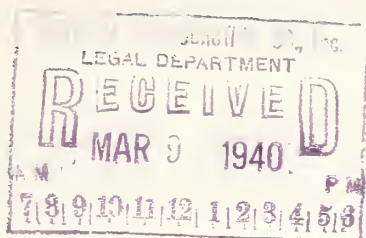


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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HOUSE CURBS SECRETARY ICKES' RADIO ACTIVITIES

A prohibition against the use of Government funds for radio broadcasting to influence the passage or defeat of any legislation pending before Congress was voted by the House Thursday after programs prepared by the Interior Department's Radio Section were denounced by several members.

The outburst was occasioned by a broadcast carried in the "What Price America" series of programs prepared by the Interior Department's radio section and broadcast over a CBS network.

Upon motion of Representative Gossett (D.), of Texas, the House by unanimous consent adopted a rider to the Interior Department Appropriations Bill which reads:

"That no part of the appropriation made available to the Office of the Secretary by this section shall be used for the broadcast of radio programs designed for or calculated to influence the passage or defeat of any legislation pending before the Congress."

The attack on Secretary Ickes' radio activities was started by Representative Taber (R.), of New York, who proposed a horizontal reduction of \$185,000 in the fund for the Secretary's varied publicity operations. Mr. Taber said his amendment was designed to halt the "vicious propaganda" emanating from the Interior Department.

"When it comes to the point that the operations of a department are such that it must put somebody on the radio with arguments suggested by it every day in the year, we are getting into a situation that is intolerable", he said.

After Representative Taber's amendment had been rejected, Congressman Gossett offered his proposal and explained it thus:

"Mr. Chairman, I come not to attack or condemn the Department of the Interior that has done much splendid work. This amendment proposes to protect the Department of the Interior and the Congress from the folly and the danger of political broadcasts paid for out of the public purse.

"The section of the bill just read appropriates \$874,950 to the office of the Secretary of the Interior. Included in this appropriation for the Secretary's office are funds for the radio section of the Information Division of the Department of the Interior. Concerning this radio section, Secretary Ickes, in the hearings on this bill, testified as follows: 'The Information

Division proper remains as it was, and it has been very successful in serving the bureaus during the past year. There is included in our estimates, however, the transfer of a radio section, consisting of eight persons, having salaries totaling \$21,660, who have heretofore served the Department but been financed by the Public Works Administration.'

"Then I notice in the report on this bill under increases in contingent expenses an item for radio broadcasting records of \$3,000.

"So far I am not complaining. The Department is to be commended for the number of entertaining and educational programs broadcast during the last year. The people of this country are entitled to full and complete information concerning their Government and its many services to them. I hope more and better programs of information and entertainment may be furnished them as time goes on. But all the programs have not been of this character. Several broadcasts have gone entirely outside and beyond the field of education or information. Our able colleague the gentleman from Maryland (Mr. Cole) has introduced in this Congress a bill enthusiastically sponsored by the Department of the Interior which would provide for the absolute Federal control of the oil business of this country, such control to be in the Department of the Interior. This is not the place for, and time does not permit, a discussion of the merits of this Cole bill. Suffice to say, it is highly controversial. In an obvious effort to build up sentiment for this bill, the Department of the Interior through its radio section staged several broadcasts that would rival Orson Welles' melodrama on the Men From Mars."

After reading an excerpt from the script, Representative Gossett concluded:

"Doubtlessly, oil and gas have been and are being wasted. Certainly we should conserve all of our natural resources, but no department of our Government has any right to spend the people's money in trying to sell the people anything. To present by radio at Government expense an argument in behalf of pending legislation is bad; to use misinformation in such an argument and for such a purpose is intolerable."

Representative Johnson (D.), of Oklahoma, who was in charge of the bill, insisted that the "amendment does not amount to anything" and that consequently he would not object to it.

That the broadcast in question had no effect on the House Committee considering the Cole bill was testified to by Representative Cole (D.), of Maryland.

