

HEINL RADIO BUSINESS LETTER

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FCC TO ASK CONGRESS FOR SEVEN MOBILE MONITORS

Determined to prevent, if possible, the unlawful use of any of this country's ether waves by belligerents or their agents, the Federal Communications Commission is preparing to enlarge its monitoring activities.

An appropriation for the purchase of seven mobile monitors will be asked of the next Congress so that a closer check may be made on short-wave stations, especially in the amateur field.

While the Commission has assurance of whole-hearted support from the American Radio Relay League in tracking down any "piracy" on the amateur frequencies, reports of unlawful operations have increased since the outbreak of the European war.

The Radio Relay League has set up a key network of 150 stations to keep constant watch on the air waves and report any irregularities. FCC officials are convinced that the 55,000 amateurs as a whole are loyal and trustworthy citizens, but at the same time they are afraid that unlicensed operators may use their frequencies.

American amateurs have lost many of their foreign communications contacts, meanwhile, due to the "blackout" of their colleagues by governmental edict in practically all European countries.

Radio engineers differ as to the value of amateur radio facilities for international communications, but they admit that they could at least become a nuisance, if not a menace, when in disloyal hands. The clearness of communication between "ham" stations depends upon atmospheric conditions and consequently is not dependable.

FCC officials said that the seven mobile monitors are not needed solely for tracking down "radio spies" but are wanted for the peace-time checking of transmissions as well. They were requested of the last Congress, in fact, but were refused as unnecessary at the time.

Chairman James L. Fly has conferred about the matter of policing the radio waves with President Roosevelt, and it is understood has his sanction in asking for additional facilities.

The President in a recent press conference commented that this work is as important as any in keeping the United States out of war.

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FCC GRANTS POWER RAISES FOR RELAY STATIONS

The Federal Communications Commission this week authorized an increase in the allowable power for relay broadcast stations operating on certain frequencies in order to provide more dependable service.

"Section 4.25(b) of Rules other than Broadcast, was revised to read as follows:

"A relay broadcast station assigned frequencies in Groups D, E, F and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; provided that before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, and provided, further, that if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference."

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NBC SIGNS SPONSOR ON INTERNATIONAL STATION

Inauguration of an international commercial short-wave broadcasting service by the National Broadcasting Company was announced this week by President Lenox R. Lohr.

The first sponsor to be signed is the United Fruit Company, which will present daily quarter-hour evening programs in Spanish over Stations WRCA and WNBI. These programs are designed especially to cover the Central American countries in which the fruit company is extensively interested.

The new service offered by NBC will operate for 16 hours daily. It will cover the 20 Latin American Republics with programs in Spanish, Portuguese and English beginning at 4:00 P.M., and running until 1:00 A.M., EST. In addition there will be made available to advertising sponsors a daytime European program service beginning at 9:00 A.M., and running until 4:00 P.M., EST, in English, French, Italian and German.

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TELEVISION NET SEEN IN NBC-G.E. TIE-UP

A nationwide television network was foreseen this week when Alfred H. Morton, NBC Vice-President in Charge of Television, announced that the National Broadcasting Company television programs would soon be re-telecast over the experimental station of the General Electric Company near Schenectady.

A radio relay receiver, said Mr. Morton, is now being installed by G.E. engineers near their television transmitter to receive NBC programs, telecast in New York City over Station W2XBS. The distance between the two stations is approximately 130 miles.

"The National Broadcasting Company and the Radio Corporation of America have long been working on ways and means of networking their television programs", said Mr. Morton. "Since it is our earnest desire to make this new service available to an ever-increasing number of persons, we consider networking to be a most important phase of television development.

"For some time past", he continued, "G.E. engineers have been receiving NBC programs at their experimental station, located on Helderberg Mountain near Schenectady, about 130 miles from our transmitter atop the Empire State Building. Technical progress and observations made are discussed with NBC technicians, and G.E. program experts make frequent visits to our Radio City studios to follow NBC progress. An informal arrangement between the National Broadcasting Company and the General Electric Company provides for continued cooperation in the development of television."

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SCHOOLS TO AID IN U.S. EDUCATION PROGRAM

The Nation's schools and civic and educational agencies have been invited by U. S. Commissioner of Education John W. Studebaker to participate in a Nation-wide discussion on health problems, in connection with six educational radio broadcasts over a coast-to-coast network sponsored by the U. S. Office of Education in cooperation with the U. S. Public Health Service and the Columbia Broadcasting System.

