

# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.  
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July 2, 1940

## NEW FM BROADCASTS NOW OPENED TO COMMERCIAL USE

The final step to permit launching the new FM (frequency modulation) system of radio broadcasting on a commercial basis has been taken by the Federal Communications Commission in approving "Standards of Good Engineering Practice Concerning High Frequency Broadcast Stations" and a new application blank to accommodate FM broadcasters on their new basis.

The new standards, which remove FM from its heretofore limited experimental use, govern the technical phases of the prospective commercial service, and embrace operation, interference, equipment, etc., and provide a chart for computing the signal range on the frequencies 43,000 to 50,000 kilocycles now assigned to FM. These standards which cover 14 typewritten pages bear the same relation to frequency modulation service that existing standards do for amplitude modulation on the lower frequencies.

The new application may now be used by all individuals and groups interested in applying for FM facilities on a commercial basis, including the nearly 150 parties whose applications for FM facilities on an experimental basis were returned to permit their filing for commercial use. The new form (Form 319) is similar to Form 301 used for amplitude modulation broadcast applications, but revised to apply to FM service particularly.

This completes the official acts necessary to give FM full recognition. Rules applicable to FM were announced last week, about a month after the Commission decided, on the basis of hearing held in March, that commercialization is in the public interest.

Since FM is now on a standard basis, call letters henceforth issued to its commercial stations will consist of four letters to distinguish them from the combination of letters and numerals used to identify experimental stations.

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## NEW CLEVELAND POLICE RADIO STATION

The Cleveland Police Department, WRPD, has been granted a license to cover construction permit for a new municipal police land station on a frequency of 33,500 kilocycles, with power of 15 watts.

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## WARTIME CENTRAL NEWS CONTROL PLANNED

Moving in utmost secrecy, the Editor & Publisher reports, aides to President Roosevelt in matters relating to the war emergency have proposed a program of press and public relations, installing Lowell Mellett, former editor of the Washington Daily News, as Director of Information, to begin functioning if danger of involvement in the conflict becomes more pronounced.

Censorship likewise would be under Mr. Mellett's supervision but it would not extend to newspapers or other publications. The right of press freedom is constitutionally guaranteed even in time of hostilities and the experience of the United States in the World War has convinced Federal officials they need have no concern in that direction. The espionage laws would be invoked in exceptional cases when the facts warrant so drastic a step.

The program is an extension of the propaganda policies instituted by Mr. Roosevelt when he created the National Emergency Council early in his first administration. The trend toward centralization of press and public relations was accelerated several months ago when the name of that agency was changed to Office of Government Reports and made a part of the White House executive staff. The change was accomplished through a reorganization order. Mellett had been director of N.E.C. and he was retained as chief of the O.G.R.

The revamped policy needs only the signature of President Roosevelt to become operative. With it would come a complete clamp upon information from bureaus and agencies, requiring all federal news to clear through the single office. As Commander-in-Chief of the Army and Navy, it is within the power of the President to subordinate the publicity bureaus of the armed service to the central distributing agency and an order effecting that shift is intended.

The Federal Government now has a national network of trained propagandists which operated under the original National Emergency Council and was co-ordinated from Washington. Overnight it could be placed on wartime basis.

Radio was not a factor in the World War but has become so in the interim and the Office of Government Reports is ready for the new medium. Robert Berger, formerly Radio Director for the Democratic National Committee, is now the O.G.R. Chief of Radio Division. His task will not be a difficult one because the President has statutory power under the Federal Communications Act and auxiliary laws to take any or all commercially-operated stations off the air. No such power is available against claimed offenses by the printed word.

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## AMATEUR EXAMS POSTPONED TO AUG. 1

The new type amateur radio operator examinations scheduled to become effective July 1, have been postponed to August 1.

This postponement was made necessary because of the impossibility of completing the printing of the examinations. The present examinations will therefore be continued in use until August 1, 1940.

