in the newly formed Research Division of WOR Engineering Department.

R.C.A. Communications, Inc., at Rocky Point, N. Y., has been granted authority by the Federal Communications Commission to operate an experimental station on the frequency 6950 kilocycles with 40 kilowatt maximum power, to communicate with amateur station WLYA at Crono, Maine, for the purpose of exchanging information incidental to receiving tests being carried out by the University of Maine on photo radiosynchronizing of related emissions.

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NEW FM APPLICATIONS INCREASE STEADILY

Filing of applications continues steadily for the many new FM stations that hope to begin operation around January 1, 1941, under the new commercial status which has been granted to this noise-free, natural-sounding method of broadcasting by the Federal Communications Commission, beginning on that date.

A total of 36 such applications now await action by the FCC, and the first licenses of the new variety are expected to be issued from Washington shortly.

The majority of the applications continue to be for higher powered stations in the 50,000-watt class, planned to cover large areas of population. Among more recent ones filed are the following:

St. Louis University, St. Louis, Mo. - 44.3 megacycles
 The A. S. Abell Co., Baltimore Md. (Baltimore Sun) - 44.3 meg.
 National Broadcasting Co., Chicago, Ill - 43.3 megacycles
 WDRC, Hartford, Conn. - 43.1 megacycles
 WJR, Detroit, Mich. - 43.7 megacycles
 Worcester Telegram Publishing Co., Worcester, Mass. - 43.1 meg.
 General Electric Co. - Schenectady, N.Y. - 43.9 megacycles

Other representative applications sent in to Washington during recent weeks include:

WHFC, Cicero, Ill - 47.5 megacycles
 Echo Park Evangelistic Association, Los Angeles, Calif. -
 45.5 megacycles
 American Broadcasting Co., Lexington, Ky. - 44.1 megacycles
 Don Lee Broadcasting System, Los Angeles, Calif - 43.5 meg.
 Pulitzer Publishing Co., St. Louis, Mo. - 43.5 megacycles
 Standard Broadcasting Co., Los Angeles, Calif. - 45.1 meg.
 Capitol Broadcasting Co., Inc., Schenectady, N.Y. - 43.5 meg.
 Walker & Downing Radio Corp., Pittsburgh, Pa. - 43.5 meg.

At least 100 more groups are known to be planning FM activity and, according to FM Broadcasters, Inc., at present are engaged in completing the necessary application forms which must be submitted to the government before a construction permit is approved and issued.

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FCC ATTORNEYS APPROVED

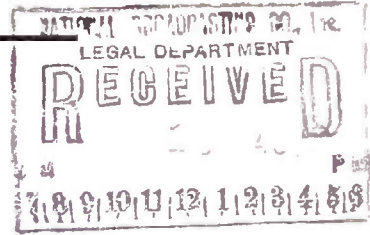
Applications for the following attorneys to practice before the Federal Communications Commission were approved by the Commission: Charles J. Bloch, Macon, Ga.; Kenneth W. Gemmill, New York City; Fred M. Glass, Washington, D. C., and V. W. Thomas, Pittsburgh, Pa.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



Handwritten:
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September 17, 1940.

SMALL PERCENT OF CONTINUITIES FOUND QUESTIONABLE

From the total of 635,843 commercial continuities examined by the Federal Trade Commission during the past fiscal year in script rendered by individual broadcasts, 14,274 were marked and set aside for investigation, or only 2.2 percent.

A breakdown of the 2 aforementioned figures further discloses that of the total individual station continuities examined, 96,140 were broadcast by 89 stations located in 14 cities or population centers of over 500,000 population. From such radio station commercial continuities, 2.97% were deemed sufficiently questionable in the initial scrutiny to warrant further investigation.

The analysis discloses data concerning the principal sources as to population centers of origin of those commercial continuities broadcast by individual radio stations (non-network broadcasts) which were marked and set aside as warranting further investigation.

The completed tabulation in table "A" below shows particulars representing each of 6 ranges of population groupings whose commercial continuities were included in the advertising surveys during the fiscal year.

TABLE "A" - COMMERCIAL CONTINUITIES (NON-NETWORK)
ANALYZED AS TO ORIGIN BY POPULATION GROUPINGS

Station Location as to Population Range	Total Continu- ities Examined	No. of Stations Repre- Sented	Total Cities Represent- ed
Over 500,000	96,140	89	14
250,000-499,999	89,639	72	26
100,000-249,999	96,602	84	42
50,000-99,999	102,679	103	76
25,000-49,999	91,235	108	100
Under 25,000	159,548	241	235
Total	635,843	697	493

The percentages and other statistics presented above relate only to the initiation of inquiry and are not necessarily representative of any final adverse action taken by the Commission.

Surveys of radio advertising were carried on during the fiscal year reported upon, on a selective and representative basis somewhat similar to the method followed in scrutinizing published advertisements.

In comparing this station data with other radio review information, or other methods of advertising dissemination, consideration should be given to these facts: Local and individual broadcasting stations are often linked a large part of their broadcast time into nation-wide or regional networks broadcasting the same advertising material. For the purpose of avoiding unnecessary duplication of review efforts in our advertising examinations, local individual stations do not render commercial continuities for such network programs, but only commercial continuities for such programs as may originate in their respective station studios. Thus, the network advertising broadcasts, and the markings of those questioned continuities selected from network announcements have been regularly reported upon as such in Commission releases. However, there is no data available which would permit an apportionment to the individual affiliated stations of those questioned commercial announcements which may have utilized the facilities of many individual stations during the course of their network dissemination.

Of the total 14,274 questioned commercial radio continuities marked from individual station broadcasts, during the fiscal year ending June 30, 1940, it is observed that 20.0% originated from broadcasts by individual stations located in cities of over 500,000 population.

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FCC CHAIRMAN WOULD FAVOR NEITHER PARTY

It was made clear by Chairman James L. Fly of the Federal Communications Commission that all political parties should have the same treatment over the radio. He said one of the worst forms of public service would be for broadcasters to favor one party over another - Democratic over Republican, or vice versa. Such a situation he believed would be very unfortunate. The Chairman remarked that this discussion got him back to his favorite thesis of radio as an instrument of democracy. Broadcasters should give balanced discussions and other service factual, reporting, but without editorial policy.

This came up in connection with a conference the FCC Chairman had had recently with the heads of the Communist Party as to the Communist broadcasting rights in the presidential campaign. Mr. Fly explained to them that the Commission was quite unable to tell any station under any circumstances to take any particular speech, although improper refusal might subsequently come up later as a question of public service.

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Mr. Fly said that he had also discussed the Communist matter with the broadcasters. The latter have had some differences and there has been some delay in arriving at a decision but it is expected they will soon be in a position to inform the FCC where they stand. Chairman Fly said the Commission doesn't want to take any arbitrary position. The Communists contended they were told to take the matter up with the broadcasters after the convention but now time is passing and the broadcasters have failed to act.

Questioned if the law didn't require every party to be given equal time on the radio, the Chairman pointed out that the statute says this is mandatory only if a legally qualified candidate is accorded time in the first place under which condition other legally qualified candidates for the same office can demand equal time. Asked if Republicans and Democrats paid for time, would the broadcasters be expected to give the Communists equal time for nothing, the Chairman replied that "unlike" facilities was not a point at issue.

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CALLS F. D. R. "SMOOTH RADIO VOICE" A "GOLD BRICK"

Wendell Willkie, charged with being more or less of a "bust" on the radio, took quite a shot in his Coffeyville speech at the radio charm supposed to be possessed by the President. Mr. Willkie, discussing the Battle of Britain said that with the burning of London not only is the city in flames but a philosophy is in flames and a way of life is in peril, and referring to Mr. Roosevelt added:

"And I wonder what stands between us and that calamity except a smooth radio voice offering us the gold brick of safety without sacrifice."

Mr. Willkie calling attention to the great power now possessed by the President declared that the latter could crack down on the radio stations if he desired to do so:

"Mr. Roosevelt now has power, among other things, to close all of our banks whenever he wishes; to change overnight the value of the money you and I carry in our pockets; to issue several billion dollars' worth of paper money on his own say-so; to close the stock exchanges. If he declared another emergency he could close all the broadcasting stations. He has declared 40 emergencies in the last seven years."

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DUNLAP LEAVES TIMES FOR RCA

After eighteen years as Radio Editor of the New York Times, starting in the infancy of radio and making the radio section of that paper what it is today, Orrin E. Dunlap, Jr. last week resigned from the Times to go with the Radio Corporation of America as head of the RCA Press Department. It is understood he had the offer under consideration since last June. He succeeds Horton H. Heath, who has been appointed RCA Director of Advertising and Publicity.

Mr. Dunlap is a "career man" in radio and the author of seven books, including the biography, "Marconi: The Man And His Wireless", and "The Outlook For Television". Associated with wireless since 1912, when he built an amateur station, he served as chief operator of the Marconi Wireless Telegraph Company aboard the S.S. OCTORORA in 1917.

During the World War he served as operator in the U. S. Navy, graduating from the U. S. Naval Radio School at Harvard as one of the three honor men in the class.

Mr. Dunlap was graduated from Colgate University in 1920 after which he attended the Harvard Graduate School of Business, specializing in advertising and marketing. After a year with the Hanff-Metzger Advertising Agency, he joined the staff of the New York Times as Radio Editor.

Also for several years he was corresponding editor in charge of radio for the Scientific American and Boy's Life. As a pioneer in amateur wireless, Mr. Dunlap was an early member of the American Radio Relay League, and has been a member of the Veteran Wireless Operators' Association and the Institute of Radio Engineers.

Mr. Dunlap has been a close student of television. After carefully looking over the field last year, the National Association of Broadcasters selected him to discuss that highly controversial subject at their annual meeting. Will H. Hays was chosen to speak for the movies. Next to David Sarnoff, Mr. Dunlap, in writing the Marconi book, probably kept more closely in touch with the inventor of radio than anyone in the United States. Mr. Dunlap's life of Marconi was the only biography the great scientist himself ever approved.

It has been said of Mr. Dunlap that he likewise could have made a great success as a financial writer. Another hobby which might have been developed is his natural ability as a cartoonist. Letters illustrated by his caricatures have long been a joy to his friends. He also has a very valuable collection of autographed photographs indicative of his contact with prominent men.

A la Wendell Willkie putting Rushville, Indiana, on the map, Mr. Dunlap has been a perpetual booster for his old home town of Niagara Falls, N. Y. He never misses going there for his vacation, where his father, Mr. Orrin E. Dunlap, Sr., veteran newspaper correspondent, still resides. Niagara was also the home of his wife who was formerly Miss Louise M. Leggett.

