

# HEINL RADIO BUSINESS LETTER

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## MANY RADIO TYCOONS IN RARIFIED "WHO'S WHO" ATMOSPHERE

There was a time - and not so long ago - when you would have to look for a leader in the radio industry with a microscope in the exclusive listing of "Who's Who in America". An idea of the importance of this newest of the great industries, and how quickly many of its leaders have been recognized nationally, is gained from the recognition given to it in the 1938-1939 edition of Who's Who", just out.

Among those in the radio world who are listed are the following:

On the Federal Communications Commission - Chairman Frank R. McNinch, who got his start as Mayor of Charlotte, N.C.; Judge E. O. Sykes, of Mississippi, who was appointed to the old Radio Commission by President Coolidge, because the latter felt that the Commission needed a good lawyer to keep it straight; Commissioner Tunis Augustus Macdonough Craven (better known to many as "Tam"), retired Naval officer, who served as radio officer in the United States Fleet, and whose first names are not really "Tangier, Algiers, Morocco", as some seem to think; Commissioner George Henry Payne, who came into the national lime-light in 1912 as one of the New York campaign managers for the Bull Moose candidate, former President Theodore Roosevelt; Commissioner Paul A. Walker, formerly Chairman of the Oklahoma State Corporation Commission; Commissioner Norman S. Case, three times Republican Governor of Rhode Island; and General Counsel Hampson Gary, formerly United States Minister to Egypt and at the front beyond Jerusalem with Field Marshal Allenby for awhile in 1918.

Those connected with the Radio Corporation of America who are mentioned include Gen. James G. Harbord, Chairman of the Board, Pershing's Chief of Staff in France, famous Commander of the U.S. Marine Brigade at Chateau Thierry; David Sarnoff, President of RCA, who started in the old Marconi Company in New York, a little Russian boy who could hardly speak English; Col. Manton Davis, General Attorney, who served overseas and was later Legal Advisor to the Inter-Allied Rhineland High Commission; Edward F. McGrady, Vice-President, formerly Assistant Secretary of Labor in charge of labor relations; Oswald F. Schuette, former President of the National Press Club in Washington, correspondent of the Chicago Daily News with the German Army in the World War, and who coined the political phrase "the steam-roller"; Dr. C. B. Jolliffe, in charge of RCA Frequency Bureau, formerly Chief Engineer of the Federal Communications Commission; Vladimir Kosma Zworykin, born in Russia, RCA television expert; and George K. Throckmorton, President of RCA Manufacturing Company, who years ago began to

work his way up as time-keeper in the Link Belt Company at Chicago. Also, Gen. Charles G. Dawes, former Vice-President, is an RCA Director.

Maj. Lenox R. Lohr, President of the National Broadcasting Company, who served overseas in the regular Army, and was General Manager of "The Century of Progress Exposition" at Chicago; Judge A. L. Ashby, Vice-President and General Counsel, NBC, formerly Assistant General Attorney for the Westinghouse Company and author of many legal publications; Frank E. Mason, Vice-President of NBC in charge of International Broadcasts, formerly Berlin correspondent and then London Manager and finally President of the International News Service; Franklin Dunham, Educational Director, NBC, who before that was Educational Director of the Aeolian Company, New York; Dr. James R. Angell, Educational Counselor, NBC, former President of Yale University; and Dr. Walter Damrosch, NBC Musical Counselor.

William S. Paley, President of the Columbia Broadcasting System, who in spite of his great success is only 37 years old, and who began as Production and Advertising Manager of the Congress Cigar Company of Philadelphia; Cesar Saerchinger, European Director of the CBS, who had previously been the Berlin correspondent of the New York Post; Dr. J. H. Dellinger, Chief of the Radio Section, U. S. Bureau of Standards, who for a time served as Chief Engineer of the Federal Communications Commission; and Neville Miller, former Mayor of Louisville, now President of the National Association of Broadcasters.

