

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

Handwritten initials and scribbles in red ink, including 'HA' and a large flourish.

RECEIVED
OCT 7 1940

INDEX TO ISSUE OF OCTOBER 4, 1940

Try The Short Wave Bands, Caldwell Urges.....	2
Request Of St. Louis Broadcaster Denied.....	4
WMCA To Move To New Site.....	4
Diplomats To Dedicate Powerful New Crosley Station.....	5
Magazine Writer Pans Mr. Fly.....	6
FCC Amends FM Rules And Regulations.....	8
New Safety Foot Control Auto Radio.....	10
German Sets Increase 100,000 Per Month.....	10
International Stations Called For National Defense Conference.....	11
Philips Radio Management Reported In New York.....	11
U. S. Short-Wave Program Sponsorship Renewed.....	12
New G.E. Transmitter Manufacturing Building.....	12
Columbia Billings Up 21 Percent.....	12

No. 1271

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TRY THE SHORT WAVE BANDS, CALDWELL URGES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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REQUEST OF ST. LOUIS BROADCASTER DENIED

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

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WMCA TO MOVE TO NEW SITE

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

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DIPLOMATS TO DEDICATE POWERFUL NEW CROSLY STATION

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

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

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

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

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

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

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

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

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MAGAZINE WRITER PANS MR. FLY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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FCC AMENDS FM RULES AND REGULATIONS

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

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

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

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

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

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

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

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

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

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

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NEW SAFETY FOOT CONTROL AUTO RADIO

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

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

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

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

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

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

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GERMAN SETS INCREASE 100,000 PER MONTH

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

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INTERNATIONAL STATIONS CALLED FOR NATIONAL DEFENSE CONFERENCE

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

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

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

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

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

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PHILIPS RADIO MANAGEMENT REPORTED IN NEW YORK

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

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

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U.S. SHORT-WAVE PROGRAM SPONSORSHIP RENEWED

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

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

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

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NEW G.E. TRANSMITTER MANUFACTURING BLDG.

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

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COLUMBIA BILLINGS UP 21 PERCENT

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

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2400 CALIFORNIA STREET

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INDEX TO ISSUE OF OCTOBER 8, 1940

Educators Shy At Monopoly Report.....	2
Philips Reports Adequate Radios On Hand In India.....	3
Estimates Mrs. Roosevelt's Broadcast Earnings At \$450,000.....	4
BMI Stockholders Receive Encouraging Report.....	5
Hollywood's New Television Station Ready January 1.....	6
Rockefeller To Include Radio In Cultural Work.....	7
More FM Permits Sought.....	7
Navy Day Receiving Set Competition.....	7
ASCAP Blitzzer Apparently Unworried.....	8
Chicago Police Try FM On Large Scale.....	8
Radio Engineers' Convention.....	8
Trade Notes.....	9
Stations Seek More Power.....	10
RCA Stands By Employees Entering Service.....	11
WOR Television Station To Be On Air In 9 Months.....	11
New Job Created For John Royal.....	12
G.E. Takes Over Complete Operation Of WGY.....	12

No. 1272

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October 8, 1940

EDUCATORS SHY AT MONOPOLY REPORT

The National Committee on Education by Radio takes the FCC Monopoly Investigation for quite a ride.

"Early in June a special committee of the Federal Communications Commission completed its two-year investigation of radio broadcasting monopoly and made public a 1,300-page report of its findings", the Committee's Bulletin states. "Immediately the radio industry launched an attack on the report charging inaccuracy and unfairness. This was the beginning of a struggle between government and the industry which promises to be long and bitter.

"The report is most critical of the broadcasting networks. It charges: that the network organizations have the dominant positions at every turn in the field of radio broadcasting; that the heart of the abuses in chain broadcasting is the network contract with the local station outlets; that the interests of the local stations have been subordinated to the interests of stations owned and controlled by the networks; and that as a result of these practices nearly half of the profit made by the 660 broadcasting stations found its way into the hands of the two dominant chain systems. The report cites specific evidence from 10,000 pages of testimony taken at hearings which extended over a period of more than six months.

"What attitude should the public take? Its decision ultimately decides the conflict between industry and the government. If the public loses confidence in the Communications Commission and in the report its committee has prepared, the Commission cannot successfully press its claims against the radio companies. On the other hand if the people come to distrust the industry, it cannot hope to secure the support necessary to check the Commission in its drive toward more stringent regulation.

"Ordinarily the people assume that an official report of a governmental agency such as the Communications Commission is objective and impartial. Usually it represents a careful and accurate analysis of the most expert testimony available. In this case, however, one member of the special committee which prepared the monopoly report has admitted in a recent appearance before the Senate Interstate Commerce Committee that certain parts of the report are in error. His admission casts a shadow over the rest of the report.

"Ordinarily people are ready to apply a heavy discount to the defense of any industry against charges made in official reports. This is particularly true in radio where the broadcasters exist only by grace of governmental license and where the sworn

testimony of one national chain organization charges another chain with monopolistic practices. In spite of this evidence, however, the industry insists that it is trying to maintain traditional American economic freedom against the restraint of government and is making a bold and direct appeal to the public for support against the recommendations of the FCC committee.

"Certainly there is no clear indication of what the public attitude should be. People generally cannot be expected to read the 10,000 pages of complicated and technical testimony. Few will be able to examine the 1,300 page report of the special committee of the Commission. Most citizens will be dependent on what they read in the papers or hear over the air.

"There seems to be no adequate means of putting before the people all the facts they may need before passing on such an issue as the conflict between the industry and the Commission. Obviously the governmental process of reporting is not designed for public use. It is a legal process which provides evidence only on the points at issue. It leads to a series of conclusions or recommendations which suggest the decision to be made by the officials charged with responsibility for action. It is not intended to give the lay public any clear picture of the pros and cons of the different alternatives presented by the issue."

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PHILIPS REPORTS ADEQUATE RADIOS ON HAND IN INDIA

In a recent Commerce Department Bulletin is a reference to the Philips Radio concern from the American Consulate General at Calcutta which reads:

"Following the change in the political conditions in the Netherlands, apprehensions were felt in the local market regarding the availability of stocks of the Dutch Philips receiving sets manufactured by that company in the Netherlands. The India branch of the Dutch firm has made the following announcement through the press in this connection recently:

"Notice - the recent developments in the European conflict may give rise to unfounded rumors regarding lack of supplies of Philips products in the country. We take this opportunity of assuring all our customers and trade relations that adequate stocks of Philips radio sets, Philips lamps, valves, radio parts, etc., are in India, and that arrangements for regular future supplies have been made."

"Despite the above statement, it is understood that supplies of Philips products to the trade are greatly restricted."

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ESTIMATES MRS. ROOSEVELT'S BROADCAST EARNINGS AT \$450,000

The broadcasts of Mrs. Roosevelt have aggregated about \$450,000, according to John T. Flynn in his book, "Country Squire in the White House" now in its sixth edition. Mrs. Roosevelt's total earnings, the writer declares, are something near \$1,200,000. The total earnings of the President and his family since going into the White House, Mr. Flynn estimates, is something over \$2,500,000.

"Mrs. Roosevelt's broadcasts bring from \$3,000 to \$4,000 apiece", a chapter of the book entitled "White House, Inc.", Mr. Flynn writes. "She has had about 150 broadcasts. She has broadcast for Beauty Rest Mattresses, a shoe manufacturer, a toilet preparation and others and is now appearing for Sweetheart Soap.....

"Her daughter, Mrs. John Boettiger (formerly Mrs. Dahl), has worked as a member of the staff of Liberty magazine for Bernarr Macfadden, has written articles and is now writing for a Hearst paper of which her husband, John Boettiger, is publisher - a job he got after he married Mrs. Dahl - where she is reported to be paid \$12,000 a year. She attempted to do some broadcasting. An agent representing her sent around the following notice:

"Mrs. Anna Roosevelt Dahl, daughter of the President-elect, has a charming voice and most engaging personality. She is willing to appear on any commercial program sponsoring a product consistent with her public position."

"Elliott Roosevelt got \$25,000 a year as president and general manager of the Hearst chain of radio stations. Elliott's first foray into business was as consultant of the Aeronautical Chamber of Commerce. It was at a time when the industry was having a good deal of trouble with the Post Office Department. A bill was pending before Congress to authorize certain concessions which the Chamber was interested in, and in the course of the debate Elliott was denounced as its lobbyist. Later Brigadier General William Mitchell, former army air chief, made a similar charge. Elliott denied it. He said that he was employed by the Chamber to organize and coordinate various aviation companies to put them on their feet. He was quite young and inexperienced for such an imposing service. One congressman said he got \$25,000 a year, another said it was only \$10,000. However, later William Randolph Hearst wanted to have four radio-station franchises transferred to him in Texas at a time when he was lambasting the President. He had to get permission of the Communications Commission, appointed by the President. He employed Elliott to get those transfers. Elliott handled the job - and with great success. He was later made general manager of the whole Hearst chain at \$25,000 a year."

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BMI STOCKHOLDERS RECEIVE ENCOURAGING REPORT

Prior to holding the first annual meeting in New York City, stockholders of Broadcast Music, Inc., formed for the purpose of supplying the radio broadcasting industry with its own music, have been advised that by the end of this year there will be available to every licensee of BMI a catalogue of music sufficient, with the public domain and with music which can be obtained from cooperating licensing agencies, to render a full broadcasting service. This word comes in the annual report of Neville Miller, a portion of which reads:

"During our first six months of operation, we have placed in the hands of our subscribers more than two hundred carefully selected musical compositions of excellent quality, published under our company's own imprint, and available in piano and vocal copies and in orchestral form. We are now on a production schedule of over one hundred selections a month, the greatest volume of quality output ever maintained in the publishing industry, and we are substantially increasing this rate of production. Moreover, our company, by concluding agreements with other publishers, has obtained the performing rights to more than twenty-five thousand compositions, which will become available to our licensees at an early date.

"Our company has not only made a substantial volume of music available, but it has, by means of radio exploitation, succeeded in having a number of compositions on the list of compositions most frequently performed and on the list of sheet music best sellers. One composition has already sold in excess of thirty-five thousand copies and thirty-five hundred orchestrations, and a steady volume of sales is now being maintained. The volume of our music used on broadcasting stations generally has shown a steady increase since the beginning of our operations.

"Needless to say, we greatly appreciate the support which we have received from the broadcasting industry. The list of our subscribers has grown from 246 to 346 stations, representing over 80% of the dollar volume of the broadcasting industry. Even this figure does not fully indicate the full measure of support which we have received. Forty-three additional stations have recently pledged their support but have not yet actually completed the execution of their contracts. These stations will raise the number of subscribers to a numerical majority of all stations, and our stockholders will represent not only in excess of 85% of the dollar volume on the industry but also a full cross section of the entire industry, representative of independent stations, affiliated stations and network-owned stations."

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HOLLYWOOD'S NEW TELEVISION STATION READY JANUARY 1

Work on what is said to be the world's first station built exclusively for television is progressing at a rapid pace and the superstructure on the two-story-and-mezzanine edifice already has been erected atop 1700 foot Mt. Lee overlooking Hollywood, according to Thomas S. Lee, President of the Don Lee Television System. Approximately 120,000 feet of lumber and innumerable bags of cement are being used in the modern structure, which will cost approximately \$100,000. Formal opening date will be about January 1.

Novel features of the plant will be a 25 by 50 foot swimming pool, which will be the scene of many aquatic telecasts, and a complete encasement of the building and television stages in a sheathing of copper. This requires 22,600 feet of this metal, and is for the purpose of eliminating outside and intra-building interferences, according to Harry R. Lubcke, Director of Television, for the network.

The building will have one television stage 60 by 100 feet and another 25 by 45 feet with monitor rooms in addition to complete office facilities, transmitter room, and a special experimental laboratory, as well as scenery storage rooms, makeup room, lounge viewing room, performers' lounge and other theatrical facilities. W6XAO's new home will be 31 feet high and have an overall measurement of 100 by 100. From Franklin Avenue and Beachwood it may be reached by going up Beachwood, to Ledge wood, to Deronda, to Mulholland Highway. From the Mulholland Highway junction the Mt. Lee Highway leads over a route of scenic beauty. This new road has been paved and fenced with white guard rails to the summit.

A special ventilating system and intricate electrical system for the five television cameras and an airplane beacon atop the building not far from the two 150 foot television antennas will be other features of W6XAO. (The telecasting unit now has three cameras and two orthicon cameras are on order from New Jersey.) New range of W6XAO will be 60 miles.

W6XAO went on the air December 23, 1931, and has telecast more than 6,000 hours of entertainment in 2,500 separate programs to 500 receivers within a radius of 30 miles of the present transmitter located at 1076 West Seventh Street. Station is now off the air to afford technicians an opportunity to make improvements in the equipment and adapt the telecasting band to new Channel No. 1.

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The Allen B. DuMont Laboratories, Inc., Passaic, N.J., have been authorized by the Federal Communications Commission to operate a 50 watt television transmitter at Passaic on the No. 2 television channel in order to make field test measurements.

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ROCKEFELLER TO INCLUDE RADIO IN CULTURAL WORK

Nelson A. Rockefeller, who has been appointed Coordinator of Commercial and Cultural Relations between the American Republics by President Roosevelt, is expected to appoint some outstanding radio adviser, as well as from the newspaper and motion picture fields. Just what Mr. Rockefeller contemplates along radio lines is not known at this writing. Up to now, all international and short-wave radio has cleared through the State Department and the Bureau of Foreign and Domestic Commerce.

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MORE FM PERMITS SOUGHT

Among those applying last week for construction permits for new high frequency broadcast stations at the Federal Communications Commission were William F. Maag, Jr., Youngstown, Ohio, 43,500 kc.; WCAU Broadcasting Co., Philadelphia, Pa., 44,300 kilocycles; Tom M. Bryan, Miami, Florida, 44,500 kilocycles and the National Life and Accident Insurance Co., of Nashville, Tenn., 44,500 kilocycles.

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NAVY DAY RECEIVING SET COMPETITION

The annual radiotelegraph receiving competition, conducted by the American Radio Relay League in West Hartford, Conn., will be held on Navy Day, October 27, it was announced by the Chief of Naval Operations.

Radio amateurs throughout the United States and its possessions are invited to participate, and to send to the League copies of the message as received. Results will be forwarded to the Chief of Naval Operations, and letters of appreciation will be sent to those persons who submit perfect copies of the broadcast.

Transmission will be at the rate of approximately 25 words per minute, and will be preceded by a five-minute continuous "CQ" call. The broadcast from Washington is set for 9 P.M., simultaneously on 4045 and 8090 kilocycles, call letters NAA.

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Rene Canizares, of Havana, has received permission from the Federal Communications Commission to transmit sports from New York to Station CMCK, Havana, via R.C.A. Communications, Inc.

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ASCAP BLITZER APPARENTLY UNWORRIED

Someone calling on E. C. Mills, Chairman of the Administrative Committee of the American Society of Composers in New York last week, asked him if he was apprehensive with regard to the radio music battle now being waged.

"Listen", Mr. Mills replied, "I'm not going fishing this afternoon, and I am just as much worried about the outcome of the fight with the broadcasters as I am about the fish I'm not going to catch this afternoon."

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CHICAGO POLICE TRY FM ON LARGE SCALE

The Federal Communications Commission has authorized the Chicago Police Department to construct 200 new experimental Class 2 municipal police stations to conduct an experimental program of research in connection with the determination of the practicability of frequency modulation as applied to the police service. The frequencies assigned are 35,100, 35,200 kc., with 30 watts power.

Authority has also been granted to communicate as municipal police stations in the emergency service on an experimental basis subject to the condition that no interference is caused to stations operating on these frequencies or adjacent frequencies.

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RADIO ENGINEERS' CONVENTION

Discussions of frequency modulation, as well as television, promise to feature the annual Fall Convention of the Institute of Radio Engineers at Rochester, N. Y., November 11-13. The Rochester section of I.R.E. is now preparing for an interesting program, including many prominent speakers and the reading of technical papers. The usual exhibit of radio components also will be held at the Sagamore Hotel.

The Rochester convention will be in charge of the Institute's Rochester section and Virgil M. Graham, Assistant Director of the RMA Engineering Department.

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: : : TRADE NOTES : : :
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General Electric Company employees who are called for military service or those who voluntarily enlist for the 12 months' training period, will receive a full month's pay and be granted a year's leave of absence. At the expiration of military service, employees will be restored to their former positions or to positions of like seniority, status and pay, unless circumstances make it impossible or unreasonable to do so.

Ashton Dunn, Superintendent of Training in the Personnel Division of the National Broadcasting Company, has been appointed Personnel Manager. Mr. Dunn came to NBC, June 1, 1937, from R. H. Macy & Co., where from 1931 to 1937 he was in the Training Department, becoming Assistant Director of Executive Placement.

The Freed Radio Corporation has prepared a booklet "The ABC of FM" putting into words of one syllable the story of frequency modulation. The booklet was prepared by the Freed-Eisemann technical and research department.

The St. Louis Public Service Co., has been granted a construction permit by the Federal Communications Commission for a new special emergency station, 31460 kilocycles, 250 watts power and authority to operate by remote control. The company was also granted construction permit for 21 new portable-mobile units to become part of their special emergency system, frequency 31460 kilocycles, 15 watts.

Guy C. Hickok, Director of the International Division of the National Broadcasting Company has left by Clipper ship for an extensive combination business and pleasure trip to South America. He will visit the major South American countries and make stopovers in Rio de Janeiro, Buenos Aires, Santiago, Arica, La Paz, Lima and Quito. He will return to Miami via Cristobal on October 31st.

Ten scholarships in radio training, offered jointly by the WLW Educational Department and the Radio Department of the Cincinnati College of Music, have been made available. The scholarships are each valued at \$100, and will entitle the recipient to one year's tuition in residence at the college in three out of four radio courses. The courses are: radio production, radio interpretation (acting), radio announcing and radio sound effects engineering.

10/8/40

Almost 15,000 requests were received last week on the giveaways offered on the Elliott Roosevelt broadcasts, Station WMCA reports. Capt. Roosevelt, incidentally, finished his WMCA and network series this week as he begins to take up active duty with the Army Air Corps in connection with the Government defense program.

Station WKIP, Poughkeepsie, N.Y., became affiliated with the Blue Network of the National Broadcasting Company on October 6th. This makes 200 affiliates that NBC has and three more stations will be added by January 1.

"Elements of Acoustical Engineering" is the title of a book by Harry F. Olson, E.E., Ph.D., Director of Acoustical Research, RCA Manufacturing Company and Lecturer in Electrical Engineering at Columbia University. The price is \$6.00, and the publishers, D. Van Nostrand, Inc., 250 Fourth Avenue, New York City.

Arthur A. Brandt, who for three years has been associated with the advertising and promotional activities in connection with General Electric radio, has been appointed General Sales Manager for G-E radio and television receivers with headquarters in Bridgeport, Conn.

The State University of Iowa has announced plans to hold the First Annual Iowa Radio Conference in Iowa City on October 17, 18, and 19th. While the conference is designed primarily for broadcasters in Iowa, it will deal with problems common to all radio and will be of interest to educators and broadcasters alike.

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STATIONS SEEK MORE POWER

Requesting the facilities of KGGF, Coffeyville, Kans., WNAD, Norman, Okla., and KFEQ, St. Joseph, Mo., as proposed by the North American Regional Agreement, Station KMBC seeks to change its frequency from 950 to 690 kilocycles, and to increase power from 5 to 50 kilowatts.

Station KYA, Hearst-owned, in San Francisco, has asked to be put on the frequency of 560 kilocycles and for an increase to 5 kilowatt power.