Beginning November 12, and continuing through five Sundays, the U. S. Office of Education will broadcast half-hour programs on conquering our health problems over a network of more than 100 stations of the Columbia Broadcasting System. Broadcasts will be the second group of "correlated" educational programs on the "Democracy in Action" series, from 2:00 to 2:30 P.M., EST. Short series of broadcasts on labor, social security, housing, youth, and other problems will follow. The documented broadcasts on public health are designed to provide a better understanding of the service of Government - National, State and local - in advancing Nation-wide efforts to protect and promote health.

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NATIONAL SERVICE ABOVE LOCAL, FCC DECIDES

The provision of radio service to the United States on a national basis, rather than the fulfillment of local needs alone, is the goal of the Federal Communications Commission in granting facilities, it was stated in a decision denying an application for a new station.

Explaining the refusal to grant a construction permit to the Thumb Broadcasting Co., Brown City, Mich., the FCC said.

"Based on its experience the Commission has formulated a plan of allocation, which is set out in its Rules and Regulations, for the assignment of frequencies. By the plan it is sought to establish a pattern of radio coverage on a truly national basis. Only in such a manner can the goal of the best and most comprehensive service possible to the greatest number of listeners be carried into effect. The plan makes available 93 channels for three classes of standard broadcast stations, each class of station having a particular function to fulfill. Stations of the local classification are designed to serve small communities or centers of population and the rural areas contiguous thereto; regional stations are designed to serve larger centers of population or metropolitan districts and adjacent rural areas; and clear channel stations are designed to serve large centers of population and vast rural areas.

"The record in the instant case shows that the potential listeners of the proposed station, the inhabitants of Brown City and its vicinity, now receive very comprehensive daytime service from existing stations each of which serves all or part of the area within the service range of the applicant's proposed facilities. These include eleven stations distributed in Michigan among Detroit, Lapeer, Bay City, Flint, Port Huron, Royal Oak and East Lansing, with one station in Canada.

"The normal assignment for any station in an area such as that in which Brown City is located would be a local frequency. It is not clear what a full exploration of this possibility would have developed. Certainly, under the allocation plan, the situation shown in this record does not justify the granting of a regional frequency. Nor do the facts of record with regard to the area involved and the service already being rendered make out a case for a departure from the plan."

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The American Consulate at Tegucigalpa, reports that an executive order has established a strict government censorship of all telephone, telegraph, cable, and radio messages received from or sent to countries engaged in war in Europe and Asia. The censorship also covers radio broadcasts by all Honduran stations. The order states that the censorship was established in order to aid in maintaining Honduran neutral rights and duties in connection with the European conflict.

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FCC DECLINES TO ENTER AKRON LABOR DISPUTE

The Federal Communications Commission has refused to take a hand in the Akron labor dispute involving Station WJW and in so doing has given further aid to the National Association of Broadcasters in the enforcement of their Code.

Replying to a protest from the United Rubber Workers of America, T. J. Slowie, Secretary of the FCC, addressed the following letter to S. H. Dalrymple, President of the Union:

"This will reply to your letter, dated October 28, 1939, in which you protest against the action of Station WJW in cancelling a contract for broadcast time with your Council and stating that it would not permit future broadcasts of 'The Voice of Labor'.

"The adoption of the Code of Ethics by the National Association of Broadcasters does not in any way alter the duties and responsibilities of licensees of radiobroadcast stations under existing law and rules and regulations of the Commission. However, Section 3(h) of the Communications Act of 1934, as amended, provides that persons engaged in radiobroadcasting shall not be deemed common carriers, and licensees of broadcast stations may, therefore, legally refuse to sell time to any particular individual or organization. In view of this fact, the Commission is without power under existing legislation to take any action against Station WJW on the basis of the facts alleged in your letter."

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McDONALD URGED RADIO BOMBER IN 1930 TO NAVY

The award of a patent last week to Joseph B. Walker, of Hollywood, for a remote control system of guiding airplanes and releasing bombs by radio has recalled that Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, Chicago, suggested a similar device to Admiral William A. Moffett in 1930.

Writing to Admiral Moffett in April, of that year, Commander McDonald said that Hawk's flight across the country in a glider had started him thinking about the subject.

"Why not start experimenting with radio control of gliders?" he asked. They can be towed to a great altitude and then released and controlled, I believe, more easily by radio than can a torpedo. The next step naturally being to load the glider heavily with a high explosive and guide it into a selected target."

Admiral Moffett replied that he would "have your suggestion looked into and studied to see whether it is practicable or not."

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RADIO'S ROLE IN WAR NOTED BY WRITERS

The important part radio is playing in the European war, both in this country and abroad, is noted in a new book, "America's Chance of Peace", written by Duncan Airman and Blair Bolles, of Washington, and just published by Doubleday, Doran & Co., Inc., New York City (\$1.00).