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago, noted explorer and twice with MacMillan to the Arctic, and who was appointed by President Roosevelt Vice-Chairman of the Mount Rushmore National Commission, the massive sculptoring project of Gutzon Borglum in South Dakota; Powel Crosley, Jr., President of the Crosley Radio Corporation, owner of the Cincinnati baseball team, and Col. Robert R. McCormick, owner of Station WGN, Chicago, and publisher of the Chicago Tribune; O. H. Caldwell, former Radio Commissioner, and now editor of "Radio Today"; Orrin E. Dunlap, Jr., Radio Editor, New York Times, who served as radio operator in the U. S. Navy in the World War, author of numerous radio books, including "Marconi - His Life and His Wireless"; Martin Codel, publisher of Broadcasting Magazine, a native of Duluth, Minn., later with the Detroit News and the Associated Press in New York and the North American Newspaper Alliance, and Lynn M. Lamm, radio writer and formerly City Editor of the Washington Post.

Thomas P. Littlepage, radio counselor, of Washington, former President of the Washington Chamber of Commerce, who received a gold medal "as citizen who performed most outstanding unselfish service to City of Washington during 1934"; Louis G. Caldwell, formerly General Counsel, Federal Radio Commission, awarded Croix de la Guerre in France in 1918; and Frank D. Scott, radio counselor, formerly Congressman from Michigan and Chairman of the House Merchant Marine Committee.

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## AMATEUR RULES ALTERED BY FCC ORDER

The Federal Communications Commission this week revised its regulations governing amateur radio stations and operators, effective December 1, 1938.

The changed regulations recognize the increasing importance of operation by the amateurs in emergencies affecting domestic communication facilities. The new rules provide for the use of specified frequencies in handling emergency communications and require all amateur stations in the affected area not engaged in relief work to discontinue operation on these frequencies during the emergency period.

The new rules specify higher technical standards for the operation of amateur stations to reduce possibility of interference to other services as well as improving the amateur service. Under the revised rules the amateur station is not permitted to transmit music although the transmission of single audio-frequency tones is permitted for testing.

An amateur station causing general interference, or violating certain rules may be silenced for specified hours, which may be increased in the event that corrective measures are not immediately applied.

The holder of Class C privileges may be called upon to appear for Class B examination and any Class C holder who moves within 125 miles of an established examining point will automatically be required to appear for the examination within four months.

Any amateur or applicant failing an examination may be re-examined after two months instead of the previous requirement of three months.

An amateur station may not be operated on the special frequencies granted to holders of Class A privileges unless the station licensee himself holds Class A operator privileges.

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## BUSINESS BUREAU HITS "BALLAST TUBE" ADS

The National Better Business Bureau, Chrysler Building, New York City, has just addressed a letter to 28 radio receiver manufacturers regarding the use of such descriptions as: "6 tubes (including one ballast tube), according to Radio Today. George L. Burkle of the Bureau points out that since, by RMA definition, a ballast unit cannot be correctly defined as a "tube", such description as above is misleading. The Bureau has asked for RMA action in this situation, threatening to put the issue before the Federal Trade Commission, and has received the support of individual manufacturers in agreeing to desist.

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## STATIONS CALLED FASCIST CARRIERS IN HOUSE PROBE

Four radio stations in or near New York City were charged with broadcasting Fascist and anti-Semitic propaganda before the House committee investigating un-American activities this week.

Appearing before Chairman Martin Dies, (D.), of Texas, Girolamo Valenti, Chairman of the Italian anti-Fascist Committee, cited WBNX and WOV, New York, and WBIL and WHOM, New Jersey, as principal offenders. Transcription of speeches broadcast over WHOM was introduced in evidence.

While recorded broadcasts were in the Italian language, Valenti, Italian-born New Yorker, pointed out that the station "always plays the Fascist hymn and praises Mussolini" during its programs. Valenti regretted that a phonograph was not available so that he could interpret the assertedly subversive speeches at the hearings.

Supporting contentions that New York and New Jersey transmitters are aiding the Italian Fascist organization, Chairman Dies displayed a letter received from a New York woman complaining about Fascist broadcasting which she has listened to. Name of the correspondent and call letter of the station were withheld.