"The truth is that during the long and tedious hearings the committee of this House, of which I have the honor of being chairman, was conducting in the investigation of the petroleum industry, it developed through one of the witnesses that such broadcasts were being conducted under the auspices of the Interior Department", he said. "The committee condemned the broadcasts

said to specifically refer to legislation before us, at that time, and does now. Because of that testimony I requested the Department of the Interior to send me some facts relative to the work which they were doing under their radio set-up costing only \$15,000 a year. I was truly amazed to find the wonderful service they are rendering. I found also that some young man associated with the problem, overly zealous as to his interest in the petroleum-conservation proposition and the prevention of waste thereof, had gone beyond what the Secretary of the Interior himself desired. With the permission of the Chairman, I shall insert as a part of my remarks, a list of the leading stations throughout this country - 105 in all - which are now carrying the programs of the Interior Department from New York, with professional actors paid by the broadcasting companies; also the caption of the many programs they have sponsored dealing with all the interesting and important work before this great Department. The more I read these reports the more I wonder if the reason Secretary Ickes is criticized as much as he is is because he is doing something all the time. Whether you like him or not, you must admit the efficiency of the important personnel under him. He is a man who does things, and with few exceptions, does them well. I am sure it will be interesting to the Members of the House to know what their programs contemplate in the future, and finally, the public reaction to the Program What Price America, sponsored by the Department of the Interior.

"Mr. Chairman, the broadcast referred to, and according to the remarks of my good friend, the distinguished Member of this House from Texas, referring to the legislation he has mentioned, has no influence upon the committee dealing with this problem whatsoever. We have about concluded the general survey of this matter, which is of such vital concern to a great majority of the Members of this House, and our report will be made within the time required therefor. As the gentleman from Oklahoma (Mr. Johnson) has said, the law already covers such a situation as has been described here, but nevertheless this amendment might seem to curtail in the future overstepping the bounds and privileges extended this Department. I do not think it necessary, but it might do good as a reminder."

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SENATOR BAILEY SPONSORS COMPANION OF DITTER BILL

A companion to the bill introduced in the House by Representative Ditter (R.), of Pennsylvania, to amend the Communications Act was introduced in the Senate this week by Senator Bailey (D.), of North Carolina.

The measure, which seeks to curb the executive powers of the President over radio broadcasting and to extend the licensing period of stations to a minimum of three years, was drawn up by the National Committee to Uphold Constitutional Government.

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FCC DISCLAIMS CONTROL OF 10,000 RADIO ASSIGNMENTS

The Federal Communications Commission, in self defense, this week pointed out in a press release that it has no jurisdiction over governmental radio activities. The statement was made on account of the receipt of numerous inquiries regarding such operations.

"Comparatively few people realize that radio stations belonging to and operated by the Federal Government receive their frequency assignments by Executive Order of the President upon the advice of the Interdepartment Radio Advisory Committee", the FCC said. "Thirteen Government departments and agencies are represented upon the Interdepartment Radio Advisory Committee, including the Federal Communications Commission."

There are roughly 10,000 radio assignments to Government stations. More than half of these were made during the past fiscal year. Most frequency assignments are made individually; others in the very high frequency portion of the radio spectrum are reserved in blocks to be allocated for various activities of the Government at some future date.

Government radio stations are exempted from licensing and certain other regulatory provisions of the Communications Act. However, all Government radio stations, except those on board Government vessels at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, are required to conform to rules and regulations designed to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

The Commission assigns call letters to Government stations just as it does to privately owned stations. The only exceptions are mobile stations of the Army. Special call signals are assigned to certain Government stations. For example, of the three call letters N, K, and W, assigned to the United States by international agreement, N is reserved for the exclusive use of the Navy and Coast Guard.

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Plans for an elaborate weather report service for WLW listeners was announced by station officials this week, with the appointment of James C. "Jim" Fidler, "Radio's Original Weatherman", as a member of the WLW staff. Mr. Fidler, who has had eight years' experience as an amateur and professional meteorologist, will marshal and present weather data from coast to coast and from as far north as Minneapolis and as far south as Atlanta for listeners. He will cooperate with the United States Weather Bureau in presenting the information, drawing also from the reports of the Airways Radio System of the Civil Aeronautics Authority.

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G.E. SIGNS STIPULATION WITH TRADE COMMISSION

The General Electric Company, Schenectady, N. Y., has entered into a stipulation with the Federal Trade Commission to discontinue certain misrepresentations in the sale of radios.

The stipulation relates that one of the respondent corporation's dealers, Vim Electric Co., Inc., of Brooklyn, published advertisements of General Electric radios showing that a certain 8-tube set would be sold for \$39.95 or at a saving of \$30 from what was the regular or "manufacturer's list" price of \$69.95; that certain radios were "made to sell for 50 per cent more", and that the buyer of a certain set with automatic tuning would save \$25 by paying \$44.95 when the regular price was \$69.95.