Some years ago this writer was in Chicago attending a radio convention with Mr. Dunlap. Henrici's Restaurant was suggested for dinner. As Dunlap, who had not been any too complimentary about some of the things he had seen in Chicago, entered Henrici's, he exclaimed: "This is a great place!" "How do you know?" he was asked. "You haven't eaten here yet." "How could I help but like it?" Mr. Dunlap exclaimed, as he laughingly pointed to a huge oil painting of Niagara Falls, covering the whole side of the wall behind the cashier's desk.

At that same convention in Chicago there was considerable indignation among radio editors and radio manufacturers because Mr. Dunlap had an exclusive story in the New York Times describing in detail the forthcoming year's development in radio sets when the whole thing was to have been a secret and not sprung until the day the show opened. The radio manufacturers declared they had guarded their exhibition closely and were sure no newspaper correspondent had seen the new sets. They couldn't understand how the thing had gotten out. Nevertheless Mr. Dunlap had it all in the Times the morning the show opened.

When pressed by this writer as to how he got the story, he laughed as he said: "There was nothing to it. All the public wanted to know was what was the latest thing in radio sets. In the convention number of the radio manufacturing trade papers, every manufacturer advertised the latest improvements he would display at the Chicago exhibition. All I had to do was to read these advertisements and there was my story."

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NO "CZAR" FOR DEFENSE COMMUNICATIONS COMMITTEE

Chairman James L. Fly of the Federal Communications Commission reiterated yesterday that the proposed Defense Communications Committee would be a planning agency and not an administrative agency. Asked if a single administrator was contemplated, the Chairman replied that no single "czar" representing either the Government or industry would have charge of this job.

"In fact such a step would be contrary to our democratic processes", Mr. Fly concluded. "The Defense Committee will represent both Government and industry and will not be headed by any one 'big gun'. Why should it?"

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NEW CAPITAL STATION SOON

The approximate date set for the opening of the new Washington, D. C. Station WINX is October 15th. There are now four stations in the Capital - WRC and WMAL of the National Broadcasting Company, WJSV, of Columbia Broadcasting System, and WOL of Mutual Broadcasting System. The new little brother will begin with 250 watts on 1310 kilocycles.

Lawrence J. Heller, President of the new station, has announced the appointment of Reggie Martin as General Manager. Calling itself the Washington radio station for Washingtonians, the new venture is already in its own building at Eighth and I Streets, N.W., in the heart of the business section of the city, and in possession of a synchronized booster on the American University campus.

Commenting on his new position this week, Mr. Martin said: "WINX will endeavor to render a service devoted exclusively to the interest of Washingtonians. It is our desire to cover in one way or another everything of importance which happens in the Capital's metropolitan area. We shall also attempt to offer a different type of program than is available on other local stations. We intend to give ample time to all civic matters and to encourage first class local talent."

Mr. Martin is a native of South Bend, Ind., where he started in radio. He attended the University of Chicago and has been associated with various Midwestern stations, including the Register and Tribune stations in Des Moines and with the Central States System in Nebraska. For the past two years as General Manager of Station WJNO, Palm Beach, Fla., he is familiar to sports fans throughout the country over the nation-wide networks.

The new station's service range is expected to be within a radius of 20 or 25 miles.

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GLIDERS GET PORTABLE-MOBILE STATION

Construction permits have been granted to the Airhoppers Gliding and Soaring Club for two new portable-mobile flying school stations. The first is to be used at any point where glider operations may be held and the second to be operated on various gliders while soaring over landing fields to communicate with portable-mobile flying school land station.

Both stations will operate on a frequency of 39060 kc., one with 15 watts power and the other with 2 watts power.

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NEW U.P. RADIO BUREAU HEAD

Hartzell Spence will reorganize and develop the United Press's Department of promotional activities. He will also continue as Manager of U.P.'s Special Service Bureau and Manager of Radio Shows, Inc., a U.P. subsidiary.

The Special Service Bureau and Radio Shows are by-product departments of U.P. for publishing and radio, respectively, handling special news, research service for Newsweek, Look and other publications and servicing such radio commentators as Lowell Thomas, H. V. Kaltenborn, Raymond Gram Swing and others. Mr. Spence has headed the Special Service Bureau for nearly two years and Radio Shows since last year.

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FLAYS NEWSPAPERS AND COMMENTATORS

Not mentioning Wendell Willkie, Representative Hamilton Fish (R.), of New York, blames newspapers and radio commentators for the defeat of his amendment which would have postponed the draft until after election.

Mr. Fish contended that his amendment would have increased the size of the Army far sooner than the bill as it now stands, by permitting enlistment as a preliminary to the operation of the draft.

"The eastern internationalist press", Mr. Fish said, "deliberately and maliciously headlined my amendment as an attempt to delay the draft by 60 days, and this slimy and contemptible perversion of the truth was repeated over the radio by warmongering commentators such as H. V. Kaltenborn."

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GERMAN RADIO SETS INCREASE DESPITE WAR

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

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NAVY COMMUNICATIONS POLICY

The new communications policy is outlined as follows in the recent U. S. Naval Policy:

"To provide and maintain a naval communication system based on war requirements.

"To operate the communication facilities as required, primarily, by the current operating force plan and for direct communication with overseas possessions.

"To continue the use of naval communication facilities to increase safety at sea and in the air, including adequate communication with the United States Merchant Marine and commercial aircraft flying overseas.

"To cooperate with American commercial communication activities so as to enhance their military value in the time of national emergency and to safeguard the communication interests of the United States."

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SALES OF RADIO SETS CLIMB WELL ABOVE 1939 RECORDS

So far in 1940 the radio industry has bettered by a substantial margin the sales records chalked up in 1939, reports Dun & Bradstreet, Inc.

"Manufacturers' unit sales have run better than 25 percent above last year, when total volume exceeded 10,000,000 receivers. A favorable sales stimulant is the public's intense interest in European war news and in the presidential campaign. Buying of the smaller, inexpensive models has continued strong, and these count heavily in unit volume.

"With turnover at a highly satisfactory rate, the industry's efforts now are directed toward translating volume into net earnings. Profit margins have been slimmed in recent years by the increased emphasis given low-priced sets and by outbreaks of price-cutting, particularly in retail channels. In 1939, the average retail price of receivers was only \$34, compared with well over \$100 10 years earlier. Since the latter part of 1939, the value of the average unit sale has shown a slight upward tendency, so that currently it is estimated closer to \$40. It is not improved sufficiently, however, to raise dollar sales volume to the peak of proportions of 1937.

"Efforts to increase dollar totals have resulted in more emphasis on the relatively expensive radio-phonograph models.

Television receivers and the new frequency-modulation sets, although still of small volume importance, are also counted upon to add to the average unit sale. Meanwhile, the volume market is being constantly widened by improved mechanical and styling features. Latest innovations include low-priced record players with automatic changers and candid-camera type portables.

"Although no comprehensive inventory figures are available, reports suggest a fairly healthy stock condition in the industry. Manufacturing activity in 1939, as revealed by employment statistics, was below the 1936-7 level despite a very substantial increase during the latter part of the year. In the first half of 1940, employment was above the same period of 1939 but still below 1936 and 1937."

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AP SIGNS NEWS EXCHANGE PACT WITH NBC, CBS

The Associated Press announced last week it had signed with the National Broadcasting Company and Columbia Broadcasting System one-year "exchange agreements" providing for the exchange of all news obtained by the networks, plus a cash differential, for AP dispatches. The arrangement went into effect officially on Tuesday, although it had operated on an informal basis for several weeks with NBC.

The size of the money payments by the networks to AP will vary, as news will be broadcast on both a sustaining and commercial basis. No news will be used on sponsored programs without the AP's approval, under the terms of the agreement.

It was said by Editor & Publisher that the AP also is negotiating with officials of the Mutual Broadcasting System for a similar agreement.

The move announced this week by W. J. McCambridge, Assistant General Manager who signed for the AP, placed AP in competition with the United Press, International News Service, and Transradio. The agreement with the networks will come up for ratification by the AP's Board of Directors at a meeting on October 1st.

First accounts to use AP news are Musterole, Barbasol and Pa-Pi-A, all handled by Erwin, Wasey & Co., Inc., and Nash. NBC facilities will be used by Musterole, Pa-Pi-A and Nash, while Barbasol and Pa-Pi-A will use CBS.

All contracts call for five-minute news periods, and will start shortly except Nash, which starts Sept. 30. NBC is now attempting to clear time on 60 stations for this account, marking the first time the network has sold five-minute news periods on a coast-to-coast basis.

In the meantime, AP member papers will continue the sale of news to local stations. Mr. McCambridge disclosed Sept. 10 that 180 contracts had been obtained on this basis since AP news was made available late last Spring. Under this arrangement, member papers pay to AP 5% of their assessment rate when news is sold for use on sustaining programs, and 25% when the programs are sponsored.

O. S. Gramling, Executive Assistant in charge of AP membership, said the NBC and CBS agreements open up to AP regularly all news gathered by the networks' foreign staffs. Transcripts of the radio correspondents' broadcasts will be provided.

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: : : : TRADE NOTES : : : :
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President Roosevelt has proposed a radio round table further to publicize the defense program. Stephen T. Early, White House secretary, said yesterday. The same information proposed to be made available to radio commentators would be offered to newspaper men in Washington, he said.

KOME, Tulsa, Oklahoma, becomes affiliated with the National Broadcasting Company Blue network September 29.

WOR's position on the radio dial will not be affected by the general reallocation of broadcasting channels which will take place next March 29th, when the North American Regional Broadcasting Agreement goes into effect. The frequency assignment of WOR remains the same, 710 kilocycles - 71 on the dial.

The General Electric Company has been granted a license to cover construction permit which authorizes a new relay television broadcast station at New Scotland, N. Y. The frequencies allocated are 156,000-162,000 kilocycles, 10 watts. It is to be used in connection with the General Electric television Station W2XD at Schenectady.

It was said by radio officials that \$20,000 would fall far short of full compensation for the three networks in giving up thirty minutes of their best commercial periods to put the President on the air.

David C. (Dave) Garroway, KDKA special events announcer, will leave Sept. 13 to join the National Broadcasting Company's announcing staff in Chicago.

The DuMont station in New York, W2XWV will temporarily operate a 50 watt television transmitter on 60000-86000 to conduct field tests.