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## NBC SEPTEMBER BILLINGS RISE 4.5%

Advertisers in September increased their use of the National Broadcasting Company facilities for the tenth successive month, over comparable periods the year before, with gross billings rising 4.5 percent over September, 1937. The first nine-months cumulative total was up 5.7 percent over the 1937 three-quarter mark. The tabulation follows:

| <u>September 1938</u>       | <u>August 1938</u>             | <u>September 1937</u> |
|-----------------------------|--------------------------------|-----------------------|
| \$2,979,241                 | \$2,941,099                    | \$2,850,581           |
| <u>% Change from August</u> | <u>% Change from Last Year</u> |                       |
| +1.3                        | +4.5                           |                       |
| <u>First 9 Months 1938</u>  | <u>First 9 Months 1937</u>     | <u>% Change</u>       |
| \$29,902,724                | \$28,291,115                   | + 5.7                 |

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## FCC BACKS DOWN ON WCTN ACTION IN O'NEILL DRAMA

Under a barrage of criticism and cries of "blue-nosed" censorship, the Federal Communications Commission this week backed down on its order of last week citing Station WCTN, Minneapolis, for broadcasting Eugene O'Neill's Pulitzer prize play, "Beyond the Horizon".

The application of WCTN for renewal of license had been set for hearing by the FCC because of a complaint that profanity was used in the play. The action was taken with only four members present and over the vigorous protests of Commdr. T.A.M. Craven.

This week a motion to reconsider was made by Commissioner Eugene O. Sykes and seconded by Commander Craven. A previous motion by Judge Sykes to grant the WCTN application without renewal was passed over because all members of the Commission were not present.

All indications, however, were that the issue will never be heard and that WCTN will be given a renewal as soon as absent members of the Commission return to their desks.

Gibes at the Commission's action were taken by many newspapers, and leaders in the broadcasting industry viewed the action with alarm as threat of program censorship. Commissioner Craven pointed out that the play had been presented countless times over the country without ever arousing city or station officials. Even the WPA Federal Theater Project has staged it without complaint.

Members of the industry also asserted that the radio version of the play actually was milder than the original and that no serious profanity was included in the broadcast.

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## APPLICANT TURNED DOWN BECAUSE HE DIDN'T ASK ENOUGH

The Federal Communications Commission this week rejected an application of Platt & Platt, Inc., Poughkeepsie, N. Y., for a construction permit because it proposed to operate a limited time station whereas a full-time station is needed.

The applicant, which is a subsidiary of the Poughkeepsie Publishing Corporation, newspaper publisher, asked for the clear channel of 1000 kc. used by Station WHO, Des Moines, with 50 KW. The Poughkeepsie corporation proposed to operate the station with 1 KW. power until local sunset in Des Moines.

While admitting the need for a station in Poughkeepsie, which has no radio outlet, the Commission stated:

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"The Commission is constrained to deny this application because favorable action hereon will not result in supplying a satisfactory service to the people of Poughkeepsie. The people are as much in need of nighttime service as daytime service, and the need for the former may be greater. The applicant shows that there are 6,000 industrial workers in this area, and it is doubtful whether they would be able to avail themselves of the proposed daytime service. This group deserves consideration.

"The proposal herein is to establish a limited time station on a clear channel frequency, namely, 1000 kilocycles. The dominant station on this frequency, WHO, has rendered service for many years, and there is no suggestion in the record that it will relinquish any of its nighttime hours of operation.

"Granting this application, therefore, would result in the establishment of a limited time or daytime station which may preclude the establishment of a station which would be able to render local day and night service."

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#### FCC MEMBERS OPPOSE McNINCH CIVIL SERVICE MOVE

The proposal of Chairman Frank R. McNinch of the Federal Communications Commission to have certain employees removed from the competitive Civil Service is definitely opposed by three of the seven members of the body, and one other is reportedly opposed, it was stated by Commissioner George Henry Payne, following a session of the Commission this week.

Listed as definitely opposed are Commissioners Payne, Comdr. T.A.M. Craven and Norman S. Case, while Commissioner Paul A. Walker was reported to be passively opposed to any such change as proposed.