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RCA STANDS BY EMPLOYEES ENTERING SERVICE

All employees of the Radio Corporation of America and its subsidiaries, of six months or more standing, who may be called or who may volunteer for service in the armed forces of the United States, will be paid the difference between what they earn in their last month of employment and what they receive for their first month's service.

This announcement was made by David Sarnoff, President of RCA, following the regular meeting of the corporation's Board of Directors.

The Directors also decided, Mr. Sarnoff said, that, in addition to all other rights and privileges to be provided by the corporation under the Selective Service Act, the corporation will continue in force for one year, the group life insurance of those who may be called or who may volunteer for service. The RCA will pay the full premium, including the employee's portion.

Besides employees of the Radio Corporation of America, these provisions will apply to employees of the National Broadcasting Company, RCA Manufacturing Company, R.C.A. Communications, Inc., Radiomarine Corporation of America and RCA Institutes, Inc.

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WOR TELEVISION STATION TO BE ON AIR IN 9 MONTHS

The new WOR television station will be on the air within six to nine months. This was the announcement made recently by J. R. Poppele, Chief Engineer of WOR, following the news from Washington that the Federal Communications Commission had formally confirmed the grant of a television license to the Bamberger Broadcasting Service, Inc., operators of WOR.

Tests to determine the transmitter site will be started immediately. A studio will be constructed at 1440 Broadway, where WOR's New York broadcasting studios are located. An auxiliary television studio will probably also be built at the transmitter point.

The WOR television station, the fourth in the Metropolitan area, will operate on Channel Number 6 (92-102 megacycles). A daily program service, offering two hours of telecasts in the afternoon and two hours in the evening, is planned. An increase in operating hours will depend largely upon public acceptance.

A minimum of one hundred thousand dollars has been set aside by WOR for the initial television operations, Mr. Poppele stated. An extensive research and experimentation in the technical, program and production problems of the new medium will be carried on.

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NEW JOB CREATED FOR JOHN ROYAL

John Royal, for many years Vice-President in Charge of Programs, at the National Broadcasting Company, has been appointed to a newly created position - Vice-President in charge of plans having to do with New Activities and Developments in Broadcasting as they relate to promotional, programming and commercial problems. Thus John will have about the longest title of any of the numerous NBC Vice-Presidents.

It is explained that the position will combine under one direction, necessary developmental work in programming and general public service in the fields of Television, Frequency Modulation, Facsimile and Short Wave broadcasting.

Mr. Royal's former position, it was stated, would be filled in the near future.

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G.E. TAKES OVER COMPLETE OPERATION OF WGY

General Electric has taken over the complete operation of WGY, popular 50-kilowatt broadcasting station established in Schenectady more than 18 years ago, it has been announced by Robert S. Peare, Manager of Broadcasting and Publicity for the company. Since 1931 this station has been operated by the National Broadcasting Company.

Kolin Hager, manager of the station since its inauguration in February, 1922, with the exception of two years, will continue as manager. Under the new arrangement WGY will be affiliated with the National Broadcasting Company and will continue to utilize the red network.

The technical operations of the station will continue under the direction of another pioneer in the art, W. J. Purcell.

When WGY was started in 1922, it used but 1500 watts of power. This was soon increased to 500 watts. In 1924 the General Electric Company completed the construction of a great transmitter laboratory on a 54-acre plot at South Schenectady and the WGY transmitter was moved from within the Schenectady factory to the new location.

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2400 CALIFORNIA STREET

WASHINGTON, D. C.

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INDEX TO ISSUE OF OCTOBER 11, 1940

Young Rockefeller Makes First Washington Speech.....	2
RCA Gets \$7,000,000 War Order.....	4
Elliott Still Target; Income Was \$76,000.....	4
Great Lakes Radiophone Rates Found Unreasonable.....	5
Allied Printing Trades Speech Comeback.....	5
Cautions Willkie To Watch Step On Radio.....	6
German Television Pioneer Dies.....	6
To Determine FM Sky-Wave Interference.....	7
Coast Guard Radiomen Class.....	7
BBC Now Broadcasts News In Cypriot.....	7
Trade Notes.....	8
Four Stations On 780 KC Boosted.....	9
Trammell Continues NBC Changes.....	10
Gallup Poll Favors Red Ban.....	10
Former FCC Counsel To Practice Law.....	11
Spanish Concern Asks Government Recognition.....	11
Sarnoff Foresees Unprecedented Scientific Advances.....	11

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YOUNG ROCKEFELLER MAKES FIRST WASHINGTON SPEECH

Despite the report that Nelson A. Rockefeller, President of Rockefeller Center and Coordinator of Latin American Economic and Cultural Problems of the National Defense Commission would inaugurate an elaborate exchange of short-wave radio programs between the United States and our neighbors to the South, only casual mention of radio was made when Mr. Rockefeller, in his maiden speech in Washington addressed the National Press Club Wednesday. Because his talk was "off the record", it is not permissible to tell what he said.

Someone observed after hearing the address that evidently what Mr. Rockefeller proposed to do was largely a duplication of what is already being done by the State and Commerce Departments. It seemed to be the impression that the field Mr. Rockefeller was entering was already well covered by the Government.

Among those at the guest table were Dr. Stanley K. Hornbeck, Advisor on Political Relations in the State Department; Mr. Ben M. Cherrington, Chief of the Division of Cultural Relations of the State Department, and Michael J. McDermott, genial Chief of the State Department Press Division. There were also officials from the Commerce Department. This turnout caused Mr. Rockefeller to laughingly remark that he didn't know that all of the other cultural experts in Washington would be there to listen to him. Few members of the Latin-American Diplomatic Corps were present. About 300 attended the luncheon.

A critic of the Administration professed to see a political angle in Mr. Rockefeller's present assignment.

"Election isn't far off", he remarked. "Lining up a man with a big and influential name like Rockefeller just at this time when the Administration is out seeking the votes of all classes and is particularly desirous of those of the conservative element, would be the same as taking on somebody like Edsel Ford during the campaign. I think young Mr. Rockefeller was brought in by the President more or less as political window-dressing."

Nevertheless, Mr. Rockefeller proved himself an interesting and capable speaker, showed excellent judgment in making his talk short, and what he had to say apparently got over in good shape. In appearance young Rockefeller reminded those of the radio industry of Philip Loucks, former secretary of the National Association of Broadcasters, if Phil were taller and younger.

Mr. Rockefeller, a son of John D. Rockefeller, Jr., now 32 years old, obtained his preparatory education at the Lincoln School of Teachers College in New York, and an A.B. from Dartmouth. He is a Trustee of the Modern Museum of Art in New York City, which last Summer featured a series of program of modern music of Mexico, directed by the famous Mexican conductor, Carlos Chavez.

Mr. Rockefeller announced Thursday that James W. Young, Director of the Bureau of Foreign and Domestic Commerce, would serve as Director of the Communications Division on the Coordinator's staff, in charge of press, radio and motion pictures. Mr. Young is expected to retain his Commerce Department post. He has been Director of the Bureau of Foreign and Domestic Commerce since September, 1939. Mr. Young was born in Covington, Ky., January 20, 1886, and educated in the public schools of Covington. Beginning as an office boy in the J. Walter Thompson Advertising Company in New York, and later stenographer, he finally became a Vice-President of the company. Later Mr. Young was Chairman of the Board of the Lane Company in San Francisco. He was Professor of Business History and Advertising in the University of Chicago, 1931-35; President of the Board of Trustees of the Laboratory of Anthropology, Santa Fe, N.M., and past president of the American Association of Advertising Agencies. Mr. Young was the author of "Advertising Agency Compensation", published in 1934, and is editor of the "Papers of the Association of Advertising Agencies".

Mr. Rockefeller has also appointed John Hay (Jock) Whitney, socially prominent sportsman to his staff. As a dollar-a-year man, Whitney will work on motion pictures.

Mr. Rockefeller is scheduled for two coast-to-coast radio broadcasts to tell the public about the Latin-American work he is undertaking. On Tuesday, October 15th, he will laud the Pan-American highway as a means of improving friendly relations between the Americas when he appears as guest of honor at a dinner of the Automobile Manufacturers' Association and the Pan-American Highway Confederation in New York City.

The dinner will be broadcast over the NBC-Blue Network from 9:35 to 10:00 P.M., from the Empire Room of the Waldorf-Astoria Hotel.

Mr. Rockefeller, along with Wendell L. Willkie, Mrs. Roosevelt, Col. Frank Knox, Secretary of the Navy, and others of prominence, will participate in the New York Herald-Tribune Forum on current problems to be held in New York. His speech on "Coordinating the Culture of the Americas" will be carried by the Blue Network of the National Broadcasting Company in the session beginning at 2 o'clock Wednesday afternoon, October 23. Mr. Winthrop Rockefeller, a brother, will speak at the morning session of the Forum that day on "Aviation Training for the Young."

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RCA GETS \$7,000,000 WAR ORDER

The Radio Corporation of America Thursday received an order for \$7,605,773 for radio receivers from the War Department. The Philco Corporation of Philadelphia, a \$671,000 order for sets.

William S. Knudsen, National Defense Commissioner in charge of production, said that contracts have been signed in connection with the Defense Program to a total of \$8,000,000,000. A total of \$4,000,000,000 in appropriations or contract authorizations remains to be contracted for and the completion of this is expected to be by November 1st.

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ELLIOTT STILL TARGET; INCOME WAS \$76,000

The following exchange took place between Representative John C. Schafer (R.), of Wisconsin, and Speaker Sam Rayburn in the House of Representatives:

Mr. Schafer: "Mr. Speaker, I ask unanimous consent to address the House for 1 minute."

The Speaker: "Is there objection?" There was no objection.

Mr. Schafer: "Mr. Speaker, I wish to announce to the Members of the House and to the country that our distinguished colleague the gentleman from New York, Hon. Hamilton Fish, this evening at 10:30 o'clock p.m., over a hook-up of the National Broadcasting System, will discuss a very interesting subject, Conscription and Capt. Elliott Roosevelt." (Laughter) "If, however, before 10:30 this evening Capt. Elliott Roosevelt is made a general in charge of the Procurement Division of the Army Air Corps the gentleman from New York will have to discuss the subject, Conscription and Gen. Elliott Roosevelt." (Laughter and applause).

According to a newspaper dispatch from Fort Worth, the books of the Texas State Network showed that Elliott Roosevelt gave up an annual income of at least \$76,000 to serve in the Army. G. T. Stanley, Treasurer of the network of which young Roosevelt was President, organizer and principal stockholder, said that Elliott, as Managing Director, received \$24,000 a year in salary. The salary was increased by slightly more than \$1,000 a week which he received from a tooth-powder company for weekly comment programs.

Mrs. Ruth Roosevelt, Elliott's wife, is now President of the Texas State Network and has been designated his representative in operation of his radio properties and also to represent him as chief stock-holder.

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GREAT LAKES RADIOPHONE RATES FOUND UNREASONABLE

The rate schedules of Lorain County (Ohio) Radio Corp., consisting of a \$25 a month ready-to-serve charge per ship plus charges of 75 cents to \$1.00 for each 3-minute message and another rate of \$1.50 per message for occasional users of radiotelephone service between ships on the Great Lakes and Lorain Corporation stations at Lorain, Ohio; Duluth, Minn., and Port Washington, Wis., have been found unreasonable by the Federal Communications Commission. These cases also involved the rates and practices of Thorne Donnelley, doing business as Donnelley Radio Telephone Company, for like service through his station at Lake Bluff, Ill. The Commission also cited certain illegal practices of both carriers.

In the matter of the Lorain Corporation, the Commission finds the charging of a higher rate for a call to or from a station on a ship which does not contract to pay the Lorain ready-to-serve charge than for a like call to or from a station on a subscribing ship is an unjust discrimination against persons calling to or from ship stations on non-subscriber ships and declares the suspended Lorain tariffs unlawful.

With respect to Lorain and Donnelley radiotelephone service jointly, the Commission holds with reference to the former.

"The ready-to-serve charge unjustly discriminates against the small user, against the user who has no need for Lorain inspection service, and against the user equipped with ship station equipment which Lorain is not competent to inspect, and is unjust and unreasonable and therefore unlawful."

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ALLIED PRINTING TRADES SPEECH COMEBACK

A subscriber writes:

"It is too bad that you can't make facetious comments after your articles, because it would have been so nice for you to have said after the first page article in the September 24th issue, wherein John Haggerty, President of the International Allied Printing Trades Association set forth his blast, that you had heard the story so many times before: from the stage coach drivers when they saw the railroads coming, and the livery stable owners when they saw the automobile come.

"Think of the poor carriage, whip and harness manufacturers that the automobiles put out of business.

"They should have been stopped!"

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CAUTIONS WILLKIE TO WATCH STEP ON RADIO

Alfred M. Landon, former Republican candidate for President, gives the following radio advice to Wendell Willkie in the current issue of Look Magazine:

"Much of the present campaign will be fought by radio. And, though he (Mr. Willkie) is an able speaker, Willkie must remember that he is matched against one of the most effective radio broadcasters of all times. This is important because today thousands of voters form their judgments from the speeches that come from the loudspeakers and from the newsreels. Once the campaign is under way, speech follows speech, appearance follows appearance, problem follows problem - all under constantly mounting tension. Yet there can be no letdown in his addresses.

"President Roosevelt's clever use of radio makes him a strong campaigner. As he speaks into a microphone, he realizes that 30 million people are judging him not especially by what he says but by how he says it. The President is a natural political actor. He is most effective when dramatizing his own personality. Much of his life has been spent in political activity and he has the self-confidence that comes to a veteran of the spotlight. He is a great showman. Willkie must match this dramatic appeal with his own brand of showmanship; he must not hesitate to capitalize on his own colorful, dynamic personality."

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GERMAN TELEVISION PIONEER DIES

Dr. Paul Nipkow, pioneer in the field of radio television died in Berlin recently, shortly after celebrating his eightieth birthday.

Dr. Nipkow patented an invention which he described as an "electrical telescope" as early as 1884, but was unable to pay the costs of extending the patent. It was only six years ago that Dr. Nipkow finally gained public recognition and was made Honorary President of the newly founded German Television Society.

Although the "Nipkow Disk" has been superseded in recent years by other devices, it played an essential part in all the early developments of television.

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TO DETERMINE FM SKY-WAVE INTERFERENCE

Authority has been granted Station W9XA in Kansas City, Mo., by the Federal Communications Commission to operate on a frequency of 26,300 kilocycles, using a maximum power of 1000 watts, special emission (FM) in cooperation with the licensee of high frequency broadcast station W2XJI, for a period not to exceed 30 days, to conduct and determine the extent of mutual sky-wave interference existing between two stations operating with 1 kilowatt on 26300 kilocycles, employing frequency modulation, and to determine to what field strength contour of the desired station the interfering station whose transmissions are received via sky-wave will interfere with program reception of the desired station in its own coverage area.

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COAST GUARD RADIOMEN CLASS

Prospective Coast Guard radiomen have assembled at Fort Trumbull Training Station, New London, Conn., for intensive training in the operation of the radio equipment in use in the Service. Classes will include not only training in code but will cover all the operating procedure encountered in the handling of routine and emergency messages.

This class is one of those which is assembled at Fort Trumbull every 3 months for the purpose of maintaining the supply of radiomen for the Service. Each class is composed of about 50 students. The Coast Guard headquarters is particularly desirous at this time to maintain the full quota of radiomen and invites applications from men desirous of receiving radio training.

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BBC NOW BROADCASTS NEWS IN CYPRIOT

One of the most remarkable developments of the war has been the increase in the foreign language broadcasts of the European short-wave stations. For instance, since September 16, news in Cypriot has been a daily feature of the British Broadcasting Corporation's Overseas Service. The bulletin, which follows immediately upon the evening bulletin in Greek, is broadcast at 1:45 P.M., EST, on the frequency of GSC (9.58 mc., 31.32 meters).

The BBC is now broadcasting every day fifty-five news bulletins in twenty-two languages other than English, Welsh, and Gaelic. In addition, the Overseas Service includes regular transmissions in Maltese and Burmese.

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The radio industry showered congratulations on Powel Crosley, Jr., owner of the Cincinnati Baseball Reds winning the World's championship. It was the first World Series to go to Cincinnati in 21 years and Powel was hailed as a conquering hero.

Charles E. Wilson, President of the General Electric Company, has announced a \$50,000,000 expansion program for National Defense. This will include new facilities for manufacturing radio transmitters and receivers for the Army and Navy Signal Corps.

What is described as a radical new treatment of the acoustical problem presented by record surface and mechanical noises present in all phonographs, the "Tone Guard", has been developed by RCA engineers at Camden, and incorporated in the new RCA Victrola home entertainment instruments. It is a simple system of grooved wells around the inside edge of the phonograph compartment directly beneath the lid. It does not attempt to block out extraneous sounds, but to capture them. It is actually a tuned acoustical filter.

Station WLOF, Orlando, Florida, will become an affiliate of the National Broadcasting Company, October 21, bringing the total of NBC affiliates announced to date to 204.

The Bureau of Foreign and Domestic Commerce in its "World Radio Markets" series, has issued reports on Guatemala, Ecuador and Paraguay.

An application has been made by Station WTMA at Charleston, S. C., to change its frequency from 1210 to 1220 kilocycles and to increase power to 1 KW.

The first two-way amateur radio television circuit in New York City has been set up by the W2USA Radio Club between Club headquarters in the Communications Building at the New York World's Fair, and the top floor of the 40-story Daily News building eight miles away in Manhattan. The installation comprises camera and receiving equipment at each studio so that each operator can see and be seen, hear and be heard.

Hygrade Sylvania Corporation - Eight months ended on Aug. 31: Net profit, \$548,716, equal, after dividends on the preferred stock, to \$2.21 a share on the outstanding common stock.

R. C. A. Communications - August and eight months:

	<u>1940</u>	<u>1939</u>
August gross	\$610,225	\$ 467,747
Net income	112,254	55,632
8 months' gross	5,067,235	3,601,035
Net income	1,005,775	288,918

Radiomarine Corporation - August and eight months.

August gross	\$ 74,696	\$ 81,607
Net income	14,265	13,206
8 months' gross	604,536	603,629
Net income	132,871	93,015

The colony of Lourenco Marques in Portuguese East Africa offers a small but steady demand for radio receivers, the American Consul 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 produce (His Master's Voice) is fourth with 278 sets, and another American make is fifth with 246 sets.

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FOUR STATIONS ON 780 KC BOOSTED

Four stations on 780 kilocycles, in widely reported parts of the country - KGHL, Billings, Mont., WEAN, Providence, R.I., WTAR, in Norfolk, Va., and KECA, Los Angeles, have been authorized to increase their present power of 1 KW to 5 KW, according to the Federal Communications Commission.

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In July 1940, licenses issued to radio listeners in Switzerland numbered 4,726, bringing the total number of licensed receiving sets in that country to 611,307, the American Consulate General at Zurich reports.

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TRAMMELL CONTINUES NBC CHANGES

In a general NBC shakeup by Niles Trammell, new President, Sidney N. Strotz, formerly in charge of the Central Division at Chicago, succeeds John Royal as Vice-President in Charge of Programs. Harry C. Kopf, Sales Manager in Chicago, will succeed Mr. Strotz.

Frank E. Mason will relinquish his supervision of the International Short Wave Department to concentrate on his duties as Vice President in charge of the Information Department. L. P. Yandell, who formerly handled commercial short wave international broadcasting, has been appointed Manager of the International Short Wave Department. Clayland Morgan, formerly Assistant to the President in Charge of Public Relations, becomes Director of Institutional Promotional.

John Royal, as previously stated, now heads the newly created post of New Activities and Developments in Broadcasting.