P. J. Hennessey, Jr., counsel for the National Broadcasting Company, and J. A. Chambers, radio engineer, both of Washington, were among the lucky thirteen passengers landing safely in an American Airline plane with only one motor operating, the other having caught fire in midair. Their remarkable experience took place at an emergency landing field near Louisville, Ky., last Friday night. Mr. Hennessey has long been connected with NBC and now has his own law business in the Capital. Mr. Chambers is of the radio engineering firm of McNary & Chambers and formerly was Chief Engineer of the Crosley Radio Corporation.

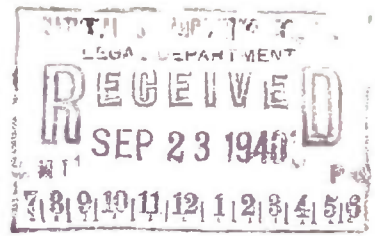
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1267

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FOREIGN LANGUAGE BROADCASTS, FCC HEADACHE

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

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

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

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

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

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BIG REALLOCATION TO AID POLICE RADIO

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

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

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

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

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

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

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RECORD PHILIPPINE REGISTRATIONS

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

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

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

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

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

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WAR FORCES IRISH TO BUY DIRECT

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

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

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

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

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

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

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

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

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

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

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DILL GETS GUBERNATORIAL NOMINATION

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

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FCC WILL DECIDE DIFFICULT CITIZENSHIP CASES INDIVIDUALLY

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

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

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CINCINNATI COLLEGE PUTS ON RADIO SCRIPT COURSE

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

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

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

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

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GOLDWYN TELLS OF RADIO'S ADVANTAGES

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

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

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

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

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PROGRESS IN SIMPLIFICATION OF APPLICATION FORM REPORTED

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

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NEW BBC 6-HOUR U.S. PROGRAM

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

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

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

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

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

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

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

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

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WISCONSIN UNIVERSITY STATION EXPERIMENTS WITH TIME SIGNALS

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

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WORRIED "HAM"

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

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

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AIRLINER FIRE WAS OPTICAL ILLUSION

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

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

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

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NEW SOUND-LEVEL METER HAS WIDE RANGE

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

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

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PLANS TO PUBLICIZE NATIONAL DEFENSE PROGRAMS OUTLINED

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

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

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

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

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

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

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

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No. 1268

Handwritten signature
September 24, 1940

RADIO ACCUSED AS FRANKENSTEIN OF PRINTED PUBLICATIONS

Charging that radio stations obtain government monopoly licenses - for which they pay nothing to the government - and have realized profits of millions through transfer of these licenses, John B. Haggerty, President, International Allied Printing Trades' Association, bitterly attacked the broadcasting industry. Speaking at the Golden Anniversary Convention of the International Printing Pressmen in Tennessee, Mr. Haggerty further declared that the profits of one radio company, the Columbia Broadcasting System, in four depression years alone were \$17,000,000 on a cash investment of less than \$1,600,000. The inroads of radio advertising were depriving thousands of workers of their jobs, he further declared.

The speaker said that the Allied Printing Trades Association had created a Committee on Radio, consisting of George L. Berry, President, International Printing Pressmen, Edward J. Volz, President, Photo-Engravers International Union, and himself to act on this important question.

"With men and management realizing what they are confronted with through the widespread activities of the radio in the advertising field, the question prompts itself, quite naturally, what will they do with the possibility of television, which will take salesmen off the road by sending their pictures into the homes, presenting fashion shows, vacuum cleaning and other demonstrations, cooking lessons, etc., Mr. Haggerty, in closing, said. "So far, the radio with its medicine shows has given only the dialogue, but television will give you both the dialogue and motion pictures of actors and scenery in colors. This is certainly something to worry the printing trades industry more than the radio, because the air will always be cheaper than newsprint.

"I would recommend that every delegate to this convention, upon his return to his local Union, call the attention of his Union to this matter. I would further recommend that each Union appoint a Radio Committee, and, your committee, as well as the members of your local Union, should call the attention of your candidates for Congress to the fact that this unbridled and unfair competition on the part of radio broadcast stations, licensed by the Government, and, for which license they pay the government nothing, is depriving thousands of printing trades workers of their opportunities for jobs. "

Immediately after this address, President Haggerty sent a letter to publishers of magazines, newspapers, and farm publications which read, in part, as follows:

"The continuance of a free press, in America, is dependent upon our newspapers, magazines and farm papers securing sufficient independent income through the printing of national advertising to meet expenses, pay necessary taxes and show some profit on the capital invested.

"Radio advertising, which, in 1929, received but 3 cents on the advertising dollar, in 1939 received directly some 19 cents of the advertising dollar. For 1939 newspapers received 16 per cent less, magazines received 17 per cent less and farm papers received 50 per cent less of the advertising dollar than they received in 1929.

"If we charge to radio advertising, as is proper, the millions spent for radio time plus the additional millions spent for authors, artists, music, telephone costs, etc., which expenditures were necessary to make radio advertising possible, we would most likely ascertain that radio advertising, in 1939, secured more than 30 cents of the total advertising dollars spent in newspapers, magazines, farm papers, out-door advertising and radio.

"Printing Trades workers are keenly interested in this matter for three reasons: first, to insure the retention of a free press; secondly, because of the already substantial loss and the threatened increased loss of job opportunities, and, third, because of the effect which the loss of advertising revenues will ultimately mean in retarding their efforts to secure better wages and working conditions.

"We will greatly appreciate your perusing the attached remarks and your assuring us, if you believe as we do, of your cooperation in seeking some constructive way in which to modify, at least, the unfair competition which is herein referred to."

Here are some of the highlights of Mr. Haggerty's speech to the pressmen:

"In its first stage, radio appeared to the press as a novelty with the result that the press gave it millions of dollars worth of space gratis as it always has for professional baseball. The press was gullible enough to give radio far more free space than radio could have ever hoped to purchase. Radio programs were featured much the same as a band concert and the press played up these radio artists in the theatres while the theatre managers played up these radio artists in the papers. This, of course, was fine for the owners of radio stations out selling time to national advertisers.

"It was not realized by the press that through such publicizing on the air it was building up for itself most severe competition. Little did the press appreciate that the radio would spell finish to all Sports Extras, and, as a result of all this, the daily newspapers soon heard radio's slogan: 'You get your news first by radio'. This is true, and the radio listener, and almost everyone

has a radio, now gets the news on the air as soon as the editor. The press must now realize that it has helped to create its own Frankenstein."

"During the last decade a new and already highly dangerous competitor has entered the field of advertising and has each year deprived additional thousands of our workers of their job opportunities.

"I refer to radio broadcasting, which, for the year 1939, has diverted from printed publications advertising income direct to the radio stations alone of some \$170,000,000. This sum of \$170,000,000 represents only the amount paid directly to the radio stations. In order to arrive at the true amount of advertising diverted from printed publications in 1939 alone, it would be necessary to add to this \$170,000,000 the estimated additional \$200,000,000 spent in 1939 for artists, actors, bands, and telephone costs which made the spending of this \$170,000,000 with the radio stations advisable.

"Contrast this \$370,000,000 spent in 1939 for radio advertising with the total advertising income of \$525,000,000 spent with all the newspapers, daily and Sunday; the \$150,000,000 spent in 1939 in all our magazines; and the \$17,000,000 spent for advertising in all our farm publications."

"In 1929, when newspapers had an advertising income of some \$800,000,000; when magazines had an advertising income of \$240,000,000; when farm publications had an advertising income of \$35,000,000, radio broadcasting stations had an advertising income of but \$40,000,000."

"If you add the \$170,000,000, which the radio broadcast stations received directly, and the estimated \$200,000,000 which was spent collaterally to make this radio advertising possible, you find that this new competitor, in 1939, received some 70 percent as much as the total amount received for advertising by all of the newspapers, and, almost twice as much as the total amount spent for advertising in all of the magazines."

"The radio broadcasters receive a license from the government, for which they pay nothing to the government, and also they hold a monopoly in the community in which they operate.

"In passing I might add that the recent report of the Monopoly Investigating Committee of the Federal Communications Commission concludes that even "our democracy is threatened" by this radio monopoly. I quote from their report as follows:

"To the extent that the ownership and control of radio broadcast stations falls into fewer and fewer hands, whether they be network organizations or other private interests, the free dissemination of ideas and information, upon which our democracy depends, is threatened."

"The profits of the radio broadcasting stations, the diversion of advertising from newspapers, magazines and farm papers has already resulted in newspaper publishers spending millions of dollars, taken from the profits of newspaper publishing in the past, in the purchase of radio broadcasting stations.

"It is understood that many newspaper publishers contend that the purchase of these competitors for advertising, radio stations, was necessary to protect their local advertising field.

"During the past few years printed publications, especially the newspapers, although the same could well apply to magazines, have found another radio worm diverting their advertising.

"An advertising agency or persons experienced in advertising solicitation secure a license to operate a radio station in one community and then secure additional licenses for booster radio stations in localities, say 25 or 30 miles away. In those localities, with an investment of a comparatively few thousands of dollars, they erect a radio transmitter, connected by telephone with the major radio station, and, immediately they divert many additional thousands of advertising dollars from struggling newspapers and farm publications and thus destroy the opportunities for jobs of printing trades workers employed in those publications."

"National advertising is handled, promoted and placed by national advertising agencies. When we find a governmental agency, after an exhaustive survey, reporting that 90 percent of all network commercial programs are builded by advertising agencies, we find one of the reasons for this unusual condition.

"Newspapers and magazines pay to the advertising agencies a commission of 15 percent. Likewise the radio broadcast stations and networks pay to the advertising agencies a commission of 15 percent. If an advertising agency is authorized to pay out \$1,000,000 for advertising in newspapers and magazines, they must necessarily contact several different publications and their net income is probably reduced to some 7 or 8 percent of this 15 percent commission. When the same agency has \$1,000,000 to spend on radio advertising they contact but one or two radio networks and their 15 percent commission is practically net. Add to this net income the amounts which the advertising agency receives in additional commission from artists, bands, etc., and you can readily see that the net cash income for the advertising agency is much greater, when they place their advertising with radio broadcasting stations, than when they place advertising with printed publications."

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NAB ADVISES ON POLITICAL BROADCASTS

To keep its members from getting out on a limb, those members having difficulty in determining the necessity of accepting political broadcasts are urged by the National Association of Broadcasters to communicate with the Association in Washington giving full particulars.

Just who in the Capital, if anybody, the NAB officials turn to in these matters deponents sayeth not.

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MC CORMICK TO MAKE WGN ONE OF GREATEST STATIONS

A tremendous expansion in program building, designed to make WGN outstanding among America's radio stations, was announced by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, and President of WGN. In its 1940-41 development, WGN will cooperate closely with the growing Mutual network which now numbers seven member stations and 150 affiliates.