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## WOULD LIMIT POLITICAL BROADCAST SCOPE

Following a thorough discussion of the subject, the Board of Directors of the National Association of Broadcasters at a meeting held in New York expressed the view that political broadcasts should be limited to speakers, interviews and announcements, and to broadcasts of bona fide political meetings or rallies held outside the studio.

It was the feeling of the NAB Board that stations and networks will find that the best interests of the industry will be served by a broadcasting policy which would bar the following: dramatizations of political issues, either in the form of announcements or programs; studio political "rallies"; audience participation programs such as the "Man on the Street" type; anonymous, simulated and unidentified voices at any time.

The Board discussed the matter of the sale of time on election day, and came to the conclusion that this is a subject, in some states affected by law, within the decision of the individual broadcaster. They also discussed but took no action on the matter of limitation to not more than one hour in any one evening to any one candidate.

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## AP ON AIR IN N. Y.

A 24-hour Associated Press news printer has been installed in Station WNEW, New York, on a one-year agreement with an option for renewal. The contract was negotiated through the New York Daily News, AP member paper, which must pay a basic 25% additional assessment, according to AP by-laws. The News, in turn, receives compensation from the radio station which broadcasts 24 hours per day. The news broadcasts will be sponsored by several of WNEW's clients.

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# FTC ISSUES DESIST ORDERS IN RADIO LOTTERIES

The Federal Trade Commission has issued several orders prohibiting dealers from using lottery methods in connection with the sale of their products, to ultimate consumers. Among these was respondent Sam Guttman, trading as Standard Sales Co., 2363 Milwaukee Ave., Chicago, dealer in radios, clocks, watches, fishing tackle, cameras, pen and pencil sets, billfolds and wood statuettes; also respondent Morton Cohen, trading as Lee-Moore & Co. and as Adwell Sales Co., 180 West Adams St., Chicago, distributor of radios, knives, cigar lighters and other articles.

The respondents were ordered to cease selling or distributing merchandise so packed and assembled that sales to the general public may be made by means of a lottery, game of chance, or gift enterprise.

The Chicago dealers were further ordered to cease supplying to or placing in the hands of others, punch boards, push or pull cards, or other lottery devices, either with assortments of merchandise or separately, which devices may be used in selling or distributing any merchandise to the public.

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## CALLS FM "RADIO REVOLUTION"

In the current Saturday Evening Post is an article an article "Comes the Radio Revolution" by Samuel Lubell. Advertising this article the Post says:

"There's something new in radio, which is giving the industry the jitters. It's called 'frequency modulation', or FM, and it means a new kind of noise-free, high-fidelity, staticless broadcasting that can be tailor-made to fit the air waves. But it also means a revolution in transmission methods and a complete change of receiving sets throughout the nation. That's why there's trouble brewing in the council chambers of the radio industry - and why it's being aired before the FCC. Here is your chance to sit in as judge."

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Special temporary authority has been granted to Station WINS in New York to operate from 9:15 P.M. to midnight, EST, on July 9th, in order to broadcast the All-Star Boxing Show for the benefit of the New York City Milk Fund.

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## FCC CLOSES SHOP FOR THE FOURTH

Taking advantage of the respite offered by the approaching holiday, practically all of the members of the Federal Communications Commission have left Washington not to return until after the Fourth of July.

No official business will be transacted until next week and even then the presence will be lacking of Col. Thad Brown who, up to now, has failed to be confirmed by the Senate and whose term of office in the meantime has expired. It is expected, however, that Colonel Brown eventually will be confirmed by the Senate but it is not known exactly how strong the charges against him will be pressed.