"In its stipulation", the FTC said, "the General Electric Company admits that its practice is to suggest, approve and share the cost of some but not all of the advertising published by its dealers to promote the sale of its radios; that it suggested the list price set out in the Vim Electric Company's advertisement of a \$69.95 radio for \$39.95, and that it paid a share of the cost of publication of the other two advertising items, and that the radios referred to as having a list price of \$69.95 were never regularly sold for that price but at the customary retail prices of \$39.95 and \$44.95 respectively.

"The respondent corporation agrees to cease and desist from representing that prices for radios made by or for it and specified in catalogs or advertising literature, are the prices at which such radios are currently sold or intended by it to be sold, unless such stated prices are the true and correct prices employed in the regular course of current business, or that stated prices are the regular prices at which such radios were formerly sold, unless such is a fact.

"The General Electric Company further agrees that it will not supply to its distributors, wholesalers, retail dealers, or others, any information, data, advertising copy or suggestions, calculated to induce such dealers to incorrectly state the former price or list or regular price of any of the radios sold by it, and that it will not approve or pay any portion of the cost of advertising prepared or published by or for its distributors or dealers, which, to its knowledge, incorrectly states or misrepresents the former, list or regular price of such radios."

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A WOR-Mutual special features crew aboard a giant Eastern Air Lines transport plane, spotted Britain's "Queen Elizabeth" early Thursday as she zig-zagged her way down the American coast and brought coast-to-coast listeners the first description of the liner's safe arrival from war-infested waters.

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ORIGIN OF "FIRESIDE CHAT" TRACED TO BUTCHER OF WJSV

How President Roosevelt's radio messages to the nation came to be called "fireside chats" was disclosed this week during a review of highspots of the history of Station WJSV, CBS station in Washington, which increased its power to 50,000 watts.

Harry Butcher, Vice President of CBS in charge of WJSV, suggested the label during a broadcast preceding President Roosevelt's address following the declaration of the bank holiday in March, 1933. The following dialogue between Ted Church, Special Events Director, and Mr. Butcher at the time, as reproduced by WJSV, follows:

- TED: I don't like this one, Harry. I made it a little too stiff. It's the usual formal thing. I think we ought to get something more human.
- BUTCHER: You're right, Ted. The President says he isn't just making a speech. He wants to sit down and talk to people just as he would if they were here.
- TED: Just a sort of a friendly chat.
- BUTCHER: Sure. Let's see... he's broadcasting from the Diplomatic Reception room -- that sounds stuffy -- m-m-, there's a fireplace in it, isn't there?
- TED: Sort of a fireplace.
- BUTCHER: Fireplace.. friendly chat...people listening to their President as if he were right at their own firesides... I know, I think I've got something: Let's call it a fireside chat.
- TED: Fireside chat...fireside chat. That sounds exactly right to me, Harry.

The introduction was drafted and together with the more formal introduction was taken to the White House for the broadcast. Later, Mr. Butcher was talking to Mr. Marvin McIntyre, one of the secretaries to the President.

McINTYRE: Harry, the President has read them both and he says this one about the fireside shat is a honey.

BUTCHER: Swell, that's the one we like, too.

McINTYRE: Let's go ahead and call it that. Maybe we'll have a series of them...fireside chats to the nation...I think maybe you put a new phrase in the American language.

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RADIO EXPORTS SLUMP IN JANUARY

The Electrical Division of the Department of Commerce this week reported a large drop in American exports of radio apparatus, with shipments of receiving sets declining from \$1,122,702 in December, 1939, to \$744,173 in January, 1940. Transmitting sets, tubes and parts fell from \$324,308 to \$274,250; and receiving set components, from \$593,689 to \$408,810.

Total exports of electrical equipment were valued at \$10,515,382 in January, 1940, or 44.5 percent more than in the corresponding month of 1939, when the total was \$7,275,711.

The January figure was 11.9 percent lower than the record level reached in December, 1939, when foreign shipments were valued at \$11,930,924.

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29 WITNESSES SCHEDULED FOR "F.M." HEARING

Twenty-nine parties have requested time at the informal engineering hearing on frequency modulation to be held before the Federal Communications Commission beginning at 10 A.M. next Monday (March 18). They are:

Edwin H. Armstrong, Alpine, N.J.; Columbia Broadcasting System, Inc., New York City; Commercial Radio Equipment Co., Kansas City, Mo.; FM Broadcasters, Inc., New York City; International Business Machines Corp., New York City; William G.H. Finch, New York City; John V. L. Hogan, New York City; Jansky & Bailey, Washington, D. C.; McNary & Chambers, Bethesda, Md.; Muzak Corporation, New York City; National Life & Accident Insurance Co., Inc., Nashville, Tenn.; Garman R. Runyon, Jr., Yonkers, N.Y.; Radio Pictures, Inc., New York City; Radio Corporation of America, New York City; Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y.; WDRC Inc., Meriden, Conn.