"A year ago", said Colonel McCormick in outlining his plans, "WGN had to decide whether it would submit to the tendency of the times for monopoly in radio or develop the strength to stand on its own feet.

"If WGN were to succeed as an independent station, it would have to develop features it did not possess; would have to enter fields with which it was not acquainted. The decision was not easily taken, but it was never in doubt.

"We decided that at all cost WGN must be a Chicago station, not the Chicago outlet of a New York network. We determined that a great radio station must be created in Chicago, the gateway city between east and west, through which pass the nation's artists."

Colonel McCormick said that free radio must assume the great attributes of the free press. It must be more than a system of communication.

"It has not been easy for radio to reach the clarity and verity in news and comment that the profession of journalism has attained in many generations", said Colonel McCormick. "WGN has achieved this by using such outstanding newspaper correspondents as Sigrid Schultz, Raymond Gram Swing, Fulton Lewis, Arthur Sears Henning and Captain Herne.

"Radio's economic function is to lend commerce and industry the indispensable services of advertising, essential to progress under our American system. Radio's civic duty is to stimulate patriotism, to inspire a devoted and discerning citizenship.

"During the past months the American radio audience has been hearing a new slogan: 'Watch WGN and Mutual.'

"The Mutual network began as an association of four independent stations as recently as October, 1934. It now includes seven member stations and 150 affiliate stations, all working together in their own communities and serving in the regional as well as national interest.

"It may be that to accomplish our ideals we shall have to make Chicago the radio center of America. In any event, by means of its electrical facilities, its studio equipment, its central loca-

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tion for obtaining artists, and above all, by its independence, WGN will be the outstanding radio station of America."

Colonel McCormick spoke on the "In Chicago Tonight" program just after presentation of the poetic dramatization "Ode to Chicago" in which Charles Laughton, the great character actor, was starred. The production brought to life the "I Will" spirit of innovation and progress of the city in which WGN serves as the Voice of the People.

Musical attractions scheduled for the season reflect the energetic campaign in progress at WGN. The programs listed in the announcement are as follows:

The Chicago Symphony Orchestra, directed by Dr. Frederick Stock, will be heard every Thursday evening from Oct. 10 through April 17. World famous guest soloists will be on the air.

The WGN Symphony Orchestra, directed by Henry Weber, will be presented each Wednesday and Sunday evening.

Chicago Opera Company offerings will be broadcast every Monday throughout the season, from November 4 through December 9.

The Chicago Theater of the Air on October 5 will inaugurate a great series of streamlined operettas starring distinguished singers. The operettas will be heard every Saturday night.

All these programs will be broadcast over the Mutual Broadcasting System making Chicago the musical center of the nation on five evenings out of seven.

Colonel McCormick noted that among the special features scheduled for the near future is the World Series, again to be broadcast exclusively by WGN and the Mutual network. A banner lineup of football games, soon to be announced, will be another Autumn highlight

The fashion show, which will climax the \$7,500 American Fashions contest sponsored by The Tribune also will be broadcast, on October 2. The 40 winning designs are to be dramatized in a unique musical production directed by William A. Bacher, WGN chief of programs.

In addition to these features the time tested variety programs, musical quarter hours and halfhours, weekday serials and sportscasts will be retained and others of similar appeal added to the schedule. Frequent and complete news broadcasts of happenings at home and abroad will remain one of the premier public service policies of WGN and Mutual.

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FALSE STATEMENTS CHARGED IN WILKES-BARRE CLOSING DOWN

On the ground that the applicant is not financially or otherwise qualified to continue station operation, and that misrepresentations were made, the Federal Communications Commission has moved to deny the application of John H. Stenger, Jr., for renewal of license of radio station WBAX, operating on 1210 kilocycles, at Wilkes-Barre, Pa.

After reviewing the case, the Commission concludes that the grant will not serve public interest, convenience, or necessity because:

1. The applicant is not financially qualified to continue the operation of the station.
2. In view of the facts recited with respect to false representations made to the Commission by the applicant in applications and other documents, it is apparent that his character is not such as to qualify him to hold the license of a radiobroadcast station.
3. Station licenses heretofore granted to the applicant for the operation of Station WBAX, the frequency authorized to be used therein, and the rights therein granted have been transferred to Glen D. Gillett, Marcy Eager, and Stenger Broadcasting Corporation without obtaining the consent of the Commission thereto in writing, in violation of the provisions of the Communications Act.
4. The radio transmitting apparatus described in licenses heretofore issued to the applicant for the operation of Station WBAX has been used and operated by Glen D. Gillett and Marcy Eager, directly and through agents, and by Stenger Broadcasting Corporation, through its officers and directors, particularly with respect to the control of physical operation and programs broadcast, in violation of the Communications Act.
5. The applicant has relinquished control of this station and his right to exercise same; and has failed to discharge properly the obligations made incumbent upon him in licenses which he has received from the Commission.

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THIRTEEN TELEVISION STATIONS NOW BEING BUILT

There are now thirteen television stations being built in the U.S. with many more in prospect. Those at present licensed are:

Balaban & Katz Corporation, Chicago, Ill; The Crosley Corporation, Cincinnati, Ohio; Allen B. DuMont Laboratories, Inc., area of New York, New York; General Electric Company, Schenectady, N.Y.; National Broadcasting Co., Inc., Portable (Camden, New Jersey and New York, New York); National Broadcasting Co., Inc., are of New York, New York; National Broadcasting Co., Inc., to be determined, District of Columbia; National Broadcasting Co., Inc., to be determined, Philadelphia, Pennsylvania; Philco Radio and Television Corp., Philadelphia, Pa.; RCA Manufacturing Company, Inc., Camden, N.J.; Television Productions, Inc., Los Angeles, California; Zenith Radio Corporation, Chicago, Illinois; Bamberger Company, Newark, N. J. (WOR).

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GRINDING THEM OUT

The BMI Board of Directors, meeting in New York last week, made one important decision and that was that the BMI production, which is already at a record high, should be increased. M. E. Tompkins, Vice-President and General Manager, announces that the increased scale of production goes into effect immediately. Within two weeks Mr. Tompkins expects to have BMI on a schedule of fourteen new popular numbers a week, a 100 percent increase in this department, and thirty new BMI arrangements of standard material, which is a 20 percent increase over the present rate for this part of the catalogue. The production of the standard numbers will be further increased so that by the middle of October, thirty-five a week will be issued. Mr. Tompkins gives assurance that these increases will be made without any sacrifice in the high quality of its music "for which BMI has already become noted".

BMI has signed a contract under which it will obtain exclusive performing rights to the principal catalogues of Latin and Central American music. The transaction carries the rights, commencing January 1, 1941, to all the Latin-American works in the catalogues of Southern Music Publishing Company, Inc., Southern Music Internacional, Editorial PHAM, Mexican Association of Authors and Composers, Inc., and Editorial Argentina de Musica Internacional. The BMI broadcasters receive in excess of four thousand works, over three thousand of which are available on phonograph records.

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RMA MEMBERS TO MEET IN N. Y.

The Fall meeting of members of the Radio Manufacturers' Association will be held during two days next month, October 7 and 8, in New York City. The RMA membership will be tendered a luncheon on October 8 by James S. Knowlson, President, and the RMA Board of Directors, which will hold its customary Fall meeting after the membership luncheon.

Brief addresses at the RMA luncheon will be made by Mr. Knowlson and Dr. W. R. G. Baker, of the General Electric Company, Bridgeport, Conn., Chairman of the National Television Systems Committee.

Problems of National Defense and also industry promotion will be considered. At the meeting on Monday, October 7, the RMA will consider an Association parts warranty, for a period of years to be recommended for maintenance of replacement parts for consumers. On Tuesday morning, October 8, there will be a meeting of the entire Receiving Set Division, and also a meeting of the Tube Division.

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THREE UTAH STATIONS FORM NETWORK

Effective September 29, three Utah stations, KLO, Ogden-Salt Lake City; KOVO, Provo, and KEUB, Price, will group themselves into a full time regional network and simultaneously as a network become affiliated with the Mutual Broadcasting System.

Extension of Mutual service into Utah through The Intermountain Network will give the Mutual Broadcasting System concentrated coverage of the full intermountain market, including Utah, southeastern Idaho, western Wyoming and eastern Nevada. This intermountain market heretofore has been the only major market in the West not served by Mutual, KLO, key station for the newly formed Intermountain Network, is a 5000 watt full time outlet with studios in Ogden and Salt Lake City. KOVO, Provo, and KEUB, Price, both are 250 watt full time locals. Studios and business offices of the Intermountain Network are in the McIntyre Building, Salt Lake City.

In addition to Mutual program service, stations of the Intermountain Network will carry a substantial schedule of regional sustaining and commercial features originating in Salt Lake City, Ogden, Provo and Price.

Stations KOVO and KEUB will be programmed exclusively by Mutual. KLO will carry both Mutual and NBC Blue programs.

Officers of The Intermountain Network, Inc., are: Paul R. Heitmeyer, President and Manager, Jack Richards and Arch Madsen, Vice-Presidents; Clifton A. Tolboe, Treasurer, and A. L. Glasmann, Secretary.

Socs N. Vratiss will be national advertising manager and George F. Hollingbery Company will be the national sales representative.

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PRESIDENT'S PHILADELPHIA SPEECH SEEN POLITICAL

Criticizing President Roosevelt for the use of free radio time, David Lawrence writes in the Washington Star:

"Although the three major broadcasting companies decided to give free time to President Roosevelt's radio address at the University of Pennsylvania, it was as transparently a political address as if it had been made by Senator Guffey who, together with other prominent New Deal Democrats, toured Philadelphia with the President in a manifest piece of political campaigning.

"Mr. Roosevelt used his University of Pennsylvania speech to answer recent attacks by Wendell Willkie, Republican nominee. He had every right to do this, and nobody can object to a President campaigning for himself. What is causing public criticism is the apparent effort to make a political speech under supposedly non-political auspices and to gain the use of free radio time and thus save the Democratic campaign funds for other purposes."

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TRADE NOTES

The Federal Communications Commission has "hamstrung television for its own good" Alva Johnson will say in an article, "Trouble in Television", to appear in the Saturday Evening Post of this week (September 28).

Figures covering 705 broadcasting stations (excluding networks) show that average weekly pay check was \$41.94. Network employees received \$63.03.

The full schedule of home football games of the University of Pennsylvania beginning Oct. 5, will be televised this Fall by the Philco Radio & Television Corporation, in cooperation with the University, the Atlantic Refining Company and N. W. Ayer & Son, Inc.

The Sky Club of Indianapolis is operating a new itinerant aircraft station on 3105 kilocycles.