Discussing the attitude of the United States since the outbreak of the hostilities, the authors wrote:

"The radio chains, which were unborn during the first World War, undertook to make 'every effort consistent with the news itself . . . to avoid horror, suspense and undue excitement', formally promulgating a radio code of wartime behavior in demonstration of their incredulity and impartiality. The National Broadcasting Company, the Columbia Broadcasting System and the Mutual Broadcasting System sent representatives to Washington on September 7 to draw up their code with the 'co-operation' of the United States government in the guise of the Federal Communications Commission. They bound themselves in their war broadcasts not to say 'anything in an effort to influence action or opinion of others one way or the other.'

"Before the code's adoption, in the excited last days of August, when the whole world was wondering whether or when it was going to be shaken, the radios on occasion fed the popular passion with propaganda adjectives which, piled high enough, might have overtopped the Eastwall and brought about a break in the resistance. On the afternoon of September 1, when the war against Poland was about ten hours old, H. V. Kaltenborn, speaking from London for the Columbia system, expressed his views about Hitler - 'unaccountable, changeable, irascible, temperamental'. He recalled that in his speech to the Reichstag making known the German 'drang nach' Poland, Hitler spoke against traitors, and then he remarked:

"'Well, isn't it strange that at a time when war begins the leader who says that he has the German people unanimously behind him must thus emphasize the traitors within Germany? And isn't it also significant that when Germany presents an English official translation over the radio, it leaves out Hitler's mention of the traitors within Germany?'

"This sort of 'libiter dictum' was forbidden by the code.

"Later in the month of September, Columbia gave two noteworthy demonstrations of its refusal to be snared by propaganda.

"To William L. Shirer, the Columbia System's Berlin correspondent, the German Foreign Office suggested that he visit a camp filled with Polish prisoners so that he could describe to his listeners in America the conditions under which the captured enemies of Germany were living. Shirer turned down the offer.

He suspected that he would be shown a model camp made especially neat and stocked with well-fed prisoners just for the occasion.

"A short while later Mr. Shirer notified his home office that he had arranged a broadcast from a Berlin tavern which was a newspapermen's hangout. He said he had received permission to conduct an ad-lib broadcast for which the correspondents taking part would not have to observe the usual requirement that they first show their scripts to the German censors. Columbia, however, turned down the suggestion. The system thought that the broadcast might create the false impression in the United States that the correspondents were free to write and say what they pleased from Berlin.

"Despite their efforts to be impartial, radio networks have received thousands of letters berating them for putting 'propaganda' on the air. After every news broadcast the telephones in radio stations begin ringing, bringing calls from irate listeners determined that America shall not be pushed from its propaganda resistance."

With regard to the propaganda originating abroad, the writers stated that "the chief direct propaganda medium in the second war is the government-controlled radio, which puts Keokuk in Europe's backyard'.

"The European governments seem to stand in the backyard and shout their messages direct from government to citizen with no middle-man sifter like the correspondent or the commercial radio announcer", they continued. "The British evoke Mr. Keokuk's sympathy by telling him that the men and women in the Anglo-Saxon homeland are going quietly and grimly about their duty of saving the British Empire and civilization (it used to be democracy they were saving until they put the issue on a broadened basis).

"The British broadcasts stress the old bulldog spirit, which is reflected also in the 'color' stories sent from London to the United States by newspaper correspondents after being passed by the censor - 'the populace has accepted the countless wrenchings away from normal peacetime life and habits with admirable good humor and a minimum of grumbling', writes Edward Angly in the New York Herald Tribune.

"The German government, which could not reach America except through its diplomatic and consular agents during the last war, when the British cut the cables, began to address the United States night after night over the radio when the second war came. The Germans adopted a slightly flattering tone, and their message was aimed at convincing the United States that her role was really one of isolation.

"The German propaganda toward America of the second war has disclosed much greater intelligence than the first war propaganda. In 1914 and 1915 Ambassador von Bernstorff in

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Washington, a man of great charm and popularity among Americans, sought to put across the theme of 'Lehrfreiheit' to the United States. He did succeed in some part in taking the curse off the Belgian propaganda of events, but the German Foreign Office made him accede to heavy-handed power-propaganda schemes, executed by dull old Dr. Dernburg and Franz von Papen, the military attache, whose operations really turned out to be better for England than the most expensive British propaganda in the end. The British, at the first war's close, declared officially that they opened their propaganda campaign in the United States only to combat the German undertakings."