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GALLUP POLL FAVORS RED BAN

In this vote, a Gallup Poll indicated thumbs down on allowing Reds to broadcast:

"Should Communist party candidates be allowed the same amount of time on the radio as the Democratic and Republican candidates?"

Yes.	29%
No	71%

"Do you think Communist party candidates should be allowed any time on the radio?"

Yes.	37%
No	63%

"Should Communist party candidates be allowed the same amount of free time on the radio as the Democratic and Republican candidates?"

Yes.	25%
No	75%

"Do you think Communist party candidates should be allowed any free time on the radio?"

Yes.	31%
No	69%

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FORMER FCC COUNSEL TO PRACTICE LAW

Former Assistant General Counsel George B. Porter, who resigned on July 31 last, terminated his pay-roll status with the Commission on October 7th, and is now engaged in the private practice of law in Washington, D. C.

Since creation of the Commission in 1934, Mr. Porter has been in charge of legal matters affecting broadcasting. Before that time he was Acting General Counsel of the Federal Radio Commission, which he joined in 1931.

Mr. Porter is associated with A. G. Haley under the firm name of Porter and Haley.

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SPANISH CONCERN ASKS GOVERNMENT RECOGNITION

"Marconi Espanola, S.A.", a Spanish radio concern in Madrid, which has been manufacturing under license from the Marconi Corp. certain of its products and marketing imported goods of the parent concern, has applied to the Government of Spain for permission to be considered as a corporation of national interest, the American Commercial Attache advises.

It is estimated that annual production will be 1,000 transmitting tubes of various types, 100,000 receiving tubes, and 50,000 radio receiving sets, which will be progressively increased so that by the end of 6 years there may be manufactured annually 3,000 transmitting tubes, 1,000,000 receiving tubes, and 100,000 receiving sets.

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SARNOFF FORESEES UNPRECEDENTED SCIENTIFIC ADVANCES

Looking ahead, David Sarnoff, President of the Radio Corporation of America, said at the American Life Convention in Chicago, that the scientific and industrial advances of the next fifty years will pale those of the past into insignificance. He pointed to the release of atomic power through isolation of Uranium 235, and to the electron microscope, a product of radio research, as sign-posts to new vistas of civilization. As the result, coming generations, he believes, will dwell in a new economy of abundance; a new society will be born.

"The troubled state of the world today", continued Mr. Sarnoff, "represents a challenge to clear thinking. Scientists have accepted this challenge, and mankind will benefit from their vision and courage."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

104 OCT 15 1940

INDEX TO ISSUE OF OCTOBER 15, 1940

Tobey Finally Forces Brown To Quit.....2
FCC Charged With Favoring President.....5
Wage And Hour Executive Employees' Regulations.....7
No Further Extension Of Operator Citizenship Proof.....8
Claim Consuls Promote Fascism Here Through Radio.....9
Big Advertisers Continually Increasing Radio Time.....10
Radio Performers' Pay Row Compromised.....11
Defense Speeds Up And Expands RCA.....11
Ritter RCA Manufacturing V-P.....12
WMCA To Aid Registration.....12
Our S.W. Cheers English In Blackout.....12

No. 1274



October 15, 1940.

TOBEY FINALLY FORCES BROWN TO QUIT

Col. Thad H. Brown, whose renomination as a member of the Federal Communications Commission has been blocked for four months by Senator Charles W. Tobey (R.), of New Hampshire, in the Senate Interstate Commerce Committee, yesterday (October 14) submitted his resignation to President Roosevelt.

The renomination for a 7-year term was submitted to the Senate on June 5th. Senator Tobey, as a member of the Interstate Commerce Committee, conducted a virtual one-man investigation of Colonel Brown's qualifications. The inquiry ranged from an expose of a New York night club party to the findings of the FCC Monopoly Committee, of which Colonel Brown was Chairman.

During the course of the Senate hearings, sensational charges were made against the Radio Corporation of America and the Columbia Broadcasting System, which eclipsed the case of Colonel Brown so completely that some days he didn't even attend the sessions. After exploding one bomb-shell after another, Senator Tobey wound up by introducing a resolution in the Senate calling for a Congressional investigation not only of the entire radio industry but also throwing a brick at the Federal Communications Commission, demanding that it too be investigated. Furthermore, Senator Tobey demanded that members of the FCC list for public record the "gifts, favors and other emoluments" they have received from the radio companies.

When the Senate Committee finally got back to the consideration of Colonel Brown's case, it was evidently their intention to recommend confirming him. They had the votes but Senator Tobey, in wrath, defied them, shouting, it is reported, that if the Committee did this, he would take the matter straight to the floor of the Senate "and raise hell". The Senator was said to have declared that he had enough new evidence against Colonel Brown and the radio industry to talk for sixteen hours.

And there the matter rested. After a month or so, someone asked Senator Burton K. Wheeler, of Montana, Chairman of the Committee, when the case would again be taken up, and he replied, "Oh, I think sometime in 1941."

It was believed that Colonel Brown had the personal backing of ex-Governor James Cox, of Ohio, the former presidential running mate of President Roosevelt, and that if this had not been the case, the President would himself have withdrawn the nomination in the face of Senator Tobey's bitter opposition.

A comparatively minor thing - the allegation that Colonel Brown did not tell the truth when asked about a party several Communications Commissioners attended in New York in 1939 - was the beginning of a series of events which seemed to arouse the particular indignation of Senator Tobey. The incident was first brought into the hearing as follows:

Senator Tobey. It has been reported that an entertainment took place in a certain "hot spot" in New York City, and it has been charged that members of the Federal Communications Commission were present; that they got into a drunken brawl; and in the brawl some woman was hurt, her arm twisted. * * * * * Were you there?

Mr. Brown. I do not know what occasion you are referring to.

Senator Tobey. I will be very definite. Do you know of any occasion when an incident like that took place?

Mr. Brown. No, sir; I know of no such incident.

Senator Tobey. Were you personally present when a woman cried out, and certain members of the Commission were present, and there was a drunken brawl, and in the brawl some woman was hurt, her arm twisted? I do not know whether it was the Commissioners who were giving the entertainment or who it was.

Mr. Brown. I know of no such episode.

Senator Tobey. You have no episode in mind where you were present when an incident like that took place?

Mr. Brown. That is correct, sir.

Colonel Brown later, however, admitted that he had been to a party at the Diamond Horseshoe. Whereupon this exchange followed:

Senator Tobey. Were there any women present?

Mr. Brown. I do not think so Senator.

The Chairman. Was it a stag party?

Mr. Brown. Yes.

At a subsequent hearing there was a further inquiry on the part of the investigator:

Senator Tobey. At this Diamond Horseshoe party you told us about last week, your glasses were knocked off by a lady, were they not, and I understand you twisted a lady's arm?

Mr. Brown. I know of no such incident, sir.

Senator Tobey. You stand by that?

Mr. Brown. Yes.

Senator Tobey. Is it true that Commissioner Case picked up your glasses and found them in need of repair?

Mr. Brown. I do not remember any such incident.

Later, however, Commissioner T.A.M. Craven, who was in the club that night along with Commissioner Case and others, but not in Colonel Brown's immediate party, refuted the latter's statements. When called to the stand, Commander Craven testified:

Mr. Craven.

* * * I heard a discussion, apparently coming from the direction where Mr. Brown was sitting; and I noticed that, as a result of that, he was holding the lady's wrist and I was holding it so as to prevent her from - apparently - attacking him in some form; because she seemed to be rather angry, as a result of the discussion. I did not think much of the incident, at all; it quickly subsided. Later on, Governor Case and I thought we had better go back to our hotel, and we asked Commissioner Brown if he wanted to go with us, which he did; and we walked back to the hotel. His glasses were on the floor, and I think they were returned the next day.

I did not consider the incident in any way unmoral - from the standpoint of the characterizations that have been given to it. I did not see anything unmoral about it, and I passed it off. As a matter of fact, I was rather surprised when I heard of its characterization on the floor of the House, on our return. I saw nothing unmoral about it.

Senator Tobey. Did you hear a noise that sounded like a slap?

Mr. Craven. Yes; I heard a noise that sounded like a slap, although I did not see a slap.

Senator Tobey. And when you looked up, Commissioner Brown had lost his spectacles and was holding the wrist of a woman who appeared to be angry?

Mr. Craven. Yes. There was nothing that looked like twisting the woman's arm or hurting her in any way.

Commander Craven had previously told of Colonel Brown bringing a woman over to his table and introducing her. Senator Tobey commented on the fact that although Colonel Brown a week before had denied any women were present, later admitted there was one at his table "and I might have grabbed her wrist to keep her away from me".

Addressing Colonel Brown, Senator Tobey declared, "The fact remains that you deliberately lied to this Committee last week." Whereupon Senator Tobey concluded as follows:

"So this gentleman makes a statement to the Committee which is false testimony, beyond peradventure; and that can be confirmed by other witnesses, if necessary.

"Yet he comes before us, asking this Committee to confirm him for 7 years more as a Commissioner of the Federal Communications Commission - a man who, in my judgment, has perjured himself, who is guilty of conduct in a public place not becoming to any gentleman, least of all a Federal Communications Commissioner, and who at that place brought over with him a lady whom he does not now remember, and who slapped him, and his glasses were broken; and now he says he remembers nothing about it.

"I say, if there is nothing more, that this man is not worthy to be confirmed, beyond peradventure. The Scripture says that out of their own mouths they condemn themselves; and I say to you (Brown) that out of your own mouth you have condemned yourself before this Committee."

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FCC CHARGED WITH FAVORING PRESIDENT

That President Roosevelt's broadcasts have been unduly favored by the Federal Communications Commission is alleged by Lawrence Sullivan in a new book, "The Dead Hand of Bureaucracy".

"In amazing degree, the FCC has governed broadcasting policy by the assumption that the decisions of the President should be held above public criticism", Mr. Sullivan writes. "In no case have the radio chains made available to opposition speakers the same hook-ups arranged promptly for the President. When comparable chain arrangements were requested by opponents of the Roosevelt court-packing proposal, the broadcasting companies responded they could not interrupt their commercial schedules save upon the demand of the President. When circumstances compel the President to speak in the day hours of small radio audiences, the chains re-broadcast transcriptions on the crowded night periods, displacing news broadcasts with the presidential recordings. Only the President ever has commanded a short-wave re-broadcast of his speeches in eight foreign languages."

Mr. Sullivan declared further that the persistent efforts in Congress to enact amendments specifically outlawing the FCC's assumed powers of censorship have encountered vigorous White House resistance, with the result that bureaucracy's domination of broadcasting today threatens the great American heritage of freedom of speech.

The writer said that in addressing a Town Hall luncheon in New York on April 28, 1938, David Sarnoff, President of the Radio Corporation of America, traced the growing tendency of indirect Federal censorship through regulatory powers. "We have but to look to the autocracies of Europe to see what such governmental control of broadcasting may mean. When the dictator stands before the microphone, the citizens are regimented before the loudspeakers."

"Accumulated protests from the broadcasting industry over a period of six years have resulted recently in vigorous Congressional demands for amendments curbing the Government's assumed censorship authority over radio programs. The 1934 revision of the Radio Act required renewal of broadcasting licenses every three years, but the Federal Communications Commission then prescribed renewals every six months. This executive rule gave the FCC a tremendous leverage for keeping discussion programs in tune with Federal policies. At the same time it served to check appeals against all FCC decisions. As one radio station operator explained before the Senate Committee on Interstate Commerce: 'The technical right of appeal still remains. But nobody can afford to exercise it. . . No man with an investment of \$200,000 to \$300,000 in a radio station can risk non-renewal of his license.'

"In April, 1933, Postmaster General Farley sponsored appointment of Herbert L. Pettey as Secretary of the Radio Commission. Mr. Pettey had been Director of Radio for the Democratic

National Committee in the 1932 campaign. On August 14, 1933, the Commission issued a formal order demanding aggressive radio support of the NRA program. 'It is the patriotic, if not the bounden and legal duty of all licensees of radio broadcasting stations to deny their facilities to advertisers who are disposed to defy, ignore or modify the codes established by the NRA', this rule said. 'Under the Radio Act the Commission has no right of censorship. However, the Commission has the right to take into consideration the kind of programs broadcast when licensees apply for renewal. . . . During the World War those who refused to do their part were termed "Slackers" - a term of contempt. Those who refuse to aid the government in this critical time in its war against depression should be placed in the same category. . . . It is to be hoped that radio stations, using valuable facilities loaned to them temporarily by the government, will not unwittingly be placed in an embarrassing position because of the greed or lack of patriotism on the part of a few unscrupulous advertisers.' Such incidents illuminate the timeless wisdom of the Elder Pitt in his observation: 'Necessity is the plea for every infringement of human freedom. It is the argument of tyrants and the creed of slaves.'

"Another personal appointee of the Postmaster General was placed in charge of the FCC's Broadcast Division, recognized in the industry as 'the policeman of the air'.

"During the 1936 presidential campaign Senator Arthur H. Vandenberg, of Michigan, arranged a fifteen-minute national hook-up late in October, in which he quoted some of Mr. Roosevelt's prior speeches by transcription, interjecting his own observations and comment. The program was duly announced and begun over the coast-to-coast chain. Then the telephone wires from Washington began to sizzle. Within two minutes, station after station began to fade off the chain, each interrupting its own program to announce that transcriptions of this sort might be held a technical violation of FCC regulations. Before ten minutes of the period had elapsed, more than eighty per cent of the stations had choked off the broadcast. Such complete and speedy federal censorship of campaign utterances had not previously been imagined within the industry.

"But on June 2, 1940, after the White House, Congress, and the FCC had been petitioned to forbid broadcasting of the Communist Party's national convention in New York, the Commission ruled formally that it had 'no authority in any manner whatsoever' to intervene against the broadcast. A spokesman for the FCC explained this ruling by the statement that the federal authority 'can't put anybody on the air and it can't take anybody off the air'."

The writer expressed himself on the television situation as follows:

"By a summary order of March 23, 1940, the FCC halted the general application of commercial television broadcasting, as previously authorized, because of 'the fluid state of the art'. The Chairman of the FCC then commanded a nationwide hook-up, in which he advised the audience not to buy television sets, because they soon might be outmoded by technological advances. Thus, after twelve years of costly experimentation had brought television to the point

of general application, an arbitrary bureaucratic ruling decreed abandonment of the development program pending further study and hearings. A whirlwind of public indignation greeted this summary action, but the order was not withdrawn. The significance of the incident was presented forcefully by Mr. David Lawrence in the observation: 'Congress never delegated such authority to the FCC, but assumption of power is the habit of governmental commissions nowadays. Congress has not yet waked up to the fact that it is no longer the law-making body.'"

The publisher is The Bobbs-Merrill Company, Indianapolis and New York, and the price is \$2.50.

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WAGE AND HOUR EXECUTIVE EMPLOYEES' REGULATIONS

In connection with general regulations announced yesterday (October 14), by Administrator Fleming of the Wage and Hour Division of the Department of Labor, effective October 24, when the 40-hour week becomes operative, redefining "executive, administrative and professional" employees, the Radio Manufacturers' Association has sent the following special bulletin to members, along with copies of the regulations and detailed explanatory statement:

"General exemption from overtime is given to executive, administrative and professional employees have 'non-manual assignments which require the exercise of discretion and independent judgment and if they receive \$200 a month or more'. In the radio industry the ruling is especially applicable to engineers and laboratory employees, auditors, credit managers, buyers, and others compensated over \$200 a month.

"The Administration has previously ruled that when the 40-hour week becomes effective, October 24, weekly salaries may be reduced but it is illegal to reduce hourly rates of employees. Time and one-half must be paid for all time worked above 40 hours each week after the first regular work-week following October 24, and overtime must be based on the employee's regular hourly rate. Most work-weeks in the radio manufacturing industry will begin Sunday, October 27, or Monday, October 28, and there is no change in the legal minimum wage which remains at 30¢ per hour."

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A media forum representing newspapers, radio, magazines and outdoor will discuss the economic and social challenges confronting their fields, will be a feature of the convention of the Association of National Advertisers to be held at the Greenbrier, White Sulphur Springs, on Oct. 23 to 26.

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NO FURTHER EXTENSION OF OPERATOR CITIZENSHIP PROOF

The promptness and cooperative efforts of the amateur and commercial radio operators in filing satisfactory proof of their citizenship and identification as required by Order No. 75 has been very gratifying, according to a statement issued by the Federal Communications Commission.

"In order to avoid any unnecessary hardship to the operators, the filing date for the responses to that Order has twice been extended by one month periods from the original date of August 15. Under the provisions of the Order as amended the responses are due on or before October 15, 1940. It is apparent that there has been an honest attempt on the part of the large majority of the operators to meet that filing date", the statement continues.

"There will be no further extension granted. However, the Commission realizes that certain individuals and groups of operators will be unable to secure the necessary documentary proof of citizenship within the time provided by the Order due to factors beyond their control. Accordingly, the Commission is disposed to accept without further action such responses as may be tardily filed provided they are accompanied by satisfactory explanation of the reasons which prevented prompt compliance with the Order. At the same time it is desired to emphasize that arbitrary failure to submit the response in accordance with the Order, or to offer a reasonable explanation of the factors necessitating late filing, may be considered just cause for further action on the part of the Commission."

How one of the large companies, R.C.A. Communications, Inc., carried out this order is told in the October issue of Relay, the family magazine of RCAC:

"During the past week (Sept. 24) Central Office employees have begun to file FCC forms 737 and 738, recently required as a step in the national defense program. Filling out these papers makes necessary, among other things, a birth certificate (or other proof of citizenship), finger-prints, portraits, and notarization.

"In order to assist employees in preparing these papers properly, Mr. Harry Chadwick has been delegated by the Company to establish a temporary office in room 408. Mr. Chadwick answers the many questions which arise, directs various persons to the closest source of vital statistics, and gives personal attention to each finger-printing operation. He is assisted in this work by Miss Dorothy Tudor, typist.

"For convenience in obtaining photographs, RCAC has allowed an outside company to install an automatic photographing machine in room 412.

"Miss Thalia N. Brown completes the requirements by notarizing the two forms. Miss Brown has been handling this work from

room 801, but submissions have become so rapid she plans to join the staff in 408 within the next few days.

"Walter Roe filed the first papers; this is unusual in that the discintion is usually conceded to John Doe.

"Frank Ursitti pushed \$3.60 in dimes down the photo-machine slot before he learned there was no possibility of hitting a jackpot. The ensuing 36 pictures compose a rare character study.

"We pointed out to Mr. Chadwick that his work necessitated holding the hands of every girl in the building.

"'If Mrs. Chadwick found this out', we asked, 'wouldn't you experience a quick change of address?'

"'Nonsense!' he declared. 'Every time I hold a hand, I leave a good impression!'"

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CLAIM CONSULS PROMOTE FASCISM HERE THROUGH RADIO

That the staffs of the Italian Embassy and Consulates have grown busier every year organizing Facist activities on the radio, through newspapers and other ways, is charged by Prof. Gaetano Salvemini in a study of Fascist activities in the United States issued by the American Council on Public Affairs, Dr. Salvemini cites these "Fascist radio activities" of a single month in New York on the basis of the following schedule:

<u>Hour</u>	<u>Station</u>	<u>Speaker</u>
8:00 A.M.	WOV	Negri
10:15 A.M.	WBNX	Neri
1:00 P.M.	WOV	Capozzucchi
2:30 P.M.	WOV	Forno
4:30 P.M.	WOV	Cammarota-Cammi
5:00 P.M.	WOV	Scotti
6:45 P.M.	WOV	Di Giura
7:15 P.M.	WOV	Gloria
10:30 P.M.	WBNX	Garofalo

Whenever a liberal-minded Italian has bought time from a station to present a more democratic interpretation of events, his program has been banned by the station manager after a few broadcasts, says Professor Salvemini. He asserts that Italian Consuls have managed to get control of nearly all Italian organizations and clubs and to form numerous new ones.