Libby, McNeill & Libby, of Chicago, will have a new coastal station frequency 3190 kc. to communicate with its fishing ships in Alaskan waters.

Gerald D. Coleman, Chief Engineer at the WPIT transmitter at Saxonburg, has resigned to become Chief Engineer of WKPA, a new broadcasting station now under construction at New Kensington, Pa.

The Mackay Radio & Telegraph Company has been granted permission to establish regulations applicable to "Birthday Greeting" messages between the U.S., Guam, Honolulu, Midway and Manila.

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C O R R E C T I O N

In our issue of September 13, we said "A nice little joy-ride is ahead of the Federal Communications Commission when it holds its hearing at Memphis, Tenn. to look into the needs of radio-telephone communications on the Mississippi River."

This was incorrect. The Commission itself is not going to Memphis and never intended to. Only an engineer and an examiner, and possibly a lawyer, will go to conduct a hearing at the request of and for the convenience of parties in that part of the country who could not afford the expense of a trip to New York. We regret the error.

R. D. H.

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NOW ASCAP HURLS THE MONOPOLY CHARGE AT NBC

The American Society of Composers characterized the ruling of Niles Trammell, President of the National Broadcasting Company, that each orchestra appearing on a sustaining program, beginning October 1 must use at least three compositions not in the Society's catalogue as "another move to establish monopolistic control in the radio industry".

In his letter to the orchestras Mr. Trammell explained that early in August all orchestra leaders had been asked to play at least one composition which NBC clearly will be able to use after Dec. 31, and that this requirement was being stepped up in order to increase the use of music which will be available to NBC after the ASCAP contract expires, Dec. 31.

"ASCAP has not relaxed its exorbitant demands upon us," Mr. Trammell stated in his letter. "December 31, 1940, is approaching rapidly and it is essential that we continue to increase the use on NBC sustaining shows of the music which will be available to us after that time. Therefore, commencing October 1st, NBC will require that all orchestras broadcasting on NBC sustaining shows, whether they are studio or remote control programs, must schedule and play during each of their NBC broadcast periods, at least three compositions which NBC clearly will be able to use after December 31, 1940."

In reply, an ASCAP representative declared:

"I wish the Trammell ruling called for six rather than three non-ASCAP numbers on each sustaining program", the representative said. "In that way the public's reaction would be gained that more rapidly."

He also charged NBC with taking advantage of its present contract with the Society. By inserting three non-ASCAP selections into each sustaining program in an effort to wean the public away from the Society's music before the agreement expires, NBC will be using the composer group's songs to "make the dose palatable", he pointed out.

Inquiry at Broadcast Music, Inc., formed by the radio men to combat the fees of the Society for the right to use its music on the air, disclosed that the Columbia and Mutual Systems soon would follow NBC's lead with similar rulings.

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R.C.A. Communications, Inc., Rocky Point, N. Y., and New Brunswick, N. J., have been granted special temporary authority to point to point radiotelegraph stations in the Fixed Public Service at Rocky Point and New Brunswick, using their regularly licensed equipment, frequencies, power and emission, to communicate with radio station EAX-2 at Barcelona, Spain, operated by Transradio Espanola SA, for a period not to exceed one month.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

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No. 1269

NO BROADCASTER WORRY SEEN IN NEW DEFENSE BOARD

There seems to be a general opinion that the broadcasters have nothing to fear in the new Federal Communications Defense Board just created.

"The broadcasters have had the idea that the Government would swoop down and take over all the broadcasting stations in the country", one high official said. "Nothing could be farther from the truth. They wouldn't know what to do with these stations if they had them.

"I believe the new Defense Communications Board will simply follow the President's order to recommend such precautions and reallocations as shall seem desirable under military conditions. For instance, as you well know, attacking planes may be guided by beams from a radio station. That being true, the frequency of a station may be changed here and there but that wouldn't necessarily mean the taking over of a station, but if it did, which would be very doubtful, it would mean only that station."

Chairman James L. Fly, of the Federal Communications Commission, who is also Chairman of the new Defense Board, has repeatedly assured broadcasters that no drastic steps were contemplated. Chairman Fly almost simultaneously with his appointment as Defense Chairman, again vigorously set forth these views in a National Defense broadcast sponsored by the Office of Government reports. The broadcast took the form of an interview as follows:

INTERVIEWER: I understand, Chairman Fly, that the Communications Act gives the President special powers with respect to communications in the event of war or other national emergency. Just what do those authorizations embrace?

CHAIRMAN FLY: It is only natural, and logical, that the President is given certain powers to coordinate and utilize important systems of communication during national emergency. For one thing, Section 606 of the Communications Act enables the Chief Executive, if he finds it necessary for the national defense and security, to accord certain communications priority. And, under like emergency, he may from time to time suspend or amend existing rules and regulations pertaining to radio communication, and permit Government use of particular facilities, if need be. Also, stringent provisions may be invoked to prevent sabotage of radio or wire communications in time of national stress.

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INTERVIEWER: Does this mean, Mr. Chairman, that the Federal Government will take over radio communication bodily in event of war or presidential proclamation that an emergency exists?

CHAIRMAN FLY: No, that is not my understanding. On the contrary, it seems obvious that program service should continue pretty much as at present. After all, that is the American system of broadcasting, and distinguishes it from the situation abroad, where broadcasting has degenerated to a system of propaganda, and television has been "blacked out", amateurs rubbed out, and research and progress retarded for more years than we may yet realize. Such chaotic conditions as regards communications must not invade the United States. For one thing, our Government does not want to interfere with radio broadcasting any more than is necessary for the national protection. Likewise, it is expedient to preserve intact the present linking up of radio stations throughout the land. This is a large country, and the advantage of efficient and instantaneous communication throughout the 48 States and possessions is essentially important.

International communications are likewise important. Of course, I do not mean to imply that, under actual emergency, the Government might not temporarily enlist particular radio outlets for military purposes, and in the extreme picture, temporarily shut down, say, seaboard transmission which might serve as a beacon to an enemy in event of air raids. Also, in an actual emergency, the Government would undoubtedly require certain periods in which to broadcast official bulletins and other public announcements. But that would not necessitate taking over broadcasting facilities bodily. The broadcasters stand anxious and willing to lend their facilities and give time to the nation at stated periods or on other occasions when such need arises.

INTERVIEWER: From what you say, Chairman Fly, I am led to assume that in the defense picture you are receiving the cooperation of the industry.

CHAIRMAN FLY: We most assuredly are, I am delighted to report. Furthermore, this collaborative spirit is reflected in all fields of communication. It not only permeates the broadcasting industry, but extends throughout the commercial fields, and into the domain of the amateurs. You must realize that the amateurs constitute a valuable source of supply of operators and other experts for the military and other services in time of war.

CHAIRMAN FLY: Besides cooperating in every particular with the Commission in normal times, the amateur has been of particular aid in the national defense set-up by policing his own frequencies. It may be interesting for you to know that by voluntary action most amateurs stopped communicating to warring countries long before the Commission imposed its general prohibition respecting foreign contacts. I cannot over-emphasize the fact that action of the Commission in prescribing certain general curbs is precautionary rather than disciplinary. We are proud of the patriotic and cooperative response of operator and industry both.

INTERVIEWER: Mr. Chairman, has the FCC uncovered any startling use of radio for espionage purposes?

CHAIRMAN FLY: I have no report for you on that score. I might explain though, that in times like these our investigations of alleged unauthorized use of radio have increased tremendously over the thousand or so cases we had last year. The American public is now naturally "Fifth Column" conscious. Every antenna on a coastal fisherman's shack or a mountain cabin is a potential "spy" outfit in the eyes of some observing citizens under the present situation. It is necessary for the Commission to inquire carefully into every case reported to its field offices, even though these suspicious wires oftentimes lead to harmless receivers. I will say that most cases of unlicensed operation turn out to be acts of thoughtless or mischievous youth.

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DEFENSE COMMUNICATIONS BOARD CREATED

President Roosevelt on Tuesday created by Executive Order the Defense Communications Board the chief function of which is to coordinate the relationship of all branches of communication to the National Defense. This refers not only to radio broadcasting, but also embraces common carriers such as commercial radiotelephone and radiotelegraph as well as other telephone, telegraph and cable facilities. The Board, according to the Order, will have no power to censor radio or other communications, or to take over any facilities.

The President designated James L. Fly, Chairman of the Federal Communications Commission, as Chairman of the new Board. Others appointed were Maj. Gen. J. O. Mauborgne, Chief Signal Officer of the Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in Charge of International Communications; and Herbert E. Gaston, Assistant Secretary of the Treasury in Charge of the Coast Guard.

A section of the Executive Order set up specific barriers against exercise of censorship by the new agency. It said:

"The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency."

The Order specified the Board's functions as follows:

- "a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.
- "b. The allocation of such portions of governmental and non-governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.
- "c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements."

"During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity", the Order concludes. "While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of National Defense and for disposition."

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CANADIAN SALES

The Canadian RMA has reported sales last July of 24,029 receiving sets compared with 23,720 in July 1939. Of the July, 1940, sales 12,346 were electric sets, 7,157 battery sets, 2,193 portable sets, 134 phonograph combinations and 1,639 automobile sets. The comparative July 1939 sales were 12,122 electric sets, 10,500 battery sets, 134 phonograph combinations and 964 automobile sets. Canadian inventories reported at the end of July were 114,241 sets against 71,449 in July, 1939.

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THAD BROWN CONFIRMATION STILL IN JEOPARDY

Evidently Senator Charles W. Tobey, (R.), of New Hampshire, is marking time as he continues to block the confirmation of Col. Thad Brown, Republican, for reappointment to the Federal Communications Commission in the hope of adjournment of Congress. If Congress adjourns, the nomination, of course, will automatically die with the session. However, if there is only a recess, then there is still a chance for confirmation.

Whether there will be an adjournment or recess is, at this writing, a question of considerable doubt although it is thought enough pressure has been brought to bear to predict a recess. A majority of Senate and House leaders want to adjourn but the Republicans and many Democrats are against this, expressing the belief that the President should not be given too free a hand in the present emergency. One plan is to recess until after election, say, November 15th.

In the meantime, no further call has been issued for a meeting of the Senate Interstate Commerce Committee to further consider the confirmation of Colonel Brown. A majority of the Committee would have confirmed him some time ago but Senator Tobey, planning to have additional evidence, threatened to blow the roof off the Senate if they tried to jam the thing through. Then, too, it has been thought that Colonel Brown's name would be withdrawn but at this date, such has not been the case.