Also, Westinghouse Electric & Manufacturing Co., East Springfield, Mass.; Zenith Radio Corp., Chicago; Association of State Foresters; (States of Pennsylvania, New Jersey and New York), and Northeastern States Forest Protection Radio Association; Brown Bay Phones, San Francisco; Department of Forests and Waters, State of Pennsylvania; Office of Education, Federal Security Agency; Mackay Radio & Telegraph Co., New York; National Association of Educational Broadcasters; National Congress of Parents and Teachers, Chicago; National Committee on Education by Radio New York City; National Council of Chief State School Officers, Atlanta; National Education Association, Washington; Ohio State University, Columbus, Ohio.

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CEREMONY MARKS WJSV POWER BOOST

Station WJSV, with a power increase to 50,000 watts, became the strongest broadcasting station in the Washington area last night (Thursday).

Municipal, civic and Federal leaders took part in the dedicatory ceremonies. A. D. Willard, Jr., General Manager of WJSV, presented to Commissioner Hazen the switch which actually turned on the new power.

"This", said Mr Willard, reading from an inscription on the switch's marble base, "is a symbol of WJSV's perpetual readiness to serve the community."

WJSV, with its \$300,000 transmitter at Wheaton, Md., took its place among 39 other stations in the country which broadcast on 50,000 watts, the maximum permitted by the FCC.

On hand to liven up the proceedings was Bob Trout, Columbia's ace New York announcer and former "presidential" announcer at WJSV; John Charles Daly, local "special events" man; Professor Quiz, Jane Froman, Arthur Godfrey, Arch McDonald, Garry Stevens, and Paul Kain's Orchestra.

The Thursday night ceremony marked the climax of "WJSV Week" designated by proclamation of the District Commissioners. Earlier President Roosevelt had taken cognizance of the event by addressing the following letter to William S. Paley, President of CBS:

"My dear Mr. Paley:

"The completion of the new 50,000 watt transmitter for WJSV, the key station of the Columbia System in the Nation's Capital, symbolizes not merely the commendable development of your station, but of the entire broadcasting industry. And it symbolizes not merely the remarkable technical advances of the art, but also the ever-increasing contribution of radio to a better understanding of public affairs.

"In the years since Station WJSV became the principal station for the Columbia Broadcasting System in Washington, the country and the world have witnessed many stirring events -- events which have been brought to the firesides of millions of Americans by radio.

"Station WJSV and the Columbia network have played a stirring part in depicting these events and the construction of your new 50,000 watt transmitter marks another important step in the continued development of the industry. I congratulate you and the industry."

The five-fold increase in the WJSV power will permit the \$300,000 plant to add an estimated 200,000 listeners in a wider area adjoining Washington and its suburbs. Persons in Baltimore and the Eastern Shore of Maryland and those in rural sections of New England will probably be able to tune in with ordinary receiving sets. A directional antenna throws the waves away from the northwest toward more populous areas.

Said by Chief Engineer Clyde M. Hunt to be the most modern equipment in the world, the transmitter is housed in a concrete structure of "functional design" that resembles something out of Buck Rogers and the Perisphere of the New York Fair. The building, decorated in blue and gray, has quarters for an emergency crew, including sleeping facilities and kitchen. The equipment is sunk in a pit and spectators can walk around it on inspection trips, on a balcony. Called "a house of a million wires" by its crew, the building has been fabricated in one solid unit so "that it can be turned over on its side and still hold together", James Middlebrooks, CBS engineer, said.

Most of the 13 $\frac{1}{2}$ -acre plat is underlaid with copper wiring and screening to radiate the sound waves. Three thin towers stretch 350 feet up, and are designed so that if one is blown down by a wind, which must have a velocity in excess of 100 miles an hour, it will not foul the others.

To assure continued operation without breakdowns, the plant is equipped with a gasoline engine that goes into operation automatically 10 seconds after power has been cut off.

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TELEVISION TEST ON PLANE SHOWS MILITARY VALUE

Army and Navy officials watched with interest this week a demonstration of telecasting from an airplane above New York City by the Radio Corporation of America, the National Broadcasting Company, and the United Air Lines.