Dr. Salvemini further urges that sources of Fascist radio and school propaganda should be investigated and radio speakers, journalists, parish priests and lecturers of Italian origin who have carried on Fascist propaganda among Italians or English-speaking people during the last few years should be deprived of their citizenship and deported to Italy.

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BIG ADVERTISERS CONTINUALLY INCREASING RADIO TIME

An increase from \$19,000,000 annual network advertising expenditure ten years ago as compared with \$83,000,000 last year was cited by John J. Karol, Columbia Broadcasting System market research counsel addressing the Production Men's Club of New York.

"The food industry, for example, showed a 120 per cent gain in network radio during the past ten years and last year food advertisers spent \$24,600,000 for network time alone", Mr. Karol said. "The percentage of gains for other industries are almost two striking to quote, so to be conservative let me give you a few dollar-volume figures of radio expenditures during the past five years: The big-three soap advertisers, for example - Lever Brothers, Colgate-Palmolive-Peet, Proctor & Gamble - increased their buy of network time from \$4,000,000 in 1935 to approximately \$15,000,000 in 1939; the cigarette and tobacco industry increased from \$3,400,000 in 1935 to \$11,600,000 last year; and the drug and cosmetic industry, one of radio's largest users from the very first, has advanced year to year, going from \$15,900,000 in 1935 to \$22,400,000 in 1939. (As you know, many advertisers in this latter classification are not acceptable to the major networks.)

"In looking through the list of advertisers using our facilities in 1930 as compared with last year, we note a number of interesting changes. For example, ten years ago two categories of advertisers - radio set manufacturers and publications - accounted for about 30 per cent of our total revenue. Last year advertisers in these classifications amounted to less than 1 per cent of our total billing. On the other hand, the automobile industry in 1930 accounted for about one-half of 1 percent of our revenue, whereas last year the automobile industry accounted for 6½ per cent of our billing, increasing from \$31,000 to \$2,200,000.

"Daytime broadcasting was just getting under way in 1930. It amounted to slightly over \$1,000,000, or about 1 per cent of our total revenue. Last year advertisers spent over \$12,000,000 for CBS facilities prior to 6 p.m. and that amounted to over 35 per cent of our total revenue - in other words, over 1000 per cent increase in daytime broadcasting on CBS.

"Some of you may assume from the figures I gave you regarding tremendous increase in expenditures for network time that the cost of broadcasting has similarly increased. Let me give you just a few figures to prove that the reverse is actually true. In 1930, CBS had 61 stations and provided primary coverage of 7,600,000 radio homes. In 1940 CBS comprises 118 stations providing primary coverage of 27,552,000 radio families, an increase of 259 per cent since 1930. Now if we compute the gross cost per 1,000 radio families in Columbia's primary listening areas on the basis of the half-hour evening rate, plus 50 per cent of time for talent cost, we find that the average cost per 1,000 radio families in 1930 was \$1.48 as compared with 77¢ per 1,000 radio families in 1940, or a drop of 48 per cent.

"The simple year-to-year record of expenditures of advertisers for radio broadcasting during the past 10 years is perhaps the most convincing illustration of the effectiveness of radio advertising."

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RADIO PERFORMERS' PAY ROW COMPROMISED

An agreement covering all performers appearing on both commercial and sustaining radio programs, intended to insure industrial harmony until Nov. 1, 1943, has been negotiated by officials of the American Federation of Radio Artists, an A. F. of L. affiliate, and representatives of the National Broadcasting Company and the Columbia and Mutual Broadcasting Systems, it was announced last night.

A compromise on the basic pay for sustaining programs, one of the chief issues that for a time threatened to lead to a strike, was reached. For New York programs and those going out on the networks the fees were fixed at \$19 for a fifteen-minute program, \$23 for a half-hour program and \$27.50 for an hour's program. The rates are proportionately lower for Chicago and the West Coast.

The broadcasters agreed to pay for rehearsals at a rate that represents a 10 per cent increase for union members if programs are held to a new minimum of rehearsal time and a 30 per cent increase if the programs are rehearsed as long as is the present practice.

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DEFENSE SPEEDS UP AND EXPANDS RCA

David Sarnoff, President of the Radio Corporation of America, announced on Monday that the research and production facilities of the company are being expanded to speed national defense orders for radio equipment and to accommodate demands of increased business. In order to execute this expansion program, arrangements have been completed to obtain temporary funds from a group of banks.

These borrowings aggregating \$15,000,000 will be for a term of five years at $1\frac{1}{2}$ per cent interest, but with the privilege of payment in whole or in part at any time prior to maturity. A portion of the sum, Mr. Sarnoff announced, will be used to retire the company's currently outstanding bank loans of \$2,000,000, which carry an interest rate of $1\frac{3}{4}$ per cent, and are due April 8, 1941.

The number of employees of RCA and its subsidiary companies at the end of September totalled 26,595 as compared with 22,640 in the corresponding month of 1939, an increase of 3,955 employees. The new program will further increase employment in the RCA organization.

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RITTER RCA MANUFACTURING V-P

E. W. Ritter, formerly General Manager of radio tube manufacturing for RCA Manufacturing Company, Inc., has been elected Vice-President in charge of all manufacturing and production engineering activities. H. L. Sommerer, former Manager of Manufacturing, has been appointed Assistant to Mr. Ritter.

E. W. Engstrom, former Director of General Research, becomes Manager of all research activities; E. E. Lewis, is appointed Assistant Vice President as executive head of Accounts and Finance; H. L. Beisswenger, I. T. Kitzmiller and E. M. Moore are appointed Assistant Controllers.

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WMCA TO AID REGISTRATION

To expedite registration for selective service and to minimize congestion at polling places, New York City headquarters of the Selective Service Administration will broadcast timely bulletins during registration night on October 16th through the facilities of Station WMCA. The broadcasts will be heard from 6:30 to 10:30 P.M., EST.

All polling places in public schools throughout the five boroughs will be equipped with radios tuned to Station WMCA for the bulletins. These bulletins will be 'phoned to WMCA by officials of the Selective Service and all WMCA programs, commercial and sustaining, will cooperate in the broadcasts.

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OUR S.W. CHEERS ENGLISH IN BLACKOUT

English radio stations either go off the air or turn to record programs during blackouts, and listeners prefer the American entertainment, explained Peter J. Sallis of Southgate in a letter to WGEA, General Electric short-wave station.

"We have had continuous attempts to upset our mode of life by air raids", wrote Mr. Sallis. "Apart from purely material damage, one of their drawbacks is that they have caused our wireless programs either to go off the air altogether or else we have had to listen to numerous record recitals.

"I tune in my receiver to the 19-meter band and listen to WGEA, and although I've done it plenty of times in the past, I must say that these days it's a boon."

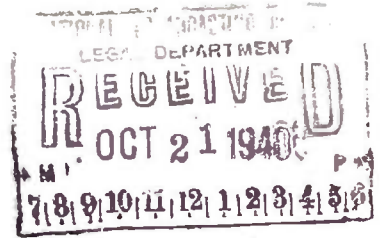
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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INDEX TO ISSUE OF OCTOBER 18, 1940

New Commissioner Probably Westerner.....2

Monopoly Report Argument Put Over Until After Election.....5

No Pay For Volunteer Radio Performers.....5

FCC Clears Up Old Brooklyn Situation.....6

WIND Boosted To 5 KW.....7

Tests For National Television Committee Authorized.....8

Broadcasts To Foreign Countries Must Be Recorded.....8

President's Peace Time Radio Power Discussed.....9

Authorizes Radiotelephone To Chesapeake Bay Islands.....10

Trammell Puts Premium On Almonte Courtesy.....11

All America Cables Stands Behind Drafted Employees.....12

RCA Circuit Between U.S. and Finland Opened.....12

Columnists To Report On Defense?.....12

No. 1275

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NEW COMMISSIONER PROBABLY WESTERNER

There seems to be every likelihood that the new member of the Federal Communications Commission to succeed Col. Thad Brown, whose reappointment was blocked by the Senate, will be a man from the West. That this part of the United States be represented on the Commission has been urged by Senator Burton K. Wheeler, of Montana, and others. Senator Wheeler is Chairman of the Senate Interstate Commerce Committee which passes on nominations and virtually everything having to do with radio in the Senate.

As the Commission now stands, its complexion is decidedly Eastern. Although Chairman James L. Fly was born in Texas, he has spent most of his life in the East. Mr. George H. Payne was born in New York City; Commissioner Norman S. Gase was born in Providence, R.I., and afterwards served as Governor of that State. Commissioner T.A.M. Craven was born in Philadelphia and has spent much of his life in the East and cruising about the world in his 17 years in the Navy. Mr. Frederick I. Thompson, born in Mississippi, was appointed from Mobile, Alabama. The nearest to Western representation is Commissioner Paul A. Walker, who spent most of his life in Oklahoma although born in Pennsylvania.

Already the name of a Westerner has been mentioned as a possibility for the vacancy on the Communications Commission. It is Carl Irving Wheat, who was telephone rate attorney for the Federal Communications Commission in 1936-37, and later telephone rate counsel and Director of Telephone Rate and Research Department of the FCC at the time of the Government telephone investigation in 1937-38.

Mr. Wheat, as a matter of fact, was born in Holliston, Mass., in 1892, but went to California at an early age. He was graduated from Occidental College Academy in Los Angeles, in 1911 with an A.B. at Pomona College, Claremont, Calif. in 1915, and an LL.B., at Harvard in 1920. He was admitted to the California bar in that same year and began practice in Los Angeles, first as attorney for the Railroad Commission of California, of which he later became Chief Counsel. There followed practice at San Francisco in his serving as Public Utilities Counsel for the City of Los Angeles from 1933-36 as well as being associated with the City Attorney's office during that time.

After the telephone investigation at the FCC, he returned to San Francisco and Los Angeles where he entered law practice and became consulting attorney of the Public Utilities Commission of Hawaii and Department of Public Service in Washington, D.C. He is now practicing law in San Francisco as well as the National Capital.

Mr. Wheat was with the American Ambulance Service in France in 1917 and was a First Lieutenant in the Air Service, 1918-19. He is a member of the California Historical Society, Southern California Historical Society, E. Clampus Vitus, Book Club of California, the Roxburghe Club of San Francisco, Phi Beta Kappa, Kappa Delta. He is a Congregationalist and belongs to the following clubs: Commonwealth, Bohemian (San Francisco); Zamorano, University (Los Angeles); Cosmos (Washington).

Mr. Wheat is also a noted author and has written the following publications: "Life of Theodore D. Judah"; "Ned McGowan, the Ibiqitous"; "Trailing the Forty-Niners Through Death Valley"; "Regulation of Interstate Telephone Rates". He was editor of "The Journals of Charles E. De Long, 1929-31; The Shirley Letters from the California Mines, 1932; Wah-to-Yah, or The Taos Trail, 1935; also of Quarterly of Historical Society of Southern California, 1933-36. He compiled the following: Public Utility Regulation, California Railroad Commission, 1927; Digest of Decisions California Railroad Commission, 1927. He also has contributed to legal and historical periodicals.

Although the term of Commissioner Thad Brown expired June 30th, and the place has been vacant ever since, it may not be filled for some time. President Roosevelt said that probably no more major appointments will be made until after election. Asked about vacancies at present in the Communications Commission and the National Labor Relations Board, the President remarked that the Senate Committees are all short of quorums at present and that he very likely would make no appointments requiring Senate confirmation until the legislators return to Capitol Hill.

If the FCC appointment should be made before election, unquestionably it will be political. If afterwards, then very likely to some deserving "lame duck". It would be a juicier plum before the election because it has to be a Republican and favor might be curried among Republican voters as evidently the President tried to do in appointing Secretaries Stimson and Knox to the Cabinet.

As usual, the radio industry will probably have hardly anything to say about it. The Administration may go through the motion of consulting some of the industry leaders but as has almost invariably been the case in the past, when the announcement is made it will come pretty much as a surprise to all and this writer is willing to bet that rather than a man having any technical qualifications or knowing anything particular about the communications or radio industry, it will be another politician. It's the same old thing over and over again.

In connection with the Senate refusal to confirm the appointment, the following letters were exchanged by Colonel Brown and the President:

10/18/40

"October 14, 1940

"My dear Mr. President:

"May I express to you my deep appreciation of the trust and confidence you reposed in me in reappointing me on June 5 as a member of the Federal Communications Commission. Events which have transpired since then make it necessary for me to request at this time that my nomination be withdrawn and the appointment terminated immediately.

"As you will recall, during the early spring and before you appointed me a member of the Commission for another term, I had seriously contemplated entering the private practice of law. The opportunity which presented itself at that time is still available to me, and, in justice to my family and myself, I feel that it is my duty to carry out this original plan.

"With kindest personal regards and greetings, I am,

Respectfully yours,

(Signed) Thad H. Brown

"October 14, 1940

"Dear Mr. Brown:

"The terms of the request in your letter of October fourteenth seem to leave me no alternative but to accede. It is, however, with reluctance and with very real regret that I withdraw your nomination as a member of the Federal Communications Commission, and in further acquiescence in your request permit termination of your services as a member of the Commission, effective as of this date.

"In taking this action, however, I desire to express my appreciation of your work and my confidence in your ability to carry on - a confidence which has reflected in my action in tendering you a reappointment last June.

"I have long known of your desire to return to private life and I desire to wish you happiness and all success in the practice of the law.

"Very sincerely yours,

(Signed) Franklin D. Roosevelt

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MONOPOLY REPORT ARGUMENT PUT OVER UNTIL AFTER ELECTION

Oral argument in connection with the investigation by the Federal Communications Commission of chain broadcasting will be held on Tuesday, December 2, and Wednesday, December 3. The subject matter for argument will be limited to the issues of fact and policy raised by the report of the chain broadcasting committee dated June 12, 1940.

It was further announced that at the request of interested parties, the final date for the filing of briefs would be extended to November 11, 1940.

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NO PAY FOR VOLUNTEER RADIO PERFORMERS

Col. Phillip B. Fleming, Administrator of the Wage and Hour Law has ruled that persons who appear voluntarily on such programs as "Man on the Street" and "Quiz Game" broadcasts are not employees of the radio stations within the meaning of the law.

The instructions were issued relative to an order of Sept. 16 relating to sustaining radio programs because of a misunderstanding of its scope and the receipt of many inquiries.

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C O R R E C T I O N

In quoting from the Senate transcript in the article "Tobey Forces Brown to Quit", in our issue of October 15th, the following was inadvertently attributed to Commissioner T.A.M. Craven:

"* * * I heard a discussion, apparently coming from the direction where Mr. Brown was sitting; and I noticed that, as a result of that, he was holding the lady's wrist and I was holding it so as to prevent her from - apparently - attacking him in some form; because she seemed to be rather angry, as a result of the discussion."

This was incorrect. What Commander Craven really said was:

"I heard a discussion, apparently coming from the direction where Mr. Brown was sitting; and I noticed that, as a result of that, he was holding the lady's wrist and was holding it so as to prevent her from - apparently - attacking him, in some form; because she seemed to be rather angry, as a result of the discussion."

As stated in article, though Commander Craven was in the Club that night along with Commissioner Case and others, he was not in Colonel Brown's immediate party.

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FCC CLEARS UP OLD BROOKLYN SITUATION

The Federal Communications Commission has granted the applications for renewal of licenses for Station WLTH, The Voice of Brooklyn, Inc., and WARD, United States Broadcasting Corp., and denied the application for modification of license by WBBC, Brooklyn Broadcasting Corp., insofar, only as the facilities of WARD and WLTH are requested. All stations operate on the frequency of 1400 kilocycles with 500 watts power, sharing time equally, each station serving the Brooklyn area. It is a complicated case that has been before the Commission for years.

In 1932 four Brooklyn stations (WLTH, WARD, WBBC and WVFW), filed applications for increase of operating time, which if granted, would have required the deletion of one or more of the other stations. A hearing was held before an Examiner in August and September, 1933. During this hearing and subsequent thereto a number of applications were filed by other parties seeking full-time use of the 1400 kilocycle frequency. Also, the licensees amended their applications as to operating time requested. Therefore, the Commission ordered a further hearing to include these subsequent applications, which was held in December, 1934, and the Commission rendered its decision on December 17, 1935. Thereafter upon consideration of petitions for rehearing the Commission on February 5, 1936, ordered a hearing de novo to be held before it upon all the applications then pending and involving the use of the 1400 kilocycle frequency in Brooklyn, including renewal applications of the licensees. This hearing was held in March and April, 1937. On June 29, 1937, the Commission entered its order (1) granting the applications of WBBC for renewal of license and for renewal of auxiliary transmitter license, and granting in part, the application for modification of license, insofar as that application requested the facilities of Stations WARD and WLTH, and denying the application insofar as it requested the facilities of WVFW; (2) granting the applications of WVFW for construction permit to make equipment changes and for renewal of license, and (3) denying all other applications involved in the proceeding.

Thereafter WLTH and WARD each filed notice of appeal in the U. S. Court of Appeals for the District of Columbia from the Commission's decision of June 29, 1937, denying their applications for renewal of licenses. Appeals were also taken by the Brooklyn Daily Eagle Broadcasting Co., Inc., and the Debs Memorial Radio Fund, Inc., from the same decision which denied their applications for the operating time of WBBC, WLTH, WARD and WVFW. Later the appeals of Debs Memorial Radio Fund, Inc., and the Brooklyn Daily Eagle Broadcasting Co., Inc., were withdrawn.

On September 30, 1937, the Court of Appeals, on petitions filed by WLTH and WARD stayed the effectiveness of the Commission's order of June 29, 1937, insofar as it terminated the service of WLTH and WARD and assigned the operating time of said stations to WBBC. Pursuant to a motion filed by the Commission the Court of Appeals on October 13, 1939, remanded back to the Commission for

further proceedings the cases which were the subject of the above appeals taken by WLTH and WARD with the stipulation that "The Commission and the other parties in interest agree that the status quo will remain until the Commission has acted on the remand."

Based upon the foregoing the Commission on October 27, 1938, ordered temporary licenses be issued to WLTH and WARD for their continued operation, and on the same date set aside its order of June 29, 1937, insofar only as the same denied the applications of WLTH and WARD for renewal of licenses and granted in part the application of WBBC for modification of license to utilize the time of WLTH and WARD. The Commission's order of October 27, 1938, also set aside the Statement of Facts and Decision of June 29, 1937, insofar as the same denied the renewal applications of WLTH and WARD and granted the application of WBBC for the operating time of WLTH and WARD. The Commission's reconsideration of this record has been limited to the evidence which relates to the applications of WLTH, WARD and WBBC.

In its grounds for decision the Commission concludes:

1. The broadcasting service rendered the public by Stations WLTH and WARD has been of the same general character and quality as the service rendered by Station WBBC and there is, in fact, no substantial distinction in the merits of the services of these three stations.
2. The licensees of Stations WLTH and WARD are qualified legally, technically, financially, and otherwise to operate their respective stations on the limited basis of a time-sharing station.
3. The granting of the application of WBBC for modification of license insofar as said application request authority to operate during the hours used by WLTH and the hours used by WARD would not serve public interest, convenience and necessity.

The order in this case will become effective Oct. 22, 1940.

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WIND BOOSTED TO 5 KW

One of the fastest growing stations in the Chicago are, Station WIND, operated by the Johnson-Kennedy Radio Corporation at Gary, Ind., has been granted a construction permit to increase night power from 1 kilowatt to 5 kilowatts and make changes in directional antenna system for day and night use; 560 kilocycles.