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U. S. INTERNATIONAL STATIONS MULTIPLY

With National Defense requirements as a stimulant, there is considerable activity among the U. S. short-wave stations. This is indicated in the latest listings of International Broadcast Stations, showing the construction permits in many cases to increase the power. Those listed are as follows:

Columbia Broadcasting System, Inc.: WCBX, near Wayne, N. J., 10 KW, C.P., 50 KW; WCRC, Brentwood, N. Y., 50 KW (C.P. only); General Electric Company: WGEA, South Schenectady, N.Y., 25 KW, C.P. 50 KW; WGEO, South Schenectady, N.Y., 100 KW; KGEI, San Francisco, California, 20 KW, C.P. 50 KW; National Broadcasting Co., Inc., Bound Brook, New Jersey: WRCA, 35 KW, C.P. 50 KW, WNBI, 35 KW, C.P. 50 KW.

The above list does not include the new short-wave station being built by Westinghouse at Boston to take the place of that company's pioneer short-wave station at Pittsburgh.

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DUTCH RADIOS FOR U.S. RESHIPMENT REPORTED

With Germany out of the market for the present, the Netherlands remains the only competitor of the United States in the Dominican Republic, Vice Consul William Belton, of Ciudad, Trujilly, reports. It is understood that large stocks of Dutch radios are being held at Curacao for reshipment to the American market, and it is possible that before this supply is exhausted, arrangements will have been made to meet the demand from Dutch owned factories in countries of Holland.

Considering the population, demands for radio sets in the Dominican Republic is limited. Customarily, trade slacks off during the months previous to the release of new models. It is estimated that approximately 5,000 sets are in use in the Dominican Republic. The greatest stimulus which radio sales have received has been the improvement of broadcasting in Cuba, which transmits programs of considerable popularity locally.

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NATIONAL TELEVISION PROGRESS REPORTED

The National Television Systems Committee is now working on the many technical and commercial problems involved. Progress is reported already on some of the standardization work, and under the chairmanship of Dr. W. R. G. Baker of the General Electric Company, an almost continuous session of meetings, experiments, studies and exchange of technical data has been arranged.

Over forty organizations are enrolled in the organization work of NTSC and its nine panels or subcommittees. Further meetings of the nine television panels will be held in New York from October 1 to 4.

Of the forty organizations participating under the National Television Systems Committee in the enterprise of developing a national television service, the following research and engineering organizations are represented: Columbia University, Dartmouth Medical School, Eastmankudal Company, Institute of Radio Engineers, Massachusetts Institute of Technology, University of Pennsylvania and University of Virginia.

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A new flying school radio station will be installed by the Lewis Holy Name School of Aeronautics, at Lockport, Illinois.

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MICROPHONE TRANSFORMS SLOVENLY SPEECH OF SENATORS

Senator Henry F. Ashurst, recently defeated for reelection from Arizona, one of the Senate's greatest orators, paid his respects to the microphone as follows:

"The microphone - forever pushed in front of the modern Cicero by newsreel, radio, and public-address men - may even nourish the old art of moving speech", Senator Ashurst is quoted as saying. "The microphone has transformed many men of sloppy, snippy, slovenly speech into superb speakers. In the past 15 years it has made scores of thousands of excellent speakers.

"The microphone has seemed to eliminate those great banes of public speaking - overtone and overstatement.

"Superlatives in speech are usually evidences of a weary man or sometimes of an indolent man who does not seek a more nearly exact medium of expression.

"I've long cultivated flaming, brilliant, rotund, gorgeous sentences", he explained. "But I would advise speakers of this era to use short, lance-like sentences."

This new hard-hitting manner is called forth, he explained, by the demands of the microphone, the need for simply put speech.

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ARMSTRONG RECEIVES FM PATENT

Dr. Edwin H. Armstrong, originator of present-day FM (frequency modulation) broadcasting, has received a patent (No. 2,215,284) for an improved method of FM transmission and reception which is claimed to give extremely high fidelity.

The new system, as described in the patent, permits transmission of the lowest to the highest pitched audible sounds, covering the entire audible range from thirty to 16,000 cycles. Present-day radios operating on amplitude-modulated radio waves cover but half this range, the patent states.

In Dr. Armstrong's new method of FM broadcasting and reception the high-frequency sounds of the broadcasting band are amplified many times more than the low-frequency sounds. Then the frequency of the wave to be broadcast is varied by the amplified currents. This produces a wide band of frequency variations. This wave is broadcast and when picked up at the receiver is amplified. The amplified currents are passed through a detecting device, where the frequency variations are converted into a band of currents of variable amplitudes. By this conversion distortions which would produce noises are suppressed. When both low-pitched and high-pitched sounds are reproduced, free from distorting noises, they go into the microphone at the transmitter.

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DR. JEWETT HEADS BELL RESEARCH BOARD

Dr. F. B. Jewett, Vice President of American Telephone & Telegraph Co., in charge of research, this week resigned as President of Bell Telephone Laboratories, Inc., as of October 1, and will become Chairman of the research concern's Board of Directors.

Dr. O. E. Buckley, Executive Vice President of the Laboratories, controlled by American Telephone & Telegraph, will succeed Dr. Jewett as President.

It hardly seems possible but the Bell Laboratories Record in West Street, New York City, has been going now for fifteen years. The first issue appeared in September, 1925.

The Fall of 1928 saw the announcement of the Laboratories' program for aircraft radio development. Through subsequent years descriptions have appeared of transmitters and receivers which have become standard equipment on American airways.

At the present time more than two thousand yachts and coastwise craft can be connected by radio with Bell System telephones. This system was described in the Record for November, 1932. It supplements the ship-to-shore system for passenger steamers whose initial installation on the "Leviathan" was described in January, 1930.

Several entirely new Bell System services have had their inception within the lifetime of the Record. There is the teletypewriter network, as furnished to police and aeronautical authorities. There is the teletypewriter switching system, described in January, 1932, and now serving 14,000 stations. There are the radio broadcasting networks, carrying programs to hundreds of stations. There are unattended central offices, bringing dial service to places formerly served by magneto boards. There are secretarial, time-of-day, and weather services.

The following articles appear in the 15th Anniversary issue of the Record:

"The Nature of Organic Insulating Materials", C. S. Fuller; "Six-Way Directional Microphone", W. R. Harry; "New Voice-Frequency Electrical Delay Network", H. M. Thomson; "Unit Ventilator", O. C. Eliason; "Synchronized FM Transmitter", W. H. Doherty; "Toll Crossbar Call-Distributing System", J. Meszar; "A Dialing Circuit of Increased Range", F. K. Low; "An Important New Magnetic Alloy"; "Magnetic Ultra-Micrometer", W. B. Ellwood.

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The Commission on September 24, 1940, extended to March 29, 1941, the effective date of Section 3.32(b) of the Rules Governing Standard Broadcast Stations.

Appointment of Milton Weiner, who for 15 years has been connected with the Music Department of Station WLW, Cincinnati, as General Manager of Music and Associated Activities of that station, has been announced by James D. Shouse, Vice President of The Crosley Corporation in Charge of Broadcasting.

American radio newsmen in London are sleeping in the British Broadcasting Corporation's studios frequently these days to avoid being on the streets during air raids, reports John Steele, WOR-Mutual London commentator and chief of the MBS foreign staff. Mr. Steele adds that the danger of falling steel fired from British anti-aircraft batteries adds to the perils of life in London.

Says Leonard Lyons in his "New Yorker" column: "This is why Charles Michelson is conferring with the radio chains now: The G.O.P. claimed that the President's Chickamauga Dam speech, which lasted 22 minutes, was political. The radio stations, therefore, gave Willkie free time, for his Coffeyville speech - but that lasted 57 minutes. Michelson now demands 35 minutes free time for the New Deal." This was addressed to "Radio Daily".

KDKA's pack transmitter is still being packed around. WBZ-WBZA borrowed it in August for a broadcast from a blimp at Boston, and nearly lost it when a storm hit the blimp just as it was taking off. It came back to Pittsburgh for two more aerial broadcasts, and has now been shipped to KYW in Philadelphia for another special event.

Congress is completing action on the National Defense revenue legislation and promptly after enactment, copies of the new law relating to tax rates of corporations, including excess profits, amortization and other provisions will be issued. In the recent final hearings by the Senate Finance Committee, tax modification provisions recommended by the Radio Manufacturers' Association were presented in cooperation with National Association of Manufacturers and the U. S. Chamber of Commerce.

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DEVELOPS FM "TRANSLATOR" FOR OLD SETS

A new frequency modulation "translator", by the use of which the owner of a conventional or present-type amplitude modulation radio receiver can pick up the new FM broadcast programs, has been developed by the Radio Department of General Electric. Used in conjunction with the present-type receiver, it brings in the high fidelity and relatively static-free FM programs, thus protecting an owner's investment in radio equipment he now has.

The translator sells at \$49.95. Housed in a walnut cabinet standing 9 inches high, 15½ inches wide, and about 8 inches deep, is provided with a shielded cable for connection to a conventional radio. Terminals are located at the rear of the cabinet for antenna and ground connections. A special dipole antenna is recommended for best results, although in many locations an ordinary antenna will operate satisfactorily. The translator has its own dial scale, with a tuning range of 42 to 50 megacycles, and six tuning keys conveniently located below the illuminated dial.

A plug-in connector on the back of the translator chassis permits easy attachment of a television picture receiver. A wired-type of record player may also be used in conjunction with the translator. These two features are provided so that either of the other two uses to which an ordinary modern radio is put - television sound or record playing - can be carried on just as always despite the fact that the FM translator is connected permanently into the parent set. A manual control to facilitate such operation is supplied on the face of the small cabinet.

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RETAIL SALES SPURT TO 10,000,000 SETS

Retail sales of radio sets throughout the country are running a good 20 percent ahead of a year ago, distributors in New York reported, and volume for the year as a whole will mark up a new record, probably well in excess of 10,000,000 sets. While table models continue to lead, there is a larger demand for phonograph combinations and the average unit sale is beginning to increase steadily. The war and the presidential campaigns are the chief reasons for the greater demand, plus the fact that the cheaper table models, which have now been in vogue for several years, are replaced more rapidly than the consoles.

Confirming this trend was a statement by Charles Robbins, General Manager of the Emerson Radio & Phonograph Company, who said radio sales will reach a new all-time high this Fall and Winter.

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FM RADIO GOAL 100,000 FOR 1941

Radio set manufacturers have set a sales goal of at least 100,000 frequency modulation receivers for 1941, and are confident that volume will pass this mark, if stations get into operation rapidly, according to the New York Times. So far there are only five sets on the market but within another month or two, fourteen manufacturers will have models available in those areas covered by FM broadcasting.