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## VIRGINIA EMERGENCY NET REGATTA TRYOUT

Special permission has been given by the Federal Communications Commission to a group of amateurs in the vicinity of Hampton Roads, Va., to practically test their emergency communications system during the Hampton Regatta from July 4 to 7. The operators' stations included are:

Carl Probst, W3AJA, Hampton, Va.; Walter G. Walker, W3AKN, Newport News, Va.; John Needre, W3GGI, Newport News, Va.; A. Curtis Bryant, W3GGP, Newport News, Va.; W. Raymond Burrows, W3HJW, Hampton Institute, Hampton, Va.; Maj. Edmund C. Lynch, W3HWJ, Langley Field, Va.; Harry A. Morewitz, W3IAN, Newport News, Va.; L. L. Stoner, W3ICZ, Newport News, Va.; P. B. Schroder, W3IEX, Hampton Institute, Hampton, Va., and A. C. Jones, W3NE, Hampton, Va.

These amateurs located in one of the most important naval strategic national defense points in the United States and also in a storm area which frequently jeopardizes shipping and life and property, have banded together to provide more effective emergency communication in the event of tropical hurricanes or other emergencies which might arise in the lower part of the Virginia Peninsula.

They have constructed portable-emergency equipment and regularly hold drills to test the equipment and operating methods.

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**NOTE:** DUE TO THE FACT THAT THE GOVERNMENT OFFICES ARE TO BE CLOSED FOURTH OF JULY, THERE WILL BE NO ISSUE OF THIS SERVICE ON FRIDAY, JULY 5TH.

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## CROSLEY TELEVISION TO TRANSMIT FROM CINCINNATI SKYSCRAPER

Following assignment to Powel Crosley, Jr., to the main channel, on a band ranging from 50,000 to 56,000 kilocycles, by the Federal Communications Commission, announcement was made by James D. Shouse, General Manager of WLW, that the new television transmission station would be located in the top of the Carew Tower, 48-story Cincinnati skyscraper.

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## ENTER THE "NEWSPAPER RADIO BOOK"

Described as a "Newspaper Radio Book", an advertising feature appeared for the first time anywhere in a recent edition of the Washington (D.C.) Sunday Star.

Employing two full pages, the innovation carries radio programs for a full week with space divided equally between program schedules and advertising copy. The potential "pull" for a full week made it possible for the Star to obtain premium rates for space. One solicitor sold out the available lineage on that basis within one week.

When folded according to printed instructions, the sheet becomes a 16-page booklet. The first page lists recommended programs for Sunday and for the week. Opened, each left page carries a day's program and each right page displays advertising copy, sold only in units of full or half column.

The Star is designing a substantial cover into which the sheared pages may be easily slipped. Designed by Gene Flynn of Lewis Advertising Agency, who has applied for patent, the newspaper radio book is available to one newspaper in any community for a flat charge measured on lineage.

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Authority has been given to McNary & Chambers, radio engineers of Washington, D. C., to make tests of possible transmitter sites in the vicinity of Schenectady, N. Y., to more accurately determine the results of operation of the proposed station WLOXMC on 1190 kc., to be operated in the area of Schenectady pending action on formal application for a developmental broadcast station.

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## NEWSPAPERS URGED TO MAKE FM APPLICATIONS

Urging publications, large and small to take out FM licenses and not to be caught napping as the papers were in the beginning of broadcasting, Editor & Publisher makes the following appeal to its readers:

"Members of the Inland Daily Press Association recently heard an enlightening discussion of the possibilities of radio transmission by frequency modulation. This page has referred often to this technical advance in broadcasting, and it reminds its newspaper-maker readers again that the new development may mean much to newspapers large and small.

"We understand that applications for licenses to broadcast with FM transmitters are being received by the Federal Communications Commission and that these applications will be considered on and after Jan. 1, 1941. It is stated also that commercial broadcasting by FM may be approved as of that date.

"This method permits broadcasting with remarkable fidelity of reproduction by ultra short wave over short ranges. Its original cost is said to be two-thirds of present installation cost and its maintenance also promises to be cheaper. That may let small city newspapers in for a new and disturbing form of competition, if possible competitors get their applications filed before the newspapers act. Newspapers can present a more meritorious case for the rendition of public service by radio than any other commercial interest, but it must not be forgotten that priority of application often carries weight in official circles.