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TESTS FOR NATIONAL TELEVISION COMMITTEE AUTHORIZED

In line with its policy of cooperating with the National Television Standards Committee, which is endeavoring to determine standards so that the development of the television industry may go forward, the Federal Communications Commission has granted authority to operate television Station W2XBS in New York with special emission in addition to A3 emission on Channel No. 1, in order to conduct experimental tests for the Committee and the National Broadcasting Co., to not later than January 1, at which time proper standards may be arrived at.

Because of the enthusiasm of Chairman Fly with regard to color television, additional requirements may be made so that when television is again reintroduced to the public, it may be in color instead of black and white. It is said the industry fears that if this rule is laid down for all television stations, there will be further delay as it may take longer to produce color apparatus and that the expense will be much greater.

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BROADCASTS TO FOREIGN COUNTRIES MUST BE RECORDED

Following the recent meeting in Washington of the representatives of U. S. short-wave broadcasting stations and by way of tightening up in connection with National Defense, the Federal Communications Commission has adopted the following rules affecting international broadcast stations:

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of two years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall furnish to the Commission upon request such record and scripts together with complete translations in English.

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One of the oldest stations in the United States, WWJ, owned by the Detroit News, is increasing its power to 5 KW.

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PRESIDENT'S PEACE TIME RADIO POWER DISCUSSED

The extent to which the President can interfere in peacetime with communication, production, and distribution is the extent to which he can interfere with the freedom and the property rights of the American citizen, according to "The President's Peace Time Power in 1940", a pamphlet prepared under the direction of The Industrial Survey and Research Service in the Barr Building, Washington, D. C.

It carries an introductory note:

"This publication has been prepared in response to urgent requests for 'plain English' information to answer such questions as, 'Well, suppose the President can take over radio stations and industrial plants, what can that do to me so long as I do not own the stations or plants he commandeers?' With one notable exception, the pages that follow are concerned with the effect of the President's peace time power upon all American citizens, rather than with its effects upon the owners of producing or servicing agencies. The laws quoted in this publication have been selected in the light of a fact which everybody knows but which too many citizens forget . . . that all the goods and services essential to our everyday family and community life are furnished by the country's producing and distributing facilities. . . .

"The information is confined to specified power grants that convert liberties, heretofore exercised as a citizen right, into privileges enjoyed at the discretion of the President."

"Radio programs come into American homes in peacetime at the pleasure of the President - not by right of the American citizen." ("Except for homes having radios capable of receiving foreign broadcasts directly - not through American chains.")

There follows the wartime radio statute with capital letters to emphasize the points which the Research Service desires to make.

"Upon proclamation BY THE PRESIDENT that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, FOR SUCH TIME AS HE MAY SEE FIT, the rules and regulations applicable to any or all stations"(radio) "within the jurisdiction of the United States as prescribed by the Commission" (Communications) "and may cause the closing OF ANY STATION for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the government under such regulations as he may prescribe, upon just compensation to the owners." (48 Stat. 1104) ("The Press throughout the country during the last week of September, 1940, carried announcements that the President had set up a board to prepare an operating plan for this power.")

"The President is empowered to nullify in time of peace any order for goods or services from any American citizen or group of citizens - whether such goods or services are for use in the American home, in hospitals, schools; in private business, including transportation, communications, or in any other activity of normal American life."

"The draft-industry provision of the Act (Section 9, Selective Training and Service Act of 1940, approved September 16, 1940) makes no explicit or implied exemption of newspapers or periodicals. The printing plants of newspapers are not exempt."

"Telephone and telegraph, motion pictures, railroads, electric and gas stations, all have plants capable of furnishing war supplies. And, therefore, they are not exempt."

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AUTHORIZES RADIOTELEPHONE TO CHESAPEAKE BAY ISLANDS

The Federal Communications Commission has granted an extension of telephone facilities from Crisfield, Md. to Tangier and Smith Islands by means of radiotelephone. In granting these applications to the Chesapeake & Potomac Telephone Company of Baltimore City and the Chesapeake & Potomac Telephone Company of Virginia, the Commission made it clear that it was not establishing the policy of authorizing radiotelephone facilities instead of wire line facilities, but recognized that radiotelephone might be used in extenuating circumstances to provide telephone service to the public when such service could not be rendered through wire line facilities.

The above-mentioned islands are located in the Chesapeake Bay area approximately 13 miles from the shore. The proposed stations will provide a telephone circuit available between Crisfield and each of the islands on a shared basis or between the two islands. At Crisfield connection with the general telephone system will be provided. During the past few Winters these islands have become isolated due to ice and weather conditions and it has become necessary to organize relief parties for the purpose of providing food for the inhabitants. During one Winter the life of a State trooper was lost while attempting to cross the ice with necessary food and supplies. During the Winter of 1939 and 1940 the applicant, while planning on a permanent means to connect these islands with the regular telephone system, established emergency radio facilities. Experience has shown that there is an important need for communication, since the facilities were employed on a number of cases to request foodstuffs and medical supplies for the people on the islands. At the present time, there are approximately 800 people on Smith Island and 1400 on Tangier Island who are engaged principally in the fishing industry.

The service between Crisfield and the Islands can best be provided by means of radiotelephone rather than submarine cable, since the large amount of activity by fishing and oyster boats in the vicinity would create a hazard to the cable.

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TRAMMELL PUTS PREMIUM ON ALMONTE COURTESY

Anyone who has been pushed around and high-hatted by the male attendants in broadcasting stations will approve a very unusual order issued by Niles Trammell, new President of the National Broadcasting Company, who is shaking things up all along the line and making numerous changes in personnel. It is that the employees of the company be courteous to the studio and office visitors. Niles suggests to get further pointers on this that they see Senor Don John de Jara Almonte, longtime Nigh Manager of NBC, who, because of his gentlemanly ways has been frequently referred to as the "diplomat of the kilocycles". In fact, one Washington visitor was so impressed by Mr. Almonte's diplomacy in handling people that he suggested he would be a good man for our Ambassador to Spain.

Mr. Trammell being from Georgia, the home of good manners, was likewise impressed with this outstanding ability of Mr. Almonte and also the value of courtesy to the customers and visitors, accordingly issued the following memo to all departments and division heads of the NBC:

"It is a matter of concern to me that in the discharge of our responsibilities as executives of the National Broadcasting Company, neither you nor I are able to devote as much time as we would wish to those courtesies which mean so much in fostering good will and developing closer friendships between NBC and its clients, agencies, affiliated stations and other important contacts.

"To remedy this situation the office of Assistant to the President, occupied by Mr. John Almonte was created. Now, while an attractive brochure 'After Hours' was mailed to clients and agencies last April, it is from within our own organization that the fullest appreciation of the opportunity to create good will through the use of Mr. Almonte's services must come. In this connection, I may say that 'After Hours' did not quite cover the whole picture. Mr. Almonte is available at any hour when he can be of service to NBC.

"While the very nature of Mr. Almonte's assignment makes it necessary that he be kept free of the details of operation of any department, his unique ability may be very helpful to all departments. For example, the September 1940 list of network advertisers carries the names of seventy-four clients - our networks embrace over two-hundred stations - potential clients are continually having auditions. I believe you will agree with me that in our relationship with all of these a little extra courtesy and helpful friendliness might be very useful to NBC.

"I plan to discuss these matters with Mr. Almonte at regular intervals and I shall hope to hear that you are all taking advantage of the services he can render. I have found him a help."

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ALL AMERICA CABLES STANDS BEHIND DRAFTED EMPLOYEES

Frank W. Phelan, President of All America Cables and Radio, Inc., and President of the Commercial Mackay Corp., which comprises the Commercial Cable Co., Mackay Radio and Federal Telegraph, announced this week that any American citizen, who is a regular employee of these companies or subsidiaries, who is called into or voluntarily enters active service in the National Guard, Army, Navy or Marine Corps for a period of one year and 40 days or less, will be re-employed in his former position or an equivalent position upon satisfactory completion of such service.

An employee entering any of these services for this period of time will be granted a leave of absence and will be given credit in his record of service with the company. The company will give one month's pay to any employee who has been with the company for over one year and will carry his entire group insurance for him for the period.

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RCA CIRCUIT BETWEEN U.S. AND FINLAND OPENED

The world-wide services of R.C.A. Communications, Inc., were increased this week by the opening for the first time of a direct radiotelegraph circuit between the United States and Finland. Heretofore, it has been necessary to route messages between the two countries by way of Stockholm.

The new circuit operates between the cities of New York and Helsinki. Messages between this country and Finland may be filed or received at any R.C.A. Communications office in the United States.

In addition to the circuit's obvious advantages to business and government circles, RCAC officials said, it is believed that operation of a direct radio link should do much to further cement the excellent relations long existing between Finns and Americans.

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COLUMNISTS TO REPORT ON DEFENSE?

The Washington Post carried this paragraph recently by Leonard Lyons:

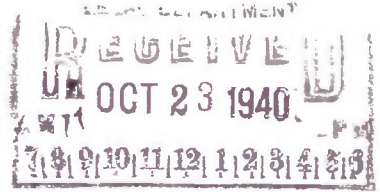
"Arrangements have been completed for a series of Sunday night broadcasts, sponsored by the United States Government, over all the hookups. The broadcasts will feature four commentators - Wythe Williams, Walter Winchell, Elmer Davis and H.V. Kaltenborn - each of whom, for 6 minutes, will report to the National exactly what the Government has accomplished for National Defense during the preceding week. Their reports will be in four classifications: Army, Navy (Winchell), Air and Industry. Each will be free to make his own analysis and criticism, unhampered by any censorship."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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INDEX TO ISSUE OF OCTOBER 22, 1940

Decrease In Communication Equipment Products.....	2
New Brooklyn Station Sought.....	5
Despite Color Early Television Standards Hoped For.....	5
Federal Protest Seen If ASCAP Blackout.....	6
Changing An Editor's Politics.....	7
WJSV Celebrates Eighth Birthday.....	7
Broadcast Application Examination Revised.....	8
WQXR Asks More Time For Expansion.....	8
Another Long Title For Mr. Rockefeller.....	8
Boake Carter Comeback May Cause Congressional Ire.....	9
Trade Notes.....	10
Reviews Broadcasting Regulations.....	11
Improved Electricity Broadcast Device Shown.....	11
I. T. & T. Protects Military Service Employees.....	12
Wage-Hour Law Recommendations Decided Upon.....	12
WMCA Studios Reproduced By Al Jolson.....	12

No. 1276

October 22, 1940

DECREASE IN COMMUNICATION EQUIPMENT PRODUCTS

Manufacturers of communication equipment reported moderate decreases in employment, wages, and production for 1939 as compared with 1937, according to preliminary figures compiled from returns of the Census of Manufactures for 1939 and released by Director William Lane Austin, Bureau of the Census, Department of Commerce.

This industry, as constituted for census purposes, embraces establishments primarily engaged in the manufacture of electric signaling apparatus (other than railway); signals and attachments (railway); telephone and telegraph equipment; and miscellaneous radio parts except loud speakers and microphones which are a part of the Radios, Radio Tubes, and Phonographs industry.

The wage earners primarily engaged in manufacturing in this industry in 1939 numbered 32,119, a decrease of 21.6 percent, compared with 40,981 reported for 1937, and their wages, \$44,444,379 decreased 19.7 percent as compared with \$55,326,496, reported for 1937. These decreases may be partially accounted for by the fact that the 1939 Census of Manufactures questionnaire, for the first time, called for personnel employed in distribution, construction, etc., separately from manufacturing employees of the plants. It is not known how many of the wage earners reported for 1937 were engaged in distribution and construction and how many were engaged in manufacturing. Employees of the plants reported as engaged in distribution and construction activities in 1939 are not included in this preliminary report but will be included in the final report.

The value of products of the industry for 1939 amounted to \$191,326, 489, a decrease of 15.9 percent, compared with \$227,-523,931 reported for 1937.

Summary statistics for 1939 and 1937 are given in Table 1. Detailed statistics on production are given in Table 2. All figures for 1939 are preliminary and subject to revision.

Table 1. - Summary for the Industry: 1939 and 1937

(Because they account for a negligible portion of the national output, plants with annual production valued at less than \$5,000 have been excluded since 1919)

(Table follows next page)

Table 1 (Cont'd)

	1939	1937	Percent of increase or decrease (-)
Number of establishments	227	187	21.4
Salaried personnel <u>1/</u>	9,305	13,470	-30.9
Salaries <u>1/</u> <u>2/</u>	\$ 25,325,092	\$ 29,740,220	-14.8
Wage earners (average for the year) <u>3/</u>	32,119	40,981	-21.6
Wages <u>2/</u> <u>3/</u>	\$ 44,444,379	\$ 55,326,496	-19.7
Cost of materials, supplies, fuel, purchased electric energy, and contract work <u>2/</u>	\$ 48,353,690	\$ 65,180,565	-25.8
Value of products <u>2/</u>	\$191,326,489	\$227,523,931	-15.9
Value added by manufacture <u>4/</u>	\$142,972,799	\$162,343,366	-11.9

1/ No data for employees of central administrative offices are included.

2/ Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, and advertising.

3/ The time for wage earners is an average of the numbers reported for the several months of the year and includes both full-time and part-time workers. The quotient obtained by dividing the amount of wages by the average number of wage earners should not, therefore, be accepted as representing the average wage received by full-time wage earners.

4/ Value of products less cost of materials, supplies, fuel, purchased electric energy, and contract work.

Table 2 - Products, by Class, Number, and Value: 1939 and 1937

	1939	1937
1. Communication Equipment industry, all products, total value	\$191,326,489	\$227,523,931
2. Communication equipment made in the industry.	150,862,615	167,560,396
3. Miscellaneous products not specified.	4,016,460	14,856,630
4. Receipts for contract and repair work.	347,660	91,029
5. Other products (not classified in this industry).	<u>1/</u> 36,009,754	45,015,876
6. Communication equipment made as secondary products in other industries	<u>2/</u> 14,543,233	26,050,800
Communication equipment, aggregate value (sum of 2 and 6)	\$165,405,848	\$193,611,196

(Table continued)

Table 2. (Continued)

	1939	1937
Radio apparatus:		
Miscellaneous parts.	\$ 45,665,666	\$ 47,328,415
Radio transformers--		
For receiving sets--		
Number reported--		
Number.	6,767,722	8,859,645
Value	\$ 3,279,936	\$ 4,479,608
Number not reported, value . .	\$ 1,931,811	\$ 3,389,605
For transmitting sets, value . .	\$ 607,783	\$ 487,630
Signaling apparatus, electric (other than railway).		
Audible signals	\$ 4,252,460	\$ 3,162,475
Burglar-alarm and hold-up apparatus	\$ 833,822	\$ 1,007,687
Contact devices.	\$ 284,930	\$ 239,887
Electric street traffic-signal apparatus and accessories	\$ 1,265,595	\$ 1,243,950
Fire and watch signal apparatus. . .	\$ 881,647	\$ 495,954
Hospital signaling apparatus	\$ 757,071	\$ 452,920
Nonautomatic internal telephone apparatus.	\$ 395,434	\$ 383,812
Relays	\$ 238,211	\$ 288,112
Visible signals.	\$ 416,500	\$ 420,701
Municipal fire and police signaling systems, including sprinkler supervisory and automatic fire-detecting devices	\$ 1,010,865	(3)
Railroad highway grade crossing signals (exclusive of relays and other control apparatus	\$ 1,454,244	(3)
Other <u>4/</u>	\$ 7,791,928	\$ 14,347,792
Telephone and telegraph apparatus (not including wireless)	\$ 94,337,945	\$ 115,882,648

1/ Ignition apparatus, insulated wire, telephone and telegraph cable, laboratory testing instruments, resistance welding electrodes, transformers.

2/ Incomplete; complete figures will be given in the final report.

3/ Included in "Other" electrical signaling apparatus in 1937.

4/ Includes laboratory electrical test equipment, and railway signals and attachments (including automatic train controls), and visual and audible code-calling systems for 1939 and 1937. See all items covered by footnote 3.

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NEW BROOKLYN STATION SOUGHT

Following the granting of license for Station WLTH, The Voice of Brooklyn, and a general clearing up of the Brooklyn broadcasting situation after years of litigation, an application has been received from the Frequency Broadcasting Corporation of Brooklyn to construct a new station to be operated on 620 kilocycles, 500 watts, daytime only.

The same company has applied for a new high frequency broadcast station to be operated on 43,700 kilocycles with a coverage of 14,400 square miles, and a population area of 11,900,000.

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DESPITE COLOR EARLY TELEVISION STANDARDS HOPED FOR

Notwithstanding the apprehension the industry seems to have that there may be delay and added cost if Chairman James L. Fly, Chairman of the Federal Communications Commission insists that the rebirth of television be in color instead of black and white, W. R. G. Baker, of the General Electric Company, Chairman of the National Television System Committee still expressed the hope that television standards could be completed by January 1. Already several panels, or committees, have completed plans for undertaking this work. Certain of the panels whose work involves consideration of color and the possible application of Frequency Modulation still have a great deal of work ahead of them. Among the panels yet to be heard from and the tentative completion dates are:

- Panel 1 - System Analysis, November 1
- Panel 2 - Subjective Aspects, November 1
- Panel 7 - Picture Resolution, November 1
- Panel 8 - Synchronization, November 15
- Panel 9 - Radiation Polarization, December 1

"The sixteen members of the National Television Systems Committee represent manufacturing companies, research organizations, and utilities actively engaged in, or closely associated with the radio industry. Of the fifteen voting members - the Chairman having no vote - eight represent companies associated with the Radio Manufacturers' Association. There is, in addition, one representative of the Radio Manufacturers' Association of Canada, Ralph A. Hackbush, who acts as an observer only", Mr. Baker reported.

"The detailed analytical work is handled by nine panels consisting of 138 members representing 41 companies or organizations. Of these 41 companies, 19 represent receiver manufacturers; 5 represent manufacturers producing both transmitters and receivers; 9 represent universities or research organizations; 4, utilities; 3, broadcasting organizations, and one, consultant."

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FEDERAL PROTEST SEEN IF ASCAP BLACKOUT

Duplicating a similar performance held recently at the San Francisco Exposition, which it is alleged was deliberately ignored by the radio stations, the American Society of Composers will sponsor a Cavalcade of American Music at the New York World's Fair on Thursday, October 24. This may prove the first Eastern showdown in the big fight between ASCAP and NAB. How many stations or networks will broadcast this performance remains to be seen.

If there is a duplication of the West Coast radio blackout, it is understood the Composers will address a strong protest to President Roosevelt, the Federal Communications Commission and Congress.

Gene Buck, returning from the ASCAP show at San Francisco, said:

"The fact that the Fair was able to draw such a crowd for a special event without a bit of help from radio is proof that anyone with an important message to put across to the public can still do it exclusively through the press. It shows that, in contacting the public, newspapers still come first."

The New York World's Fair Cavalcade will comprise the highlights of American music, composed and written by members of the Society. It is being given as part of the ceremonies celebrating its Twenty-Fifth Anniversary.

There will be two concerts, one in the afternoon and one in the evening. Both will be free to the public. The afternoon concert will feature the Rochester Philharmonic Symphony Orchestra, and symphonic works of members of the Society, including Henry Hadley Deems Taylor, Dr. Howard Hanson, William Grant Still and Morton Gould.

The evening concert will have Gene Buck as Master-of-Ceremonies and will be devoted to a Cavalcade of American songs of the past and present. There will be a tribute to the memories of Victor Herbert, ASCAP's Founder; John Philip Sousa and George Gershwin.

The following composers and authors have come from Hollywood for the occasion: Jerome Kern, Sigmund Romberg, Jean Schwartz and Walter Donaldson. An extra added attraction will be Gene Autry, the cowboy singer-composer, who will sing some of his own Western melodies.