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CUBAN STATION LIST PREPARED BY COMMISSION

Cuba has 77 broadcasting stations, 35 of which are in Havana, a tabulation by the Federal Communications Commission disclosed this week. The listing, together with frequencies, call letters, and power, is available at the offices of the FCC.

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RADIO NEWS COMMENTATORS DRAWING BIG SALARIES

The European war and public interest in international developments have put radio news commentators in the big money along with crooners, swing band leaders, and quiz experts, according to a recent tabulation by Variety.

Weekly income of commentators and newscasters as "estimated or reported", listed by the amusement journal, follow:

Walter Winchell, \$5,000; Edwin C. Hill, \$3,500; Dorothy Thompson, \$2,500; Lowell Thomas, \$2,250; H. V. Kaltenborn, \$2,000; Gabriel Heatter, \$2,000; Elliott Roosevelt, \$1,200; Raymond Gram Swing, \$1,000; Elmer Davis, \$1,000; H. R. Baukage, \$850; Fulton Lewis, Jr., \$750; Paul Sullivan, \$750; Bob Trout, \$700; Earl Godwin, \$650; Graham MacNamee, \$500; Drew Pearson-Robert Allen, each \$500.

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TRADE NOTES

WCSC, Charleston, S. C., has resigned from the National Broadcasting Company Blue and Red networks, and will join the Columbia Broadcasting System, effective January 1, 1940. The station is owned by the South Carolina Broadcasting Company. Operating at 1360 kilocycles with 1,000 watts power day and night, WCSC joins Columbia's Southern Group, bringing the CBS total to 118 stations in 117 cities.

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The Federal Communications Commission this week granted the application of Orville W. Lyerla, Herrin, Ill., for a construction permit authorizing a new radiobroadcast station to operate on the frequency 1310 kc., with power of 100 watts night, 250 watts to local sunset, unlimited time.

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William Winter, Columbia's news analyst at WBT, Charlotte, N. C., has been appointed CBS Regional Educational Director for the South, Sterling Fisher, Network Director of Education, has announced. Mr. Winter will supervise the work of CBS Educational Directors in Southern States and will co-operate with educational leaders in developing Columbia's educational program schedule.

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The Federal Communications Commission this week adopted its proposed findings, which were entered by the Commission on June 6, 1939, and entered its final order granting the application of Thorne Donnelley for a permit to construct a coastal harbor radio telephone station to be located in the vicinity of Mackinac Island, Mich., to operate in the public service on the frequencies 2550 and 2738 kc., with power of 400 watts, unlimited time on A3 emission.

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The Danish Ministry of Public Works through the Mail and Telegraph Department has issued an instruction forbidding amateur radio transmitting. The prohibition has been issued as a result of the Government's strong desire to keep Denmark absolutely neutral. The country has about 450 radio amateurs. They will, as long as the European war lasts, confine their activities to receiving and to scientific and experimental purposes not involving transmissions.

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VOLUME OF RADIO SALES SEEN AHEAD OF 1937

At the present rate of unit sales, volume on radio sets will not only far exceed 1938 but will surpass the heavy 1937 total, according to estimates in the industry, the New York Times reported this week on its business page. Because of the preponderance of the portable and table models, the average unit price is much smaller than in 1937, however, and dollar volume may fall below the figure for that year. The extensive promotions on sets from \$23 to approximately \$30 are attracting customers who already have console models but are led to buy the table models because of the phonograph feature.

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CBS REPORTS PROFIT OF \$2.05 A SHARE

The consolidated income statement of the Columbia Broadcasting System, Inc., and subsidiary companies for the nine months ended on September 30, issued this week, showed a net profit of \$3,511,224 after expenses, interest, depreciation, Federal income taxes and other charges.

The profit was equivalent to \$2.05 each on the 1,709,723 shares of \$2.50 par value stock either outstanding on September 30, or to be outstanding upon completion of exchange of old \$5 par value stock.

In the corresponding nine months of 1938 Columbia reported a net profit of \$2,606,158, or \$1.52 a share.

The results do not reflect operations of the Columbia Recording Corporation and its subsidiaries, full ownership of which was acquired this year. The results of the recording corporation, which on the basis of estimates for the first nine months of 1939 do not affect materially consolidated profits, will be included in the consolidated figures at the close of the current year, it was said.

At a meeting of the Board John J. Burns was elected a Director. Mr. Burns was formerly Judge of the Superior Court of Massachusetts, general counsel of the Securities and Exchange Commission and special counsel of the United States Maritime Commission.

Directors also voted a cash dividend of 45 cents a share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on December 8 to holders of record of November 24. Including the current payment, dividends on each class of stock will amount to \$1.50 a share for 1939, against \$1.25 paid in 1938.

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