Commissioners Craven and Payne brought the matter up at the first session of the body since it became known that the Chairman had sent a letter proposing the changes to the Civil Service Commission. Commissioner Payne said that Commissioner Eugene O. Sykes stated that he was firmly supporting the Chairman, but that he had not initialed the draft of the letter.

While no formal action on the matter was taken by the Commission, it was indicated that the matter will be taken up for further consideration at a subsequent session.

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## SIMULTANEOUS OPERATION ON SAME WAVE APPROVED

Unlimited operation for two Pennsylvania broadcasting stations which have been sharing night-time hours on 1200 kc. was recommended to the Federal Communications Commission this week by Chief Examiner Davis G. Arnold.

Station WKBO is located at Harrisburg, Pa., and Station WEST at Easton, Pa. The two stations operate simultaneously on the frequency 1200 kc. with the power of 250 watts daytime and share time on 100 watts at night. The nighttime hours are divided by mutual agreement between the two stations in such manner that Station WEST has the period from approximately sundown to 8 P.M. and Station WKBO has the remaining nighttime hours.

"The transmitting equipment", Examiner Arnold said, "the antenna and site used by both applicants are satisfactory in connection with the further use of the frequency by each of the stations during nighttime hours.

"Based upon measurements which have been presented at the hearing, it is not expected that the simultaneous operation of Stations WEST and WKBO at night would cause mutual objectionable interference within the normally protected good service areas of any licensed broadcast stations, or with each other."

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## BULOVA PLAN FOR N.Y. STATION STRIKES SNAG

The plans of Arde Bulova, New York watch manufacturer, for a new full-time New York City broadcasting station have hit a temporary obstacle in Washington.

The Federal Communications Commission has referred to an Examiner for hearing the application of Bulova for the purchase and closing down of Station WPG, Atlantic City, N.J. Mr. Bulova wants to merge WGP and WBIL, which share the 1100 kc. frequency. The New York station is expected to be the key to a new Atlantic seaboard network reaching from Georgia to Massachusetts.

Although the FCC made no explanation, the hearing order was believed to have been prompted in part, at least, by pressure from Capitol Hill. Critics have commented on the ease with which Bulova has extended his stake and acquired better facilities over the past four or five years.

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The WPG-WBIL merger would complete involved negotiations which dates back three or more years.

Beginning with his acquisition of WOV from the late John Iraci - for which he put up approximately \$300,000 two years ago - and extending through his acquisition of the Paulists' station WLWL, for which about the same sum was paid, Bulova has made a persistent attempt to break into the New York radio scene.

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#### SIGNAL CORPS HAD AUTO RADIO IN 1904

The automobile radio set, although on the market only a few years, is actually 34 years old, according to the U. S. Signal Corps. An experience with a radio-equipped Signal Corps radio set in 1904 is recalled in the current Signal Corps Bulletin.

"Thirty-four years ago the Signal Corps was already working with automobile field radio", the report states. "Two equipments were receiving attention at that time. One was a heavy Telefunken spark set which required three vehicles; 'a power car, an apparatus car, and an implement car.' Balloons or kites were used to raise the aerial wires. The implement car was provided with the necessary tools and a reserve 'benzine reservoir' for the power car. The power car had a 1 kw. a-c generator and a d-c generator, both coupled to a 4 horsepower 'benzine' motor. The d-c generator supplied current for the field of the a-c generator and for charging the storage batteries. The power car also carried a cable drum for hauling in the balloon used to support the antenna. A counterpoise consisting of a wire netting, or a metallic cylinder, was used. This heavy radio set was tested by the Signal Corps but was considered too cumbersome and complex.

"The lighter short-distance set was considered more applicable to our needs. Power was supplied by two 10-volt storage batteries. There was no antenna mast. The single vertical antenna wire was supported by a tall tree or by a telegraph pole. The following comments were taken from a report by Maj. George O. Squier, Signal Corps:

"After a little practice, two men, a sergeant and a corporal of the Signal Corps, one a good lineman and the other the chauffeur of the machine, who also acted as telegraph operator, could install a sending station in 10 to 15 minutes. A receiving station is even less trouble to install, since there is nothing to transport except what can be carried in the hands.