The partial program of composers and authors who will appear in person and who will either play or sing their own compositions, follows:

Irving Berlin - "God Bless America"; George M. Cohan - "I'm a Yankee Doodle Dandy"; "Give My Regards to Broadway", "Grand Old Flag"; Jerome Kern - "Ole Man River", "Smoke Gets In Your Eyes", "All the Things You Are"; Sigmund Romberg - "Lover Come Back To Me",

"One Alone", "Sweethearts"; W. C Handy, "The St. Louis Blues"; Harry Von Tilzer - Medley; Joe Howard, "I Wonder Who's Kissing Her Now"; Harry Armstrong - "Sweet Adeline"; Jean Schwartz - "Chinatown"; Johnny Green, "Body and Soul"; Billy Hill - "The Last Round Up"; Ferde Grof - "On the Trail" from "The Grand Canyon Suite"; Milton Ager - "Happy Days Are Here Again"; Fred E. Ahlert, "Where the Blue of the Night Meets the Gold of the Day".

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CHANGING AN EDITOR'S POLITICS

In his book "The Dead Hand of Bureaucracy" just published, Lawrence Sullivan writes, in a chapter called "We, The Government":

"An amusing story in the records of the Federal Communications Commission relates how, by the astute political use of governmental powers, a Massachusetts editor of militant Republican inclinations was converted to New Dealism. The editor decided to supplement his newspaper with a local radio station. Sometime between the date of his application and its approval by the FCC, the editor dropped all criticism of Democratic policies, both state and national. But the first radio license give this editor only daylight broadcasting hours - after a considerable investment in equipment. Thereafter a promise of night hours at some future date kept him a loyal Democrat through the following three elections, for his only chance to bail out on the heavy investment was to obtain night hours in the profitable range of commercial broadcasting."

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WJSV CELEBRATES EIGHTH BIRTHDAY

WJSV in Washington celebrated its eighth anniversary last Sunday as a member of the Columbia Broadcasting System. WJSV, now one of the foremost stations in the country and broadcasting with 50 KW, went into the network with a higher power, 10 KW, than many stations did on that day.

The initial program was at 9 P.M. on the night of October 20, 1932. Harry C. Butcher, now a Vice-President of CBS, was General Manager of the station. The master of ceremonies was A. D. ("Jess") Willard, Jr., now General Manager. Handling the program with him were Bob Trout, afterwards stationed at the White House, and Larry Elliott, now two of the networks best known announcers.

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BROADCAST APPLICATION EXAMINATION REVISED

The procedure of the Federal Communications Commission for examination of standard broadcast applications by the staff departments has been revised with a view to more orderly and expeditious handling. Provision has been made for the consideration of these applications simultaneously, as far as possible, by the technical departments. The methods of operation of each of the individual units responsible for the review of applications is also being studied with a view to speeding up the work.

The Secretary of the Commission has been directed not to regard applications as formally filed with the Commission until they are in his hands, duly executed, and complete with respect to the answering of all required questions. Under the new procedure, an acknowledgment card will be sent to the applicant immediately upon receipt of the application. If it is necessary to return the application for the correction of formal defects or to enter into correspondence with the applicant with regard to correcting his application in respect to any matters of form, the applicant will be notified that his application is not in form for consideration by the Commission and that the application will not be shown on the records of the Commission as officially filed until the formal defects specified in the letter of notification have been corrected. Upon the return of the application in proper form, a file number will be assigned and the application will take its place in the regular order for consideration.

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WQXR ASKS MORE TIME FOR EXPANSION

WQXR in New York City has applied for more time to complete enlargement and improvement of the station; likewise to meet North American Regional Agreement requirements. Changes at WQXR contemplate new equipment, installation of directional antenna for day and night use and an increase in power from 5 to 10 kilowatts; also a change of frequency from 1550 to 1560 kilocycles.

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ANOTHER LONG TITLE FOR MR. ROCKEFELLER

Nelson Rockefeller, President of Radio City, who is now spending practically all of his time in Washington as Coordinator of Latin-American Economic and Cultural Problems of the National Defense Commission, has had another impressive title conferred upon him. This time by Jesse Jones who has appointed Mr. Rockefeller, Chairman of the Inter-American Development Commission of the Department of Commerce.

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BOAKE CARTER COMEBACK MAY CAUSE CONGRESSIONAL IRE

When Boake Carter returns to the radio tomorrow (Wednesday) night after a two years' absence from the networks, he may again find himself the subject of Congressional debate. It was the assertion of Senator Rush Holt, of West Virginia, that Mr. Carter was put off the air because he was preaching a doctrine of isolationism against Britain and it was at the instance of the British that he was no longer allowed to broadcast. According to Senator Holt, the door was closed to Mr. Carter by the cancellation of a contract with the company owned by Mrs. Marjorie Post Davies, wife of Joseph E. Davies, then American Ambassador to Russia, and a firm supporter of the Administration's foreign policy.

In addition to the Administration's objection to Mr. Carter, himself a naturalized Britisher opposing the British, he also found disfavor with the Administration because of his strong support of the amendment of Representative Louis Ludlow, of Indiana, providing for a popular referendum before Congress and the President could declare war. This amendment, so strongly supported by Carter in spite of the opposition of President Roosevelt and Secretary of State Hull and almost unanimous newspaper opposition, was lost only by the tiny margin of 214 to 196.

In view of all this, the Administration, as well as Congress, will no doubt listen with considerable interest to Mr. Carter to see whether or not he will change the tone of his comments.

Mr. Carter was born in Baku, Russia, son of a British consular agent and an Irish mother, Edith Harwood-Yarred Carter. He served in the Royal Air Force and came to the United States in 1920, but was not naturalized until 1933. He was at one time a newspaper reporter and worked for some years in the oil business in Mexico and Central America. Since 1932 he has been amazingly popular as a radio commentator.

Mr. Carter will be on the air from 8:30 to 8:45 P.M., EST, from WOR, every Monday, Wednesday and Saturday. He returns under the auspices of the United Air Lines, marking the first time an airline has sponsored a regular series on a major network. A network of 10 Mutual stations will carry Mr. Carter's news analyses.

With his new commercial series, Mr. Carter will shift his headquarters from Philadelphia where he has generally had his offices to New York.

In addition to his broadcasts, Mr. Carter will continue to write his syndicated column for over 100 papers. He also plans to keep up his lecture engagements all over the country making use of airplane transportation to allow him sufficient time for his news-casts.

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:::
 ::: TRADE NOTES :::
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The United Broadcasting Company has applied to the Federal Communications Commission for modification of license to operate Stations WEHU, portable-mobile, WEHV, mobile, and WRPM, portable mobile, in connection with stations WCLE and WHK, Cleveland.

Emanuel Dannett, for 9 years its legal representative, has been elected to the WOR Board of Directors.

Charles B. Brown has been appointed manager of Station Promotion for the National Broadcasting Company, succeeding B.J. Hauser, who has been transferred to Blue Network Promotion.

Applications for the following attorneys to practice before the Federal Communications Commission have been approved: Milton Diamond, New York City; Paul J. Kaveney, St. Louis, Mo.; Israel Harvey Levinson, Chicago, Ill.; Morton F. Melnik, Madison, Wis., and G. Mallet Prevost, Washington, D. C.

Bingham, N. Y. is seeking a new station to be operated on 1420 kilocycles with 250 watts power.

The Vacuum Tube Section of the Radio Manufacturers' Association is now being reorganized under the chairmanship of R. M. Wise, of the Hygrade-Sylvania Corporation.

Dr. C. Guy Suits, 35-year-old research physicist, was recently appointed Assistant to the Director of the General Electric Research Laboratory. Dr. Suits has been a member of the Laboratory staff since 1930 and is widely known for his research in high-temperature arcs.

Hygrade Sylvania Corporation - Nine months to Sept. 30: Net profit, before provision for excess profits taxes, \$648,263, equal after preferred dividend requirements, to \$2.64 a share on 207,184 common shares. No comparable figures for 1939 period are available.

Paul McCluer has been made Central Division Red Network Sales Manager and E. R. Borroff named Blue Network Sales Manager of the National Broadcasting Company. McCluer has been Manager of the Division's Blue Network sales force and Borroff has been a member of the Division's Red network sales staff.

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REVIEWS BROADCASTING REGULATIONS

Reprints are now available of a detailed discussion of "Law Developments in Federal Regulation of Broadcasting" written by Louis G. Caldwell, former General Counsel of the old Federal Radio Commission, for the 1940 Variety Radio Director.

In his introduction Mr. Caldwell writes:

"On the credit side of developments in federal regulation of radio in the year just closed should be listed increasing efficiency, in the sense of prompt and incisive action, and the freedom from external evidence of bickering and dissension, which began during the closing two months of the previous year, and has continued during the year just closed. The commission's prestige has been correspondingly enhanced. Counterbalancing this (or as additional credits, depending on the viewpoint) must be placed (1) the persistent procedural trend toward decisions in quasi-judicial matters without hearing, toward avoiding or minimizing the rights of persons adversely affected to be heard either before the Commission or on appeal, and toward substitution of the 'investigative technique' for due process of law in the traditional sense; (2) the equally persistent substantive trend toward so-called 'value judgments' without statement of reasons or fixing of principles and with frequent disregard of principles or standards already announced, necessarily leading to lack of uniformity and unpredictability; and (3) a marked effort toward expansion of power, particularly in the direction of economic regulation of industries subject to the Act.

"The one new factor is the crisis engendered by the war in Europe which at times bids fair to reverse the downward trend of censorship and to open up an all-too-tempting vista for further expansion of inquisitorial and bureaucratic control over broadcasting."

In his review Mr. Caldwell discusses broadcast regulation under the following heads: "The Machinery of Regulation", "Regulation of Standard Broadcast Stations", "Regulation of Radio Services Related to Broadcasting", "Appeals from the Commission's Decisions", and "International Radio Regulation".

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IMPROVED ELECTRICITY BROADCAST DEVICE SHOWN

An improved "Klystron", a generator that sends electrical power through the air, was demonstrated before 100 engineering professors and other educators from seventy-five Eastern colleges and universities and other guests at the laboratories of the Westinghouse Electric and Manufacturing Company in Bloomfield, N. J. The new type of generator was hailed as bringing the wireless transmission of electricity a step nearer to practical application, such as providing power for illumination and domestic uses in homes. The short-waves emitted by the machine were demonstrated by I. E. Mourontseff, Research Engineer of the company's Special Products Engineering Department.

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I. T. & T. PROTECTS MILITARY SERVICE EMPLOYEES

Col. Sosthenes Behn, President of the International Telephone and Telegraph Corporation, has announced the Company's policy in regard to employees who enter the active military service of the United States.

Leave of absence up to one year will be granted to any such employee. Upon application within 40 days of the conclusion of such period employees will be reinstated by the Company in previous positions or positions of comparable status unless the Company's circumstances are so changed that it will make it impossible to do so.

Employees of more than one year's standing will receive one month's regular pay. Under the Company's pension plan these employees will receive full credit for the previous term of employment plus such period. The Company will pay the employee's present Group Insurance premiums for him during such period of service and during this time the employee will be entitled to the Company's regular death benefit under its pension and benefit plan less that which is paid by the Government.

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WAGE-HOUR LAW RECOMMENDATIONS DECIDED UPON

In anticipation of prospective appointment by the Federal Wage and Hour Administration of a radio "Industry Committee" to consider wage standards under the law, the Radio Manufacturers' Association has made preparations to recommend appointments on the employers' group of such a committee. For these appointments the RMA Set Division has chosen A. S. Wells and J. P. Rogers, of Chicago; the Tube Division, Roy Burlew of Owensboro, Kentucky, and M. F. Balcom, of Emporium, Pa.; the Parts and Accessories Division, Octave Blake of So. Plainfield, N. J., and J. H. Stackpole of St. Marys, Pa., and the Amplifier and Sound Equipment Division, Messrs. G. Hamilton Beasley, of Chicago, and L. A. Randall, of Rochester, N.Y. Further procedure toward organization of the contemplated Radio Industry Committee is expected within the next month or two on the initiative of the Wage-Hour Administration.

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WMCA STUDIOS REPRODUCED BY AL JOLSON

An unusual promotion venture was concluded when Broadway's current musical hit starring Al Jolson "Hold On To Your Hats" re-decorated their sets with WMCA call letters in the scenes of an interior of a radio broadcasting station. The call letters, some standing three feet high, decorate the walls of the stage and the microphones in scenes 3, 4, 5 and 6 of Act 1. The theatre program also lists the settings in this act as taking place on "Stage of WMCA Broadcasting Studio" or its studio, reception room and corridors, respectively.

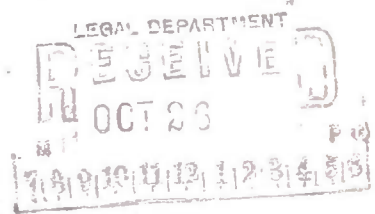
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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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INDEX TO ISSUE OF OCTOBER 25, 1940

Not The War But Ionosphere Storms.....	2
FCC Amends Amateur Rules.....	3
Paid Time Seen As Political Test.....	3
Richmond Station Asks Increase.....	3
Newfoundland Station Figures In Portland Denial.....	4
Engineers Prepare For Fall Meeting.....	5
Full Steam Ahead For RCA In National Defense.....	6
Sixteen Stations Granted Power Increases.....	8
Crosley On All Six International Frequencies.....	9
Cornell-CBS Hookup Approved.....	10
Trade Notes.....	11
Defense Commission Surveys Radio.....	11
NBC Returns To Air With Television Tests.....	12
WJJD And WIND On Competitive Basis.....	12

No. 1277

Handwritten signature in red ink, possibly "L. W. J. ...".

NOT THE WAR BUT IONOSPHERE STORMS

If the short-wave programs from Europe do not come in as clear this Winter as those from South America, don't blame it on the war. Dr. A. T. Consentino of the Argentine Ministry of the Interior, and Dr. J. H. Dellinger in the U. S. Bureau of Standards in Washington, declare in a joint article that because of ionosphere storms radio signals going north and south at this season are much greater in volume and considerably less variable than broadcasts between the United States and Europe.

The study was made to determine what happens on transmission paths between South America and the other continents, and has yielded an explanation of the North Atlantic anomaly.

The work was confined to the northern winters or southern summers, because it is only at that time of year that there is an opportunity to make observations in the Americas on radio broadcasting from Europe. Radio transmission at broadcast frequencies occurs over great distances only at night, and it is only in December and adjacent months that there are periods when local interference is absent and night prevails throughout the region between Europe and eastern North America or Argentina.

The work of the noted Argentine and American scientists has established the fact that radio transmission between South America and either North America or Europe is relatively free from influences that seriously impair transmission between North America and Europe. For the time of year at which the measurements were made (northern winter or southern summer), the received intensities for transmission between North America and South America average approximately 25 times the intensities between North America and Europe, and are only about one-fifteenth as variable.

The conditions of low and variable received intensity are characteristic of radio transmission over any path at times of ionosphere storms. Since the North America-Europe transmission path is near the magnetic pole and auroral zone, where ionosphere storms have maximum effects, that path is thus markedly subject to ionosphere storms, even relatively slight ones which would have no effect on transmission over paths farther south.

The effect occurs at high as well as broadcast frequencies and is so marked that it is commonly impossible to communicate directly between North America and Europe during ionosphere storms, and radio traffic is then actually carried on by relaying through Buenos Aires. As these conditions prevail for several days, the North America-Europe transmission path is almost never entirely

free from ionospheric storminess, the prevalence of which in the transmission path appears to present a complete explanation, Dr. Consentino and Dr. Dellinger conclude, of the unsatisfactory transmission between North America and Europe.

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FCC AMENDS AMATEUR RULES

The Federal Communication Commission's Rules and Regulations was modified for a temporary period so as to permit an amateur station which is moved from one permanent location to another permanent location prior to May 1, 1941, to be operated at the latter location (in accordance with the provisions governing portable stations) for a period not exceeding four months, but in no event beyond the expiration date of the license; provided a proper application for modification of license is duly filed with the Commission.

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PAID TIME SEEN AS POLITICAL TEST

Mark Sullivan, the political writer, has offered the following suggestion as to how to tell the difference between "President Roosevelt" and "Mr. Roosevelt, the Third Term candidate".

"To save hearers and readers from the inconvenience of determining which of Mr. Roosevelt's utterances is political and which presidential, a method of labeling has been thoughtfully arranged. When the Democratic National Committee pays the cost of the radio time and the expense of the trip, it is a political speech. When the Government pays the expense of the trip, and the radio time is donated to the President as a public official, that is a presidential speech.

Thus, the public is benevolently enabled to know when Mr. Roosevelt is appealing impartially and officially to all the people, in the interest of national defense, and when he is seeking votes for himself."

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RICHMOND STATION ASKS INCREASE

A construction permit to install a new transmitter, make changes in directional antenna for night use and an increase of power from 1 kilowatt to 5 kilowatts on 880 kc., has been applied for to the Federal Communications Commission by Station WRNL, Richmond Radio Corporation, Richmond, Va.

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NEWFOUNDLAND STATION FIGURES IN PORTLAND DENIAL

International, as well as domestic considerations, figured in denial by the Federal Communications Commission of two petitions for rehearing of its grant, on July 16, to the Portland Broadcasting System, Inc., of a construction permit to change the frequency of radio station WGAN at Portland, Me., from 640 to 560 kilocycles, and to increase power from 500 watts limited time to 5 kilowatts unlimited time.

Rehearing was sought by two petitioners each of whom has an application pending for the use of 560 kilocycles. They are Community Broadcasting Service, Inc., licensee of WABI, at Bangor, which has applied to change its frequency from 1200 kilocycles to 560 kilocycles and to increase its power from 250 watts to 1 kilowatt; and William H. Rines, who has applied for a construction permit to erect a new station at Portland to operate on 560 kilocycles, with power of 5 kilowatts day and 1 kilowatt night. The three applications are mutually exclusive.

The Commission points out that before WGAN filed its present application, it had filed an application (later withdrawn) for unlimited time on 640 kilocycles. Shortly thereafter the government of Newfoundland advised the Commission that the 640 frequency was assigned to it by the North American Regional Broadcasting Agreement and that Station VONF, which operates on this frequency, is in many instances the only effective means of keeping the Newfoundland public informed as to weather reports, government decrees, and other news. Newfoundland pointed out that even as then operated WGAN caused serious interference to the secondary service area of VONF and that the grant of the application would increase the interference. Newfoundland proposed that if the Commission would not assign 640 kilocycles to any station in the United States which would cause interference to VONF's secondary service area, Newfoundland would relinquish in favor of the United States all claims to the frequency 560 kilocycles also assigned to Newfoundland. These terms are mutually agreeable to both countries.

The Commission found that WGAN and WABI were both qualified to operate stations as proposed in their applications. Between these two stations the question narrowed as to whether the public would be better served by location of new facilities in Portland (WGAN) or in Bangor (WABI).

It was found that WGAN would provide a greater service than WABI. Further, it appeared that there is greater need in Portland for the radio service requested than in Bangor. Portland, Maine's largest city, is served both day and night by only one local station as compared to two stations serving Bangor, with less than half Portland's population.

In the case of the Rines application, the Commission determined that public interest, convenience or necessity would be better served by the WGAN grant. WGAN offered more adequate cover-

age. The WGAN grant did not involve objectionable interference to any station, whereas the proposed Rines service would interfere with CJKL at Dane, Ontario, in violation of the North American Regional Broadcasting Agreement. The WGAN equipment is satisfactory but part of the proposed Rines installation is not. The licensee of WGAN is better qualified and has had more radio experience than Rines. Competition between radio stations in Portland will be keener under the WGAN grant, for the Rines family is interested in Portland's other station - WCHS - as well as WRDO, Augusta, and WFEA, Manchester, N. H.