"Unless the small city newspapers want to be left at the post now as their metropolitan brethren (with some important exceptions) were with pioneer broadcasting, immediate action is important."

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## AMATEUR FAVORED AT NATIONAL SOARING CONTEST

That John M. Mulligan, of Elmira, N. Y., an amateur operating Station WBUSA might render a voluntary communication service in connection with the 11th National Soaring Contest which will continue in the vicinity of Elmira until July 14th, the Federal Communications Commission has given him special permission to operate portable and portable-mobile amateur radiotelephone equipment on amateur frequencies between 28,500 and 30,000 kilocycles.

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## FROM THE FCC MAIL BAG

Individually disgruntled radio fans still deluge the Federal Communications Commission with their particular complaint about this or that radio program, according to the FCC Press Department. Few well-known programs - or artists - escape mention at one time or another in such letters. As constantly reiterated, the Commission has no authority to censor individual programs or performers. Some idea of the type of squawks in which the Commission lacks jurisdiction may be gleaned from recent "pan" mail:

Various letters object to the air utterances by Col. Charles A. Lindberg, Hanford McNider, Frank Gannett, Judge John A. Matthews, Earl Browder, and others.

A New Yorker wants the radio team of Burns and Allen barred from the air because he doesn't find some of their jokes funny.

A Californian doesn't agree with H. V. Kaltenborn's news interpretations.

Another Californian resents certain airy statements by Jack Benny.

On the other hand, a New Yorker voices indignation at a Fred Allen wisecrack.

And at least one Californian doesn't write highly of Bob Hope.

Also, one Californian's ears do not seem attuned appreciably to Cab Calloway's music.

One of Walter Winchell's fellow New Yorkers is irked by a statement by the former.

An Oklahoman would like to see young ears closed to "Stella Dallas".

A Connecticut man feels that he has been personally stung by "The Green Hornet" series.

A Pennsylvania man would like to have "Confidentially Yours" publicly censured.

A Tennessean is aroused by the "Court of Missing Heirs" program.

"What's My Name" brings criticism over the name of a New Jersey listener.

A New Yorker didn't relish the network presentation of "Abe Lincoln of Illinois."

Another resident of that city is dismayed by "This Amazing America".

The "Dr. I. Q." programs prompts a Californian to ask some questions of his own.

"Information Please" registers objection from one New Yorker.

Even the "National Farm and Home Hour" brought a critical letter from Pennsylvania.

And, last but not least, the numerous contest programs invite numerous letters to the Commission from listeners who think they are also entitled to prizes.

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## WILLKIE KEPT PROMISE TO WLW

A major political scoop was claimed by radio station WLW, Cincinnati, Wednesday night during the Republican National Convention when it secured the first air interview during the convention by Wendell L. Willkie. At the very start of the convention, Willkie promised Fred Thomas, script writer for WLW, and Peter Grant, ace announcer, that he would appear on an interview program with Grant.

As his campaign picked up speed, networks and other stations clamored for interviews with Willkie, but the man who now is the Republican standard bearer refused because of the pressing nature of campaign conferences. But - he kept his promise to WLW and went on the air from 6:45 to 7:00 P.M., June 26.

Cecil Carmichael, assistant to James D. Shouse, General Manager of WLW, went to Willkie's room shortly before the scheduled broadcast and escorted him to WLW headquarters in the Benjamin Franklin Hotel. This was also Willkie's headquarters. A freight elevator was used to take the candidate to the floor on which the studios were located and to return him to his own room.

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## MUTUAL CONVENTION COVERAGE COSTS \$9,200

The Mutual network devoted 33 hours and 57 minutes to the Republican National Convention. Total operating costs were \$8,000. Loss in commercial revenue accounted for an additional \$1,200.