"The chief difficulty faced in the promotion of FM sets is that they are considerably higher than the average set sold today and an educational campaign is needed to impress the public with FM superiority over the standard amplitude modulation broadcasting", the Times goes on to say.

"FM sets range in price from about \$150 up, whereas the average unit sale this year of AM sets is between \$30 and \$35. Total sales of standard sets this year will probably exceed 10,000,000. Last year the number was about 9,200,000, of which approximately two-thirds comprised the cheaper table models. Phonograph radio combinations reached a new high last year with about 500,000 sold and this year the figure is expected to be pushed up to 600,000 units."

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COLUMBIA AGAIN ENTERS PHONOGRAPH INDUSTRY

The Columbia Recording Corporation has entered the phonograph field and will market two models. At one time the name Columbia was associated with a leading phonograph manufacturing company and since that time has gone through the process of being absorbed into a radio network, reappearing as an important producer of records and finally back to its original field, phonographs.

Columbia will not make the machines, however, the producer being an "important radio manufacturer". Two models are offered; a portable at \$35 and a table model at \$69.50.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

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No. 1270

October 1, 1940

WOULD TAX RADIO PROFITS FOR NATIONAL DEFENSE

Suggested by the need of the Government to secure additional and necessary revenues and to pay the cost of National Defense, Representative Lawrence J. Connery, (D.), of Massachusetts, suggested a tax on radio broadcasting profits.

"It is my belief that our tax experts might well compare the yearly profits which have accrued to this governmentally promoted radio monopoly", Representative Connery set forth in an extension of remarks in the Congressional Record, "considering the small amount of cash actually invested, with the meager profits of its advertising competitor, our free press, our newspapers, and magazines."

Mr. Connery included in his remarks the recent speech of John B. Haggerty, President of the International Allied Printing Trades Associations, which characterized radio advertising as the Frankenstein of the printed publications.

"It is well to bear in mind that licenses for radio broadcasting stations are issued wholly within the discretion of the Federal Communications Commission", the Congressman pointed out, "and are authorized by the Congress provided that the holders of such licenses presumably serve public interest. These licenses, or governmental franchises, are issued without the payment to the Government of even the proverbial penny even in these days when the need of Government revenue is greater than ever.

"Yet the Congressional Record is replete with citations, in the official reports of the Federal Communications Commission, wherein the holders of these licenses of governmental franchises have sold this governmental property for sums ranging into the millions of dollars.

"A free press is widely recognized as one of the real bulwarks of a free democracy. The press of America is free because it is beholden to no governmental power or no one or few groups of individuals.

"For years we managed to get along without radio broadcasting, while I doubt if our Nation and our people would be as well off today had we not had, since prior to the founding of our country, a free and militant press. In passing, I might add it is not my desire to in any way cripple or hinder the radio broadcasting industry. That industry, as does the theater, as well as the press, furnishes information and pleasure to many millions of our people."

Expressing the doubt that any newspapers or magazines could show profits averaging even 10 percent on the actual investment during the past 10 years, Representative Connery continued, in part, as follows:

"Recently, the Monopoly Investigating Committee of the Federal Communications Commission reported, after an exhaustive 2-year study, that these two radio monopolists during the past 12 years of their existence had received in net earnings, after the payment of taxes and all other necessary expenses, a total of some \$45,000,000 on total cash investments, at the most, of less than \$4,000,000, a yearly average, for each of the past 12 years, of almost 100 percent in net profits on their actual investments.

"For the information of those interested, I quote from the Summary and Conclusions of the Federal Communications Commission Committee Investigating Radio Monopoly the following excerpts:

"The net earnings of Columbia, during the 12-year period of its existence, have been \$22,522,471. Of this amount \$16,872,863 (more than 13 times all cash ever paid into the corporation) has been paid to its shareholders in dividends; the remainder is invested largely in current assets. The net earnings for Columbia for 1938 were in the amount of \$3,541,741.'

"And, from another page, referring to the National Broadcasting Co., I quote:

"The total earnings (net) during the period of its existence (12 years) have been \$22,319,833. Since it began paying dividends in 1934 (6 years ago), it has paid to its parent company \$18,100,000 (cash dividends of \$14,900,000, lease negotiations fees of \$2,200,000, and research and development fees of \$1,000,000).....

"The earnings (net) for National for 1938 were in the amount of \$3,434,301.'

"The total capitalization of National Broadcasting Co., as shown by the report of the Federal Communications Commission, was never greater than \$3,300,000. This makes a total actual cash investment in both companies of \$3,784,307, on which net earnings during the past 12 years have amounted to some \$45,000,000."

"Newspapers and magazines provide profitable employment, I understand, for well over 100,000 highly skilled American workers, the weekly wages of which will probably average close to \$50 per week or some \$2,600 per year. On the other hand, it is my understanding that the radio broadcasting industry, as represented by some 705 radio stations officially reporting to the Federal Communications Commission, provides steady employment for some 11,000 workers, at an average weekly wage of less than \$30 per week, other than some 2,600 musicians and artists who receive an average of \$46 per week, plus an additional 1,000 workers, on part time, who average some \$15 per week and some 2,350 musicians and artists, on part time, who average some \$18 per week.

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COUGHLIN SILENCING, STATION'S OWN ACTION

According to a statement made by the National Association of Broadcasters, a portion of which follows, broadcasting stations throughout the country acted upon their own accord in silencing Father Coughlin:

"As you know, Father Coughlin announced last week that he would not conduct his weekly broadcasts this year because of his inability to secure an adequate number of radio stations. He accused men 'powerful in radio and in other fields' for his failure to line up the stations.

"The inability of Father Coughlin to line up stations, of course, was a result of the voluntary adherence to the NAB Code by the stations themselves. With the exception of the Code Committee statement by Edgar Bill relative to the status of his proposed political broadcasts, there has not been a single letter, phone call or contact made with any station by NAB headquarters about the matter. The action radio stations took was their own, and marks a real milestone in self-regulation."

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RICHMOND TIMES-DISPATCH CANCELS STATION APPLICATION

The following order has been issued by the Federal Communications Commission:

"At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 24th day of September, 1940, it appearing to the Commission that the Times-Dispatch Radio Corporation has surrendered for cancellation the license heretofore issued to it authorizing the operation of WRTD, Richmond, Virginia, and has requested dismissal of the above-described application;

"It is ordered, That said application for construction permit be, and it is hereby, dismissed."

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Now is the time to put up that new antenna system. Before the rains come and the roofs get covered with snow, people should think about putting up an aerial.

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ARMY ENLISTING - OLD STYLE AND NEW

It was a coincidence that on the same page of a newspaper last week there were stories telling how two men prominent in the radio industry had enlisted in the United States Army.

One of them was Elliott Roosevelt, a Texas radio station operator, who applied direct to General Arnold, Chief of Army Aviation, and whose commission as a Captain in non-flying, non-combatant branches of the air force has created such caustic comment.

In striking contrast to the way the President's son went about securing himself a commission, was the other newspaper article which told how Gen. James G. Harbord, Chairman of the Board of the Radio Corporation of America, had begun his Army career by enlisting as a private.

"That was a good many years ago", General Harbord was quoted as saying, "but if I had to do the thing over, I'd do it in exactly the same way." General Harbord, who was Chief of Staff to General Pershing in France and who commanded the Marine Brigade at Chateau Thierry strongly urged the young men of today to enlist as he did.

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FRANK RUSSELL AND MISS GALE WED

Stealing a march on their friends in the Capital, Frank M. Russell, Washington Vice-President of the National Broadcasting Company, and Miss Marian Phebe Gale, NBC Washington Publicity Director, were married last week in New York. The wedding took place at the home of Niles Trammell, President of NBC.

Mr. Trammell was best man and Mrs. Trammell the matron of honor. Others present included Frank Mullen, NBC Vice-President and General Manager, and Mrs. Mullen; Mr. and Mrs. M. H. Aylesworth; Mr. and Mrs. Edwin W. Craig (WSM, Nashville); Mark Woods, NBC Vice-President and Treasurer, and Mrs. Woods; Sid Strotz, NBC Chicago Vice-President, and Dr. Frank Black, NBC Vice-President and Musical Director, who played the organ.

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The Hawaiian Broadcasting System, Ltd., at Honolulu has applied for a new broadcast station, under the North American Regional Agreement, to be operated on 1340 kilocycles, 250 watts, unlimited time.

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ASCAP CHARGES CHAIN MUZZLING IN S. F.

Declaring that Carrie Jacobs Bond, Charles Wakefield Cadman, Deems Taylor, Irving Berling, George M. Cohan, Jerome Kern, Gene Buck, the San Francisco Symphony Orchestra, Tony Martin, Judy Garland, and about 50 other celebrities who participated in the Music Festival at the San Francisco World's Fair were barred from the air last week, the American Society of Composers declared that complaint would be made to the Federal Communications Commission in Washington.

"The action at San Francisco was the opening gun in the battle of the radio chains to drive members of the American Society of Composers, Authors and Publishers off the air starting New Year's Day", an ASCAP account stated. "Chain spokesmen hinted that the incident was just a mild sample of what ASCAP composers and authors may expect unless they accept the terms of the radio chains for the use of their music.

"The World's Fair Music Festival was staged for the purpose of presenting a cavalcade of American compositions devoted to American operatic, symphonic and other unforgettable music of the past and present, and to pay tribute to Victor Herbert, John Philip Sousa, George Gershwin and others. ASCAP was invited to present the festival. In response to this invitation, Gene Buck, President of the Society, assembled an imposing list of prominent composers in San Francisco."

"Ordinarily the radio chains would have fought for the privilege of broadcasting such a star-studded program especially since the services of all artists were offered gratis. In this case, however, the Columbia Broadcasting System, National Broadcasting Company and Mutual Broadcasting System each flatly refused the request of the Fair authorities to let the musical event go on the air. As a consequence the festival was heard only by those actually present at the Fair and was denied to radio listeners throughout the country.

"Station KFVB, Los Angeles, operated by Warner Bros. Pictures, volunteered to broadcast the Festival on the Pacific Coast, but were unable to secure the necessary physical facilities and cooperation from the chains.

"Astounded at the action of the chains in not only muzzling the composers and artists but also depriving the public of a rare musical treat, a committee of World's Fair officials and composers is understood to be planning a special trip to Washington to file a formal complaint with the Federal Communications Commission. It is charged that the chains, in boycotting the Musical Festival, have violated an important FCC regulation requiring broadcasters to operate 'in the public interest'."

Gene Buck said:

"The radio chains have usurped control of the air. Today they have given the public a perfect illustration of their monopoly. We will challenge that monopoly by every legal means at our command."