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ENGINEERS PREPARE FOR FALL MEETING

Several hundred radio manufacturers and executives are expected to attend the annual Fall meeting of the Institute of Radio Engineers and the Engineering Department of the Radio Manufacturers' Association in Rochester, N.Y., beginning November 11th.

James S. Knowlson, of the Stewart Warner Company, Chicago, President of the RMA, will be the speaker at the banquet Tuesday evening, November 12, on the subject, "Engineers and Industry". The toastmaster will be Dr. A. F. Van Dyck of New York.

Many meetings of engineering committees and subcommittees will be held during the Rochester sessions, and there will be a meeting of the RMA General Standards Committee on Monday, November 11.

Numerous papers by outstanding engineers on television, frequency modulation and other subjects will be read at the technical sessions, whose Chairmen will include L. C. F. Horle, President of the IRE, W. R. G. Baker, of the General Electric Company, Bridgeport, Conn., Dr. Alfred N. Goldsmith of the Radio Corporation of America, Keith Henney and Henry Sheve of New York, and Ralph A. Hackbusch of the Canadian Radio Manufacturers' Association. Also there will be technical exhibits of component parts and testing equipment, specially arranged for engineering staffs and manufacturers, by thirty-two exhibiting companies.

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The Federal Communications Commission has had to censure, by mail, a Pacific Coast ship captain who, in radio discussion with another vessel about position and weather, could not refrain from cussing the latter. His unlawful superfluous language was heard by others and reported to the Commission.

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FULL STEAM AHEAD FOR RCA IN NATIONAL DEFENSE

National defense has become the radio industry's main theme song, according to an RCA press statement. Radio from research to assembly line is geared and moving as never before in its history to provide Uncle Sam with the most efficient and extensive communication system ever operated on land, sea and in the air.

The recent \$7,605,773 order placed by the United States Army with the Radio Corporation of America was the largest order of its kind in the records of radio manufacturing. The industry is gearing the machinery of manufacturing to accelerate production of all types of radio apparatus. Vacuum tubes now are being turned out by the industry as a whole at the rate of 400,000 daily.

Evidence of RCA's policy of "full steam ahead" is found in the recent announcement that the corporation has arranged with a group of banks to borrow \$15,000,000 at 1½ percent for five years, for expansion of research and production facilities to speed national defense orders of the Government.

Recognizing the vital role of communication in national defense, the radio men last Summer placed large orders for tool machinery and took steps to remove any possible "bottlenecks" long before actual orders were received. In the case of RCA, throughout the entire organization national defense is the "must" program bulletined as No. 1 all the way from television research to manufacturing, from domestic broadcasting to international communication. It is no secret that the National Research Council at a time such as this calls in the experts of all fields, and that the RCA Laboratories have been enlisted to help the United States Government.

"As a leader in radio, the RCA is conscious of its obligation to the Government in the speedy advancement of the defense program", said Meade Brunet, Manager of Engineering Products, who is also in charge of the Washington Office of the RCA Manufacturing Company. "For more than six months RCA has been training additional personnel, while expanding research and production facilities in a program that has added considerably to employment. Employees by the thousands have pledged themselves to play their parts in the defense program and to deliver all equipment on schedule.

"The program was carefully mapped last June", said Mr. Brunet, "and we are following it to the letter. Thoroughly coordinated all along the line, it has entailed an expenditure of several million dollars in tools and in expanding manufacturing space. The RCA did not wait for the passage of the amortization and tax bill before swinging full force into action for national defense. We recognize defense as self-preservation, and that is why plans were so elaborately made early in 1940. This foresight has averted any curtailment of our regular manufacturing of radios for the home. We took time by the forelock, since the World War shed evidence

enough of what might be expected of radio in national defense", said Mr. Brunet.

So vast has the radio industry become since the World War that it is estimated military orders for radio equipment in 1940 will be fifty to one compared with 1917, when radio did not have the world-wide scope it has today. It is pointed out that vacuum tubes in 1917 were limited in number and highly expensive, yet today more than 500 different types are manufactured at prices that represent only a fraction of those prevailing twenty years ago. Also during the World War an aviator "just looked to the ground" to find his way or get back to his base. Today, radio provides him with a voice that travels far, with blind flying instruments, and with direction finders.

Furthermore, development of auto radios, short waves, microwaves and broadcasting, unknown or little used during the World War, are now powerful "weapons" in communication on land, sea and in the air. The massive alternators of 1917 have been replaced by the more efficient vacuum tubes that hurl spoken words around the globe. It was a real achievement in 1917-18 to toss dots and dashes across the Atlantic on long wavelengths. Communication experts point out, therefore, that all the new uses discovered for radio since the Armistice was signed in 1918, now put radio far to the front in any program that pertains to national defense. To a large extent, radio men confess, their activities must be couched in secrecy at this time, especially in regard to the development of secret communication. But they are quick to add, "national defense is our No. 1 theme song".

In addition, through broadcasting and continued improvement of the American system, the public is being informed quickly of all new developments at home and abroad. Since broadcasting as a public service was a "by-product" of the World War, such simultaneous contact with the populace was not possible when the A.E.F. was overseas. Also today, radio is an important Pan-American link of friendship that helps to knit the Americas "all for one, one for all".

The key to putting the United States far in the lead in radio is generally recognized as research, out of which it is expected, based on World War experience, to bring forth new instruments, if, as, and when world peace lifts the curtain of mystery behind which the radio research experts are now at work.

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A Baltimorean has made inquiry at the Federal Communications as to his eligibility for a license to operate an amateur station on premises which he owns jointly with his mother who is an alien. This would be contrary to regulations which restrict place of amateur station operation to control of United States citizens exclusively.

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SIXTEEN STATIONS GRANTED POWER INCREASES

At one sitting this week the Federal Communications Commission granted increases in power to sixteen stations and set hearings for boosts for three more. The stations and their increases follow:

WJAR, The Outlet Company, Providence, R. I., increase night power from 1 to 5 kilowatts, move transmitter to five miles southeast of center of Providence, install new directional antenna with different adjustments for day and night use; 890 kilocycles, 5 kilowatts day, unlimited time.

KARK, Arkansas Radio & Equipment Co., Little Rock, Ark., increase night power from 1 to 5 kilowatt, and make changes in directional antenna; 890 kilocycles, 5 kilowatts day, unlimited time.

WMMN, Monongahela Valley Broadcasting Co., Fairmont, W. Va. increase night power from 1 to 5 kilowatts, make changes in directional antenna; 890 kilocycles, 5 kilowatts day, unlimited time.

WBAA, Purdue University, W. Lafayette, Ind., increase power from 1 kilowatt day, 500 watts night, to 1 kilowatt night, 5 kilowatts until local sunset; 890 kc.; move transmitter to 5 miles south of Lafayette, and install directional antenna for night use.

WBRY, American Republican, Inc., Waterbury, Conn., install new transmitter, change directional antenna system, increase power from 1 to 5 kilowatts; 1530 kc., unlimited time.

KFUN, Las Vegas Broadcasting Co., Inc., Las Vegas, Nevada, increase in night power from 100 to 250 watts; 1420 kc., 250 watts day, unlimited time.

KENO, Nevada Broadcasting Co., Las Vegas, Nevada, approval of transmitter location and antenna, change in type of transmitter and increase in night power from 100 to 250 watts; 1370 kc., 250 watts day, unlimited time.

WTJS, The Sun Publishing Co., Inc., Jackson, Tenn., increase from 250 watts to 1 kilowatt, change frequency from 1310 to 1360 kilocycles, install new transmitter and directional antenna for night use.

KLPM, John B. Cooley, Minot, N. Dak., increase nighttime power from 500 watts to 1 kilowatt, upon compliance with Rule 3.45; 1360 kc., 1 kilowatt day, unlimited time.

KFOR, Cornbelt Broadcasting Corp., Lincoln, Neb., move transmitter, antenna changes and increase in night power from 100 to 250 watts; 1210 kc., 250 watts day, unlimited time.

KPRC, Houston Printing Corp., Houston, Tex., install directional antenna for night use and increase from 1 kilowatt night 5 kilowatts day to 5 kilowatts unlimited; 920 kc.

WTAW, Agricultural and Mechanical College of Texas, College Station, Tex., install new transmitter, increase from 500 watts day to 1 kilowatt day, and extend completion dates 60 days after grant and 180 days thereafter; 1120 kc., specified hours.

KFEL, Eugene P. O'Fallon, Inc., Denver, Colo., increase from 1 kilowatt to 5 kilowatts day and night, install new transmitter and directional antenna for day and night use; 920 kc.

WPEN, Wm. Penn Broadcasting Co., Philadelphia, Pa., install new transmitter, increase from 1 kilowatt to 5 kilowatts, using directional antenna at night; 920 kc., unlimited.

KOMO, Fisher's Blend Station, Inc., Seattle, Wash., install directional antenna for night use and increase from 1 kilowatt night, 5 kilowatts day, to 5 kilowatts unlimited; 920 kc.

KRNT, Iowa Broadcasting Co., Des Moines, Ia., move transmitter locally, install new transmitting equipment, install directional antenna for night use, and increase power from 1 kilowatt night, 5 kilowatts day, to 5 kilowatts unlimited time; 1320 kc.

The stations seeking more power and scheduled for a hearing are: KOWH, World Publishing Co., Omaha, Nebr., increase from 500 watts to 5 kilowatts; also to change frequency from 660 kc., to 890 kc.; increase hours of operation from day only to unlimited; move transmitter site, install new transmitter, and directional antenna for night use; requests facilities of KUSD and KFNF

KUSD, University of South Dakota, Vermillion, S. Dak., C.P. to install new vertical antenna, change frequency from 890 kc. to 660 kc., change hours of operation from 500 watts night and day to 500 watts daytime, shares-KFNF; to be heard jointly with KOWH, and application for renewal of license KFNF, Shenandoah, Iowa.

WNAX, South Dakota Broadcasting Corp., transferor Iowa Broadcasting Co., transferee Yankton, S. Dak., asks to transfer station of Station WNAX from South Dakota Broadcasting Corp., to Iowa Broadcasting Co.; 570 kilocycles, 1 kilowatt night, 5 kilowatts day, unlimited time.

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CROSLY ON ALL SIX INTERNATIONAL FREQUENCIES

Less than one week after its formal dedication, WLWO, Cincinnati, little brother of WLW at Cincinnati, becomes the only international short wave station in the United States, according to a Crosley press statement, authorized to operate on each of the six international wavelengths, with unshared frequencies and with unlimited time. The distinction came to WLWO when the Federal Communications Commission granted WLWO's application to operate on the 9, 11, and 15 megacycle bands, with exclusive frequencies and no restrictions on time.

R. J. Rockwell, Technical Director of the Crosley Corporation, Broadcasting Division, reported that WLWO can now establish schedules for Latin American coverage which will utilize each of these frequencies at their periods of maximum effectiveness.

Mr. Rockwell explained that different frequencies are more effective in reaching Latin America at different times of the day. During the past Summer, for instance, studies revealed that the 21 megacycle band was excellent for South American coverage from 11 A.M. to 2 P.M.; EST. As evening drew near, lower frequencies were employed.

The complete list of WLWO frequencies in kilocycles is as follows: 6,080; 9,590; 11,710; 15,250; 17,800; 21,650

Mail response from South America indicates that WLWO is now delivering the most powerful international signal in South America, Mr. Rockwell said. He stated that in addition to a large volume of mail from regular listeners in countries throughout South America, reports from Embassy and other sources also indicate that WLWO is "coming in" with greater intensity than any other station, North American or European. The WLWO signal is reported to be "much stronger" than those of German and other signals originating in Europe.

The unusual effectiveness of WLWO is attributed to the combination of frequencies with an antenna structure that enables engineers to "beam" the signal within a comparatively narrow area, instead of dispersing it in all directions. Though the radio wave enters the antenna system with a strength of 50,000 watts, a power attained so far only by WLWO on international frequencies, the effect of the beamed signal in South America is that of a 600,000-watt station.

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CORNELL-CBS HOOKUP APPROVED

The Federal Communications Commission recently put its O.K. on the application of Station WHCU, owned by Cornell University at Ithaca and the Columbia Broadcasting System.

The official order on this was as follows:

"It appearing that the contract of April 1, 1938 between Cornell University and the Elmira Star-Gazette, Inc., upon the basis of which the renewal application herein was designated for hearing, has been cancelled; that the existing contract between Cornell University and the Columbia Broadcasting System is in the usual chain affiliation form; that the general subject of chain affiliation contracts is now being studied by the Commission and that any decision or opinion with respect to the existing contract between Cornell University and Columbia Broadcasting System should be reserved until consideration and action by the Commission upon the entire subject of chain broadcasting agreements;

"It is ordered, that said petition for reconsideration and grant without hearing be, and it is hereby, granted; that the hearing on the above-described application be, and it is hereby, cancelled; and that the application of Cornell University for renewal of license for Station WHCU be, and it is hereby, granted."

Station WHCU at Cornell, now the principal Eastern university representative of CBS, will also originate for the network programs of information and entertainment in which students and faculty will participate. In addition to the studio already on the campus, there will be another studio in downtown Ithaca completed at a cost of \$25,000. Students in the Cornell School of Engineering will fill many of the positions in operating the station; the Cornell Radio Guild will prepare the programs.

WHCU will operate daytime only on 850 kc., 1 KW power.

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Station WEAFF has requested an extension of time from the Federal Communications Commission of the completion date of its new station in New York City from November 6 to December 6.

Gerald A. Vernon, of the Research Department of the National Broadcasting Company, has been transferred to the Sales Promotion Department in the Central Division with headquarters in Chicago.

The Tropical Broadcasting Company desires to construct a 250-watt station at DeLand, Florida, on 1340 kilocycles under the North American Regional Agreement.

The Seventeenth Annual Convention of the Radio Manufacturers' Association and Radio Parts National Trade Show will be held in Chicago, June 10, 1941.

Galveston, Texas, has added four additional portable mobile police high frequency police transmitters.

KFBK, Sacramento, KWG, Stockton, KERN, Bakersfield, and KOH, Reno, will be formed into a group to be known as the California-Nevada Group to become a part of the Pacific Coast Blue Network.

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DEFENSE COMMISSION SURVEYS RADIO

The National Defense Commission, through Stacy May, Director of its Bureau of Research and Statistics, has requested the assistance of the Radio Manufacturers' Association to discuss possible procedure regarding radio requirements of the National Defense program. James S. Knowlson, of Chicago, President of the Association, will appoint a committee of five to cooperate with the said Commission. Radio necessities of the Army, Navy, British procurement and civilian demands will be canvassed with a view to providing adequate industry capacity to meet the greatly increased demands and prevent "bottlenecks" in production and deliveries. Similar procedure with other industry organizations is contemplated by the Council of National Defense, but the radio industry is one of the first approached in the new field of industrial cooperation.

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NBC RETURNS TO AIR WITH TELEVISION TESTS

The National Broadcasting Company announced that it would shortly resume television tests over Station W2XBS. Operation of the station was suspended August 1 to make changes required by the new assignment of television frequencies by the Federal Communications Commission.

"These test programs, the first of which will be a film transmission on Sunday evening, October 27, will necessarily be irregular", said Alfred H. Morton, NBC Vice-President in Charge of Television. "As we try out each of the different pieces of equipment, time will be required to coordinate them with other parts of the complete system.

"We plan to put power through the sight and sound transmitters on Friday and Saturday evenings, October 25 and 26, transmitting test pattern on both occasions. This will enable us to make the first of the necessary adjustments to the new equipment and circuits and will give the televiewer a chance to tune up his receiver."

The new test images will be in 441 scanning lines with transmission at the rate of 30 complete images a second, pending the final conclusions of the National Television Systems Committee.

The NBC television station will broadcast over the new No. 1 television channel, 50-56 megacycles, which can be found on most receivers in the New York area under No. 2 or No. 4 on the station selector of the receiving set.

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WJJD AND WIND ON COMPETITIVE BASIS

Ralph Atlass this week moves the studios and sales office of WJJD and WIND to new headquarters on Michigan Avenue, according to a news dispatch from Chicago.

Complete separation of offices for the WJJD, Chicago, and the WIND, Gary-Chicago, outfits has been arranged by Mr. Atlass so that the two stations will work on a strictly competitive basis.

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A poll of the Association of National Advertisers in convention at White Sulphur Springs revealed that 56 percent of the members who had set tentative budgets for 1941 expect to boost their expenditures; 38 percent will spend approximately the same amount as this year, and only 6 percent indicate a lowering of budgets.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED
OCT 30 1940
U.S. DEPARTMENT OF COMMERCE
FEDERAL COMMUNICATIONS COMMISSION

INDEX TO ISSUE OF OCTOBER 29, 1940

If Willkie Elected Believe Fly Will Be Swatted.....	2
Communications Defense Board Gets Down To Biz.....	4
FCC All Ready To Clear FM.....	5
No Evidence Of Sabotage In Crosley Fire.....	5
Rockefeller Would Use More Radio With S.A.....	6
Robert E. Lee, Jr. Enlisted As Private.....	7
1941 Offers 1200 Models.....	8
FCC Amends Amateur Rules Governing Radio.....	8
Trade Notes.....	9
American Cable And Radio Seeks Income Debentures.....	10
Interference Problems Discussed By FCC Chief Engineer.....	10
Senator Wheeler's Re-Election Seems Assured.....	11
WOR Planning New Election Returns Method.....	12

No. 1278

October 29, 1940

IF WILLKIE ELECTED BELIEVE FLY WILL BE SWATTED

Because of previous clashes when James Lawrence Fly, Chairman of the Federal Communications Commission was a Department of Justice trust-buster and later General Counsel for the Tennessee Valley Authority, and Wendell L. Willkie was President of the Commonwealth and Southern, it was predicted that Mr. Fly would be among those under fire if Mr. Willkie is elected President.

"Do you really think Mr. Willkie would land on Fly?" this writer asked a well-informed friend.

"Land on him", my friend retorted, "you don't know the half of it, dearie! Why Willkie would stop off on his way back from the Inauguration just to give himself the pleasure of firing Fly personally."

"Come, come", this writer replied, "of course Mr. Fly might be demoted as Chairman, but he still could serve his term out - he has two years to go."

"The heck he could", my informant argued.

"You remember how President Roosevelt stubbed his toe trying to fire former Congressman William E. Humphrey from the Federal Trade Commission and how the Supreme Court aroused the President's ire by backing up Humphrey. In the light of subsequent events, that was more important than it seemed then as it was one of F.D.R.'s first encounters with the Supreme Court."

"Willkie would do it another way", my friend persisted.

"How?"

"He'd abolish the Commission. That would be easier than bothering with personalities. It would be easy for him to secure the necessary legislation. I believe he would abolish many Commissions and unless I miss my guess, the Communications Commission headed by his old enemy Fly would be among the first to get the axe."

It is well known that Mr. Willkie has no love for Commissions.

"I am considering the method of administration by Commissions", Mr. Willkie wrote in the Saturday Evening Post in 1939. "Since the laws are concerned with very complex activities, the administrative commissions were probably necessary. Laws governing wages and hours or social security or public utilities or any other vast national activity cannot possibly prescribe for every situation that might arise; and so these commission are empowered to make the rules

that should apply. Obviously, this is dangerous. It involves a subtle transfer of Government power. The rules of these executive commissions are superseding the laws of Congress.