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## NBC DIVIDES SALES GROUPS

The NBC Central Division network sales department will be divided into two distinct groups, one devoting its attention to the Red network and one to the Blue.

The Blue Sales Department will be headed by Paul McCluer as Manager and Floyd Van Etten will serve as Traffic Manager.

Harry C. Kopf becomes Central Division Sales Manager for the Red Network, with James J. Neale as Sales Traffic Manager.

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## CHILDREN'S SURVEY TABOOS GANGSTER PROGRAMS

Interest in gangster and other similar radio thriller programs is falling off, according to a survey of children's programs taken by the United Parents' Associations of New York City.

While 45.3 percent of the children held that they liked to listen to adventure and mystery programs, they drew a definite line against the more gruesome thrillers and over-exciting mysteries such as "Gang Busters", "The Shadow" and "Superman", the survey reported.

Among the programs commended by the children were "The Lone Ranger", "Sky Blazers", "Ellery Queen", "I Love a Mystery", "Five Star Final" and "One of the Finest".

Also high in the approved list were "Information Please", "Cavalcade of America", and the Charlie McCarthy and Jack Benny programs.

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## SEES RADIO ADVERTISING USURPING NEWSPAPERS

Addressing the Newspaper Advertising Executives' Association, at Chicago, Harvey R. Young of the Columbus Dispatch said that radio is usurping newspapers as the basic advertising medium in the national field, although it has not seriously affected newspaper circulations. He advocated a sharper cleavage between newspaper and radio sales organizations in those instances where newspapers own or control radio stations. He, too, urged less competitive selling among dailies and a united greater effort to regain the national advertiser's esteem.

Mr. Young cited figures to show that a more convincing selling message can be put across in a half page ad in a given list of newspapers than in radio commercials on the average network program. National advertisers, he said, don't give newspapers a fair trial, emphasizing that number of insertions and amount of lineage have a definite bearing on newspaper results. He warned NAEA members that radio is apparently getting ready to invade the retail field with greater effort, asserting that at conferences already held radio is insisting on 52-week contracts for retailers. He expressed confidence in newspapers' ability to meet this invasion and suggested Better Business Bureaus watch local radio programs more carefully as to commercial plugs which may deceive the buying public.

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RCA-VICTOR 4 $\frac{1}{4}$  LB. RADIO PROVES FAST SELLER

According to New York advices, the new RCA-Victor Book-Size \$20 radio was a sell-out on the first day. One of the large New York department stores advertised the novelty as follows:

"Initialed for you without charge. Complete with batteries. As easy to carry as a camera. Goes into your airplane luggage, your knitting bag, your brief case, picnic basket. It's only three inches high, three and eleven-sixteenths wide, eight and seven-eighths long. Neat as a modern cigarette case, compact, self contained. The antenna is hidden in the cover which you lift to turn set on. Plays where many portables have failed. We even tested it in the subway and the Long Island Railroad station, where it worked even though conflicting noises made hearing difficult. New type supersensitive circuit just perfected by RCA-Victor. Wonderful tone and volume rivals that of table models and delights lovers of fine music. Shoulder carrying strap, 50¢."

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## DEATH PENALTY FOR FRENCH RADIO SENDERS

Two severe orders were issued by the military authorities in Paris, one signed by General Walther von Brauchitsch, Commander in chief of the German armies, demands that all radio sending apparatus, even that made by amateurs, be turned over to the nearest German military post.

This order includes portable generators, batteries and all other accessories. All persons who keep apparatus of any sort or accessories notwithstanding this order will be punished with death, hard labor or imprisonment.

Paris newspapers have published eight decrees of the German authorities among which are:

The publishing of material harmful to Germany is forbidden.

The listening publicly or alone to non-German or unauthorized radio broadcasts is forbidden.

Spreading anti-German news by radio or any other means is strictly forbidden.

German laws shall be applicable to all cases brought before military tribunals for trial.

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