Radio engineers and military observers foresaw the day when television-equipped airplanes might be used in reconnaissance flights, bombing operations, and map making. One engineer said that it opened up new possibilities for a robot, electrically-controlled bomber that could be dispatched on its mission of death without a man aboard.

New lightweight electronic cameras peered at the towers of Manhattan, shipping in New York's harbor and Wall Street's financial district during a forty-five minute demonstration program, relayed over the NBC Television Station. It was estimated that about 10,000 persons witnessed the historic telecast, which marked the public debut of newly developed "vestpocket" television apparatus.

An observer at Station W2XB, near Schenectady, reported "perfect reception", although the distance from NBC's transmitter is nearly 130 miles away.

Although weather conditions were far from ideal, and there was considerable interference from the plane itself in the received image, the program clearly showed familiar landmarks to armchair aviators -- automobiles speeding on the West Side Express Highway, ships lying at their berths in the North River, steam and smoke pouring from the funnels of tugboats, the RCA Building in Radio City and the Empire State Building.

Commenting on the newest of television's achievements, Lenox R. Lohr, President of NBC, declared, "Television's unique characteristic of being able to bring into the living room events happening miles away, so that the public may witness them at the time they occur, has never been more clearly shown than in the demonstration.

"The new mobile equipment is entirely self-contained and complete; and can be mounted without difficulty in small spaces. It marks a tremendous technical stride; its social implications are tremendous. To us at RCA and NBC, it means that today we can give the television public a service not possible before, when we were obliged to schedule special events considerably in advance, and to use two 10-ton trucks to pick them up."

The success of the demonstration was "little short of astounding", according to O. B. Hanson, NBC Chief Engineer.

"Few preliminary tests preceded today's telecast, and we encountered many perplexing technical problems, but despite the haze in the air, the image was of amazing clarity most of the time", Mr. Hanson pointed out. "It must be remembered that the equipment we were using was not designed for airplane installation. It therefore suffered considerably from vibrations of the plane and its propellers. When apparatus for use in planes is placed at our disposal - and it is possible to design such equipment - an entirely new field for special events pick-ups will be opened to us. Besides extending the range of television, we will also be able to speed our arrival on the scene of any special event within the transmitting limits of portable equipment. I regard today's pioneer test as a highly significant step toward the future in television."

Terming the demonstration a "real miracle", Albert Zink, observer at the General Electric Company's television station near Schenectady, reported that definition was "fine" and reception "perfect". Although he has made only one visit to New York, Mr. Zink said that he had no difficulty in identifying New York City landmarks. As the cameras picked up the Trylon and Perisphere at the New York World's Fair Grounds, the Battery, Central Park and Triborough Bridge, the long distance onlooker correctly named each of them. "All the New York that I've read about", he exclaimed, "is pictured right here before me."

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YOUTH RISKS LIFE TO GET TELEVISION TUBES

While the blase older generation may wait patiently for the development of television, a 17-year-old New Yorker willing risked his life to obtain television tubes.

Ellery Price, accused of stealing a carton of television tubes from the sixth-floor television studios of the Columbia Broadcasting System in the Grand Central Terminal Building, was held in \$500 bail by Magistrate Robert Mahoney, pending a hearing.

As the police told the story, young Price hid in the sixth-floor washroom of the building Saturday night last and waited several hours until every one had left the studio.

Then he stepped through a window onto a perilous, narrow ledge, seventy-five feet above street level, and inched himself along until he reached a window of the studio. The police said he forced open a window, crept through the dark to a storeroom and selected the carton of tubes.

Risking his life a second time, he retraced his steps along the dangerous ledge. He re-entered the washroom through the open window, opened the door and started out of the building. He was arrested, however, as he was leaving the Terminal Building with the carton under his arm.

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MBS AND CBS BILLINGS IN FEBRUARY INCREASE OVER 1939

Billings of the Columbia Broadcasting System in February were \$3,330,627, an increase of 31.0 percent from 1939 but a decrease of 7.2 percent from the month before. For two months of 1940 the total was \$6,919,616, an increase of 32.7 percent from 1939.

Billings of the Mutual Broadcasting System in the latest month were \$337,647, a rise of 6.3 percent from the month before and an increase of 22.1 percent from February, 1939. For two months of 1940 the total was \$655,378, an increase of 10.8 percent from 1939.

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The report on Canadian radio set sales attributed to the Canadian Pacific Railroad in the February 23rd Business Letter should have read Canadian Radio Patents, Ltd.

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