John G. Paine, General Manager of ASCAP, stated:

"This is part of a carefully conceived campaign by the radio chains to dominate all phases of broadcasting. By ruthlessly boycotting the works of our composers and authors, they can force the use of music put out by their subsidized music firm, BMI, and thus make their monopoly of the air complete."

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TO CELEBRATE TWENTY YEARS OF RADIO PROGRESS

With November, 1940, radio completes 20 years of miraculous progress - 20 years that have changed the habits of the nation and put some 52 million radio sets into American homes and autos.

To mark this 20th Milestone of Radio, a group of leaders in the radio industry, led by O. H. Caldwell, Editor of Radio Today, has suggested that the entire month of November be devoted to a Radio Industry celebration, to be shared in by broadcasters, radio manufacturers, distributors, dealers and servicemen. They would have radio stores, radio stations and all radio centers take part in this great industry promotion, coming just before Christmas.

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RADIO SUGGESTED BY EDUCATORS IN DEFENSE

For schools which accept as their role in the present crisis not merely passive acceptance of this statement, but positive action, the Commission (Educational Policies Commission) suggests the following steps:

"Appoint a committee to engage all local educative and public opinion forming agencies in a unified program for the defense of democracy. Organize discussion groups to aid adults to reach sound conclusions on the urgent questions of national policy. Revitalize the citizenship teaching in the school. Secure the cooperation of the newspapers in advancing the whole program. Use the radio to dramatize the American struggle for self-determination."

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RADIO EXPORTS OF JULY

Exports of American radio last July totaled \$1,498,310, according to the latest report of the U. S. Bureau of Foreign and Domestic Commerce. This was a decrease of 11.2 percent from the corresponding month of July, 1939, of \$1,686,714. Radio exports in July, 1940, were only slightly below the total of June of this year which were \$1,601,675.

The number of receiving sets exported in July numbered 32,367, valued at \$670,169, as against July, 1939, exports of 35,998, valued at \$618,890.

Tube exports in July numbered 409,934, valued at \$137,258, compared with July, 1939 exports of 607,160 tubes, valued at \$245,065.

Parts and accessory exports in July totaled \$391,670 as compared with July, 1939, exports of \$472,325.

The number of radio speakers exported in July numbered 29,535, valued at \$32,294 as compared with 44,219, valued at \$69,587 in July, 1939. Transmitting apparatus exported was valued at \$266,919 as against \$280,847 in July, 1939.

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CONTENDS RADIO INCREASES NEWSPAPER READING

Radio fosters reading of newspapers and as the educational, cultural, and economic level rises, the amount of radio listening declines.

That's the principal conclusion of a survey of radio's role in the communication of ideas, a survey conducted by the Office of Radio Research, Columbia University, and financed by the Rockefeller Foundation.

Other noteworthy points made by Paul F. Lazarsfeld, Director of the Office of Radio Research, in his new book "Radio and the Printed Page" (published by Duell, Sloan & Pearce, \$4) which details the findings of the survey are: That radio newscasting increases, instead of diminishing, interest in reading newspapers. That those who depend on the newspaper for their news are more interested in news than those who depend on the radio. That serious and educational programs are listened to primarily by those who have the least need for further education and information, shunned by those whom they are intended to educate and inform.

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 ::: TRADE NOTES :::

The Cleveland City Board of Education has been granted authority by the Federal Communications Commission to change that school system's non-commercial education radio service from amplitude modulation to frequency modulation.

The Government of Brazil is sponsoring a series of radio broadcasts to United States listeners, presenting Drew Pearson and Robert S. Allen, nationally known columnists and commentators, in a weekly radio edition of "Washington Merry-Go-Round". The program is patterned after the Pearson and Allen syndicated column with the addition of news and comment on Brazilian affairs. It is heard over an 8-station NBC Blue Network from 7:00 to 7:15 P.M., EST, Sunday nights.

Two more utilities have ordered FM emergency communications systems from the General Electric Co. - the San Antonio Public Service Company, San Antonio, Texas, and the San Diego Gas and Electric Company, San Diego, Calif.

Evansville on the Air, Inc., at Evansville, Ind., is operating a "walkie talkie" portable radio set used by the Indiana National Guard to transmit a recruiting program in connection with National Guard Week broadcast by Stations WEOA and WGBF, Evansville.

Station WIZE, Springfield, Ohio, becomes an affiliate of the National Broadcasting Company, effective November 1, or at such earlier date as the station commences regular operation, announces. WIZE becomes a bonus outlet to advertisers using the facilities of Station WING, Dayton, Ohio.

The No-Bel Radio Burglar Alarm Company of Oakland, Calif., will be given a further hearing by the Federal Communications Commission with regard to application for stations at Oakland and San Francisco.

The General Motors Research Division has been granted temporary authority by the Federal Communications Commission to install an aircraft radio station aboard NX-25463 with 10 watts power and 3105 kilocycles.

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APPARENT I.T.& T. DROP CAUSED BY U.S. DOLLAR DECREASE

In his Fall report to stockholders, Sosthenes Behn, President of the International Telephone & Telegraph Corporation explains:

"The decrease of approximately \$900,000 in telephone and radio-telephone operating revenues, as compared with the similar period of 1939, was caused by the decrease in the U.S. dollar value of the foreign currencies realized from such operations. Actually, the revenues in local foreign currencies for the period in question were in every case in excess of those for the similar period of 1939."

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G.E. STEAMS UP FOR 50 KW FM STATION

Application has been made by the General Electric Company to the Federal Communications Commission for permission to extend the power of its FM station, W2XOY, from the present licensed powers of 2500 watts to 50,000 watts. Operating on 43.9 megacycles, W2XOY is located on the Helderberg Mts., 1200 feet above the valley floor. It overlooks Albany, Schenectady, and Troy and will serve an area of 16,030 square miles populated by 1,560,000 potential listeners.

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WINCHELL FREED ON RADIO CHARGE

Supreme Court Justice Peter Schmuck dismissed as against the Radio Corporation of America, the National Broadcasting Company and the Andrew Jergens Company, a \$1,000,000 libel suit brought by Joseph Curran as President of the National Maritime Union of America, because of remarks allegedly made by Walter Winchell in a broadcast on June 9. The court said the language used in the broadcast was not specified by the plaintiff. Justice Schmuck refused to dismiss the suit as against Mr. Winchell and The Daily Mirror, Inc., for statements made in Mr. Winchell's column on June 10.

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BARRED FROM USING REMINGTON NAME

The Federal Trade Commission has issued an order requiring Automatic Radio Manufacturing Company, Inc., Boston, Galvin Manufacturing Corporation, Chicago, and the Pep Boys - Manny, Moe and Jack, Inc., Philadelphia, to cease and desist from unauthorized use of the trade name "Remington" to designate radios, tubes and other radio parts.

Commission findings are that the Automatic and Galvin companies, manufacturers, sold radio sets and parts bearing the name Remington exclusively to the Pep Boys' organization, which operates a chain of 52 stores in various cities, and that the two manufacturing corporations have cooperated with the Pep Boys company in adopting and using the name Remington to identify and designate radios sold by them to the Pep Boys company for resale to the purchasing public.

The name Remington, according to findings, is the name or part of the name of a number of corporations well known and long established, some of which employ it as a trade name, mark or brand for the products they make and sell; and the respondents' use of the name has been without the authority or consent of any of the corporations which have heretofore so used it.

The Commission order directs the Automatic Radio Manufacturing Company, Inc., Galvin Manufacturing Corporation, and the Pep Boys - Manny, Moe and Jack, Inc., in connection with the sale of radio sets, tubes and parts, to cease and desist from using the word "remington" or any simulation of it, whether spelled the same or not, as a brand or name to mark, designate, describe or refer to radios, radio tubes or other radio parts.

The Commission further ordered that its complaint in this proceeding be dismissed as to the Ferguson Radio and Television Company, Inc., New York, which was named as a respondent in the complaint, but which is no longer in business.

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ATTORNEYS' APPLICATIONS APPROVED

Applications for the following attorneys to practice before the Federal Communications Commission were approved by the Commission:

Raymond A. Bartlett, New York, N. Y.; Eugene Best, Riverside, Calif.; Clifton W. Brannon, Toccoa, Ga.; Delbridge L. Gibbs, Dallas, Tex.; Walter East Hempstead, Jr., Los Angeles, Calif.; Samuel Jacobs, Albany, N.Y.; George H. Leonard, Fort Wayne, Ind.; Henry Mayer, New York, N.Y.; Richard Arthur Ruppert, Cincinnati, Ohio, and Doyle Willis, Dallas, Texas.

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NBC INTERNATIONAL STATIONS BOOM

With improved beam antennas, Stations WRCA and WNBI, broadcasting with 50,000 watt transmitters of the NBC will become two of the most powerful in the world.

At the same time, the International Division of NBC has just moved to larger quarters in Radio City and - from the pulsating nerve center - during sixteen hours of every twenty-four, an uncensored chronicle of world events is flashed across the seven seas to millions of eager listeners. The broadcasts are in Spanish, Portuguese, French, Italian, German and English.

The success and expansion of NBC's International Division is attributable to the superb collaboration of a staff of forty men and women directed by Guy C. Hickok who has spent fifteen years of his busy life in foreign countries in the collection and dissemination of news.

Before opening its world wide short-wave service, RCA-NBC engineers had made comprehensive field tests over several years and more than three-quarters of a million dollars had been spent to perfect transmission and reception of the radio programs throughout the world, according to an NBC statement, more of which follows:

"There are 3,500,000 radio sets in Latin America, of which it is estimated that 2,100,000 are equipped for short-wave reception. For nine hours daily, the beams of WRCA and WNBI are directed to these listeners. Eight of these hours carry programs in Spanish and Portuguese. There is also an American Hour in English for Americans away from home. Broadcasts during the evening hours on directional beams range from the populous cities of the East Coast of South America, over the high Andes to the important cities in the West, and over Mexico and the Caribbean area, thereby providing the maximum of reception in the centers of population.

"But do Latin Americans tune in to NBC international programs? Conclusive proof may be found in the fact that nearly 24,000 letters were received from listeners South of the Rio Grande as a result of the Louis-Godoy boxing match, carried to Latin America in Spanish from the ringside in Madison Square Garden on the night of February 8.

"NBC received 40,000 letters in 1939 from listeners in eighty-two countries, protectorates and territories, covering every corner of the globe, in response to its daily programs. This year's mail is running at a rate of over 60,000 letters. Not only do the NBC International stations broadcast their programs to a daily audience of 2,100,000 families in Latin America but also to many millions more throughout the world."

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