"The best field system of wireless telegraphy for the Army will result only after careful, tedious, and exhaustive experiments, and tests under the exacting conditions of actual war, for the extravagant and enthusiastic claims of inventors have nowhere to be received with more caution than in practical wireless telegraphy."

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::: TRADE NOTES :::  
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The meeting of the Board of Directors of the Radio Manufacturers' Association has been postponed from October 12th until Thursday, October 20th, on account of conflicting engagements of several Directors. The meeting is scheduled to be held in New York City.

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The National Broadcasting Company this week was granted a license to cover its construction permit for a television broadcasting station (W2XBT) in New York City. The station will use 92,000 kc. for aural channel and 175000-180000 kc. for visual channel.

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The Chicago Federation of Labor has been granted a motion to continue the hearing on its application for renewal of license for short-wave Station W9XAA, Chicago, from October 5th to December 5th.

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The "Nation's School of the Air", which begins its eleventh consecutive season over WLW, Cincinnati, October 10th, will be aired this year over the Mutual Broadcasting System, Joseph Ries, WLW Educational Director, has announced. The programs, broadcast for the classrooms of the country, will be heard Mondays through Fridays, 10 to 10:30 A.M., EST.

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#### ARGENTINE STARTS PROPAGANDA BROADCASTS

Argentina begins a new series of weekly radio broadcasts, for the purpose of transmitting news of its developments to foreign countries, under the auspices of the Ministry of Foreign Affairs, the U. S. Commerce Department reports.

The program will be broadcast each Friday afternoon through the Government station LRA, on frequencies of 18,115 and 9,690 kilocycles. A program at 3 P.M. will be directed toward Europe, and will be broadcast in Spanish, French, English and German. A program at 5 P.M. will be directed on the Western Hemisphere in Spanish, French, English and Portuguese.

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## CBS ANNOUNCES CHANGES IN NETWORK

The following changes in the CBS network affiliations were announced this week by William C. Gittinger, Sales Manager:

"On October 15, KNOW, 100-watt station located in Austin, Texas, ceases to be a Columbia outlet. At that time, KTSA, San Antonio - now sold in conjunction with KNOW, at \$250 per evening hour - returns to the base rate of \$175 per evening hour which it had before KTSA and KNOW were sold as a unit.

"By the end of the year, KRLD, Dallas, plans to be in operation with a new 10,000-watt transmitter, adding 25 to 40 miles to the radius of its present primary area, and increasing the efficiency of its signal within that area by almost 50%. With the improved and increased coverage of KRLD, Columbia's affiliation with WACO, 100-watt station in WACO, will terminate as of February 1, 1939."

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### RADIO CALLED PEACEMAKER BY COLUMNISTS

"Broadcasting is credited with playing an outstanding part in preventing the outbreak of a European war last week", Variety comments. "By keeping the people of the world closely apprised of every move that was being made in the diplomatic shuffle and by having the spokesmen for each country present its case direct to the people of the world, radio was able to mobilize international opinion with a quickness and mounting vigor that could not help but exert a firm impression on even Hitler.

"In turning in what rates as its most momentous job to date, radio had, it is also pointed out, proved itself the world's No. 1 potent force for peace. Through its ability to disseminate information to millions instantaneously and penetrate censorship, broadcasting gave a glasshouse aspect if only fleetingly to the most secretive acts of the world's rulers.

"Recognition of radio's superior role during the 21 days that kept the world on the jitterseat was contained in last Friday's (30) columns of two Scripps-Howard writers, Heywood Broun and Raymond Clapper. Under the subhead 'Radio Conquers Isolation' Broun wrote, 'It seems to me that only now have we begun to appreciate the value of new methods of communication. Radio has been an enormous factor in conquering the dead and deadly weight of isolation. Indeed it seems to me that whether this be a peace or a lull, it has been won by radio and Roosevelt. Hitler's speech, as broadcast from Berlin, did more to consolidate opposition to Fascism than any other single factor in our time.'

"Clapper further commented, '. . . behind all of this was the massive world-wide opinion against war, more thoroughly informed this time, swelling up through every channel of communication . . . and providing the motive power that drove the statesmen to the last ounce of their power.'"

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