"From the standpoint of a businessman, there is a very important difference between a congressional law and a commission rule. The congressional law is fixed. It is down in black and white. It is the same for everybody, and anybody can find out what it is. A commission rule may be changed in twenty-four hours. It need not be on paper at all. It can be varied to fit different cases. Under the present commission regulation of industry, therefore, we have a highly personal form of government - a government by caprice in which the good will of a commission chairman may have a considerable effect upon you and your business.

"The present network of Government bureaus regulating the activities of employer and employees thus imposes a grave responsibility upon the regulators. The members of the commission who hold in their hands such extraordinary power must exercise it so justly that business and the public will have confidence in their administration. Personal prejudice must not enter into their decisions, and political influence must not warp their integrity."

According to Lawrence Sullivan, in his new book "The Dead Hand of Bureaucracy", which is causing such a stir just now in Washington, exactly 124 new Federal agencies have been established since President Roosevelt came into office. Among these was the Federal Communications Commission, a successor to be sure, of the Federal Radio Commission, but a bigger and better one. The old Radio Commission only had five members but the FCC has seven at \$10,000 a year. The Radio Commission only had a handful of employees but the FCC, a regular patronage Christmas tree, is now getting up towards a thousand people. And, take it from this writer, very few get on unless they are right politically.

The FCC appropriation in 1940 had climbed to \$1,800,000 but in 1941 it will be \$2,176,340 for the regular appropriation, \$1,600,000 added for National Defense, and \$175,000 for the re-establishment of monitoring (checking foreign propoganda) stations - a grand total of almost \$4,000,000.

This, of course, is chicken-feed compared to other New Deal expenditures but nevertheless it might be of some interest to Mr. Willkie sweeping clean with a new broom. If he were elected President, and the Commission continued, the first man up for re-appointment would be Frederick I. Thompson, Democrat, newspaper publisher, of Mobile, Ala., whose term expires in 1941. Then comes Mr. Fly in 1942. Following this, George Henry Payne, Republican, in 1943, campaign manager in New York for Hiram Johnson when the latter ran for Vice-President. Mr. Payne, an old Bull Mooser, was also one of the campaign managers in New York for President Theodore Roosevelt. This would go good with Willkie probably, who was a great admirer of "Teddy". Then comes Commander T.A.M. Craven, whose term expires in 1944, a Democrat, the best qualified man technically and in many ways otherwise on the entire Commission. Norman S. Case, formerly

three-term Governor of Rhode Island, Republican, might be considered for Chairman, if health permits. And finally, Paul A. Walker, Democrat, Oklahoma trust buster whom Mr. Willkie would probably not love because of Walker's investigation of the A.T. & T.

There is no question but what Walker would draw the new President's fire, but it seems to be the general consensus of opinion that Mr. Fly, described by a Washington columnist as the "cockiest official who ever scuttled a royal economist's ship", and described by many prominent broadcasters and radio manufacturers in terms considerably worse, would be among the first to get preferred presidential attention.

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COMMUNICATIONS DEFENSE BOARD GETS DOWN TO BIZ

Members of the Defense Communications Board, the chief function of which is to coordinate the relationship of all branches of communication to the national defense, have pulled off their coats and are getting down to work. They will have another meeting next Monday. FCC Chairman James L. Fly is also Chairman of the Defense Board and the other members are Maj. Gen. J. O. Mauborgne, Chief of the Signal Corps; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State, and Herbert E. Gaston, Assistant Secretary of the Treasury in charge of Coast Guard.

The Board is now considering committees and what duties they may undertake. Jurisdiction of the Board, in addition to broadcasting, takes in commercial radio-telephone, radio-telegraph as well as other telephone, telegraph and cable facilities. No consideration is being given to radio programs as the Board has no power of censorship or to take over any radio facilities. As yet the new Board has had no chance to study international programs.

Chairman Fly had a two hour conference with the British Propaganda chief just before the meeting of the Defense Board last Monday. Nothing was given out as to the actual discussion which took place.

It was said that the recording of international station broadcasts was considered adequate for the present. Script may be called for the future but as this would impose a substantial burden on broadcasters, recording would be considered sufficient at this time.

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FCC ALL READY TO CLEAR FM

The final steps to pass on all pending Frequency Modulation applications and to really get the thing going are expected to be taken by the Federal Communications Commission when they meet next Friday (November 1).

There are about 50 of these so-called FM applications now pending, mostly for high-powered stations in the 50 KW class planned to cover large areas of population. Typical among the applicants are WJR, Detroit; A. S. Abell, Baltimore; Don Lee System, Los Angeles; Walker & Downing Radio Corporation, Pittsburgh; National Broadcasting Company, Chicago, and General Electric Company, Schenectady.

Many more groups are known to be planning FM activity and it is said that radio set manufacturers have set a sales goal of at least 100,000 frequency modulation receivers for 1941 for use in those areas covered by FM broadcasting.

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NO EVIDENCE OF SABOTAGE IN CROSLY FIRE

Although investigation by insurance officials continued, no further developments were reported after fire temporarily disrupted operations of WLWO in Cincinnati, powerful international short wave sister station of WLW, early this week.

After the fire, three extra Warren County deputies were stationed at the WLWO transmitter, which is located at Mason, Ohio, 20 miles north of Cincinnati. Ordinarily one deputy guards the site, on which the WLW antenna and transmitter also are situated.

The fire occurred in a tuning house on the WLWO transmitter grounds. Besides throwing the station off the air for more than 30 hours, the blaze destroyed equipment which was used in changing WLWC from one frequency to another in order to be of maximum effectiveness in reaching South American countries. Until new tuning equipment is built, WLWO will operate only on 9,950 kilocycles, one of the six international frequencies to which it has been assigned by the Federal Communications Commission. Repairs will require about a month.

Damage was estimated at "several thousand dollars" by James D. Shouse, Vice-President of the Crosley Corporation in Charge of Broadcasting. A more definite estimate was impossible, Mr. Shouse said, because most of the equipment was specially built by Crosley engineers in their own laboratory, instead of being purchased as a unit.

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ROCKEFELLER WOULD USE MORE RADIO WITH S.A.

Radio will be one of the great mediums of removing the barriers to a better understanding in the Americas, Nelson A. Rockefeller President of Radio City, and Coordinator of Commercial and Cultural Relations between the American Republics, told the New York Herald Tribune Forum.

"We must increasingly use the radio, the press and the cinema to promote a more effective interchange of the finest in the thought and action of both continents", Mr. Rockefeller declared. "Appropriately, private enterprise is taking the leadership in this great work. To assist in the task the Office of the Coordinator of Commercial and Cultural Relations between the American Republics was established by the Council of National Defense. As the name implies, the function of the Office is to coordinate the activities of the many government and private agencies in both the commercial and cultural fields. Furthermore, funds now available permit an intensification of programs through existing media as well as the expansion which is indicated by studies now in progress.

"These are times which call for clear thinking, effective action. We must all unit in working for the Inter-American objective, national defense through hemisphere solidarity. Over and beyond the many commercial problems with which we are concerned, the plans of our Office call for the careful correlation of a well-knit expanded program in the several different cultural fields. Eminent leaders in the arts and sciences of our country will go to South American schools and universities and, in turn, we hope soon to be welcoming in greater numbers the leading scholars from the institutions of learning in Central and South America. The two-way exchange of outstanding educators will be supplemented by research fellowships which will permit more widespread investigations designed to assist both continents in problems of agriculture, sanitation, health and industrial engineering. Similarly we hope to stimulate an increase in the exchange of the best technical and literary publications between the various countries.

"Moving into other fields, our office will cooperate with all of the broadcasting systems. Two of these systems will soon inaugurate 50,000 watt directional antenna stations for programs dedicated to Inter-American understanding. The motion picture industry has been most responsive to our invitation to cooperate. The press associations with an intensified hemisphere service will promote a much needed two-way news coverage which will be supplemented by special services in the fields of news pictures and magazines."

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A New York State resident wants authority to record certain radio programs as they are broadcast to the public. The Federal Communications Commission replies that this does not come within its jurisdiction, being a matter involving the private rights of the radio station, the artists, and the sponsor of the program.

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ROBERT E. LEE, JR. ENLISTED AS PRIVATE

Apropos the criticism of Elliott Roosevelt, Texas broadcaster, son of President Roosevelt accepting a captaincy, a reader of this service suggests that attention be given to the fact that Robert E. Lee, Jr., youngest son of General Robert E. Lee enlisted in the Confederate Army as a private. Only after a year of the hardest kind of fighting did he win his promotion as a lieutenant. There are several references to young Lee in the splendid biography of Lee written by Douglas Southall Freeman (Charles Scribner's Sons, New York).

Robert was intent on entering the Army, and General Lee did not wish Robert to claim the exemption allowed students. Of this Dr. Freeman wrote:

"I must leave the rest in the hands of our merciful God", Lee told his wife. 'I hope our son will do his duty and make a good soldier.' The next day he went with Robert to get his outfit, with which the boy left in a few days to join the Rockbridge Artillery as a private."

The next reference to young Lee by the noted Southern historian was: "While awaiting developments (at the Chickahominy) Lee rode over part of the ground of the previous day's action, working his way toward the left, looking all the while for the Rockbridge Artillery, with which his youngest son was serving as a private. He had heard that the battery had followed Jackson; he did not know whether Robert was dead or alive. Finally, in front of the McGhee house, he found the battery, which had not been engaged in the action of the 27th. A crowd gathered after Lee halted, but Robert was not in it. Search discovered him so soundly asleep under a caisson that calls did not arouse him. Only a vigorous prodding with a sponge staff in the hands of a zealous comrade brought him out, at last, half-dazed. He was well and unscathed, though much the worse for dust and hard marching. Greetings exchanged, Lee rode away, and nobody seemed to think it in any way odd that the son of the commanding general should be serving in the ranks."

Another dramatic meeting of the great General and his son was described at the second battle of Manassas as follows:

"General', said Captain Mason of the staff, when Lee at last dropped his glasses, 'here is some one who wants to speak to you.'

"Lee looked and saw a powder-blackened gunner, his sponge staff in his hand. Ever since he had been asked for a chew of tobacco by the raw private in western Virginia, he had been accustomed to receive all manner of complaints and requests at unexpected places from unknown members of the voluntary association known as the Army of Northern Virginia; so there was no surprise in his voice when he said, 'Well, my man, what can I do for you?'

"Why, General', said the cannoner in aggrieved and familiar tones, 'don't you know me?'

"It was Robert."

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1941 OFFERS 1200 MODELS

With 1200 different new radio-receiver models being offered by the radio manufacturers of America, in their 1941 lines, a tremendous variety of choice is made available for retail buyers, just as the most important listening season in all radio's history opens up, O. H. Caldwell, editor of Radio Retailing writes.

"Looked at as a vast 'radio show', these 1200 radio-set offerings would fill the largest exposition building erected at either of the recent World's Fairs", Mr. Caldwell continues. "Allowing four feet to a model, some 4,800 ft. of aisle displays would be taken up, nearly a mile of continuous, unduplicated displays!"

"And for the radio buyer who undertook to inspect this tremendous array of radio sets, if he allowed only two minutes for the study and scrutiny of each model, he would have to plan on 2,400 minutes or 40 hours of unremitting seeing! Taken in a succession of evenings say from 8 to 10:30 p.m., he would need two full weeks of radio-show going, to make the rounds!"

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FCC AMENDS AMATEUR RULES GOVERNING RADIO

The Commission on October 22, 1940, modified for a temporary period Section 12.93(a) of its Rules and Regulations so as to permit an amateur station which is moved from one permanent location to another permanent location prior to May 1, 1941, to be operated at the latter location (in accordance with the provisions governing portable stations) for a period not exceeding four months, but in no event beyond the expiration date of the license; provided a proper application for modification of license is duly filed.

The Commission also amended, effective November 1, 1940, Section 12.115 of the Rules Governing Amateur Radio by deleting the frequency band 1800 to 2000 kilocycles for use of Type A3 emission wherever it appears therein and by substituting therefor the frequency band 1800 to 2050 kilocycles.

The Commission has likewise amended, effective November 1, 1940, Section 12.155(b) of the Rules Governing Amateur Radio by deleting the frequency band 1975 to 2000 kilocycles wherever it appears therein and by substituting therefor the frequency band 2025 to 2050 kilocycles.

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The license of Station WGY at Schenectady has been renewed and a hearing that was set to inquire into the new contractual relations between the General Electric Company and the National Broadcasting Company has been cancelled pending action by the Federal Communications Commission upon the entire subject of chain broadcasting.

Both the Republican and Democratic rallies at Madison Square Garden, climaxes of party efforts to win the 1940 presidential election, will be telecast experimentally in New York by the National Broadcasting Company. President Roosevelt will address the Democratic rally on the evening of October 28. The Republican meeting, on November 2, will hear Wendell Willkie.

Tests are being made to establish a two-way municipal police radio in Philadelphia.

The Roanoke (Va.) Broadcasting Company has been granted a license to cover construction permit which authorized a new station to operate on 1500 kc., 250 watts, unlimited time.

W. C. Bridges, Manager of the Head of the Lakes Broadcasting Co., writes to the General Electric Company, operators at W9XYH, Duluth, "Public acceptance of frequency modulation (FM) broadcasting in this locality has exceeded expectations. It is our opinion that the listening public needs only a demonstration of FM to completely sell them on the noise-free, high-fidelity advantages of this new system."

Fifty thousand watts power is sought by Station KIRO, Queen City Broadcasting Co., Seattle, Washington. It is now using 10 KW.

As shown by the second Editor & Publisher Survey just completed, President Roosevelt is favored by 289 daily newspapers, or 22.7% as against 20.1% in August. Mr. Willkie has 683 newspapers, or 63.8%. Thirteen percent of the papers are not committed to either candidate.

Station WSGN, of Birmingham, Ala., has asked permission of the Federal Communications Commission to increase its power from 250 to 1,000 watts and to broadcast on 610 kc.

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AMERICAN CABLE AND RADIO SEEKS INCOME DEBENTURES

Frank W. Phelan, President of American Cable & Radio Corporation, announces that the Corporation, which holds all of the Common Stock of All America Corporation, is prepared to invest up to an aggregate amount of \$250,000 in Income Debentures, Series B, of All America Corporation, and has issued an invitation for tenders of the Series B Income Debentures and of Scrip Certificates representing fractional interests therein. American Cable & Radio Corporation heads the group of companies controlling the communication systems of All America Cables and Radio, Inc., the Commercial Cable Company and the Mackay Radio and Telegraph Companies.

Debentures of Series B are presently outstanding in the amount of \$1,013,500. In addition there are outstanding \$2,043,600 of Income Debentures, Series A, All America Corporation having retired since the original issue the \$1,250,000 of the Series A Debentures required to be retired before the application of funds by that Corporation to the redemption of Debentures of Series B.

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INTERFERENCE PROBLEMS DISCUSSED BY FCC CHIEF ENGINEER

E. K. Jett, Chief Engineer of the Federal Communications Commission, talks on "Radio Interference Problems" when he is guest speaker on "Adventures in Science" over Columbia network on Thursday, October 31 (WABC-CBS, 3:45 to 3:55 P.M., EST).

Mr. Jett will be heard from the studios of WJSV, Columbia's station for the nation's capital.

The FCC official plans to describe the various kinds of interference possible in radio. First, there is interference of one station with another. This is taken care of through international and government regulation, by assigning the stations to separate frequencies.

The second type of interference is caused by nature -- thunder storms or electric discharges, static or atmospheric disturbances.

The third type of interference is industrial -- electrical or man-made. It is caused by electric devices used in industry or the home.

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SENATOR WHEELER'S RE-ELECTION SEEMS ASSURED

Reports from Montana are that Senator Burton K. Wheeler, Chairman of the Interstate Commerce Committee, and a power in radio matters in the Senate, will be re-elected by a large majority. Gould Lincoln, political correspondent of the Washington Star now touring the United States, writes from Helena:

"The most powerful Democratic figure in Montana - so far as vote getting is concerned - is Senator Wheeler. An original Roosevelt man when the President was striving for his first nomination, Senator Wheeler broke with the administration seriously in 1937 and led the Senate fight against the Supreme Court bill. After that fight the New Dealers decided to go after Mr. Wheeler's scalp. An effort was made to build up former Representative Jerry O'Connell with the idea that O'Connell was the man to take Wheeler's measure and his seat in the Senate in 1940. Senator Wheeler did not wait for 1940 to roll around. He went right after O'Connell in 1938 and allied Gov. Roy E. Ayres with him. The upshot was the election of Representative Thorkelson, a Republican, in Mr. O'Connell's place. New Deal plans to 'purge' Senator Wheeler went up in smoke.

"This year, Senator Wheeler declared himself against a third term for President Roosevelt or any man. He became a presidential candidate himself, but withdrew his name before the balloting began in Chicago, as soon as it became definitely known the President would run. He announced he would go along with the party nominee. There is grave doubt out here, however, that Senator Wheeler will do any work for the presidential ticket.

"Running against Senator Wheeler on the Republican ticket is E. K. Cheadle, Jr., of Shelby, an attorney. Mr. Cheadle is a Lieutenant Colonel in the National Guard and is now on active duty in Washington. He is not campaigning in the State, leaving that job to the Republican leaders here. The senatorial contest brings into opposition two classes of thought on the present national defense program - represented by Wheeler, who opposed the conscription bill and who has attacked much of the foreign policy of the President, and by Mr. Cheadle, who is a supporter of the defense program. There is a wide difference of opinion as to how popular or unpopular the conscription bill is in this State.

"No one, however, gives Mr. Cheadle the slightest chance to win over Senator Wheeler, who is regarded as a sure winner no matter what else happens in the election. That is the view frankly given by Republican leaders speaking 'off the record', as well as the view of the Democrats."

Writing from the State of Washington, Mr. Lincoln has this to say about former Senator Dill, co-author of the old Radio Act:

"In the gubernatorial race, the youthful Mayor of Seattle, Arthur B. Langlie, elected a few years ago because the people were sick of the kind of government they were getting, together with

incessant labor strife, has been nominated by the Republicans. The Democratic nominee is former Senator Clarence C. Dill, who left the Senate in 1934. Mr. Dill is given the edge. He is a good campaigner. However, some of the Democrats who supported Governor Martin, regarded as a conservative, may swing to Mayor Langlie. Mr. Dill won over the Governor in a hot primary race. Four years ago many Republicans voted in the primary for Governor Martin, preferring him to his Democratic and radical opponent. Many republicans voted in this year's primary for Governor Martin, hoping to defeat Mr. Dill for the nomination, but were unable to pull it off."

Reports from Indiana are that Senator Minton (D), a member of the Interstate Commerce Committee, who has shown considerable interest in radio, may be defeated by the heavy Willkie tide which seems to be prevailing there at this writing.

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WOR PLANNING NEW ELECTION RETURNS METHOD

Listeners to this year's election returns over WOR will no longer have to wrestle mentally with a trickle of votes from incomplete election districts. A completely different method of handling returns has been devised which it is believed will revolutionize the giving of election returns over the air, according to a WOR Press statement.

Under the supervision of Dave Driscoll, WOR Director of Special Features and News, and his assistant, Alvin Josephy, a plan has been set up whereby listeners will be able to determine instantly who is leading the presidential race.

In place of the former "so many election districts out of so many give John Blank 100,000 votes and John Double Blank 125,000", the new streamlined WOR method will deal with percentages and ratios in terms of States only. Thus, the announcer will say:

"At 7 P.M. with 2% of the votes in New York State already tabulated, John Doe leads Joe Smith by 100,000 votes or a ratio of 2 to 1." It will be as simple as that with States being mentioned in place of election districts. Comparisons with 1932 and 1936 will also be included.

The election returns over WOR will make use of United Press news. They have already been sold to a sponsor who will use ten five-minute periods which will be supplemented by other bulletins of importance.

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