

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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THAD BROWN WITHDRAWAL DISCUSSED

It was anybody's guess what the fate of Col. Thad Brown would be with regard to the confirming of his reappointment to the Federal Communications Commission by the Senate Interstate Commerce Committee. Colonel Brown has been kept suspended between heaven and earth ever since the middle of June.

One story was that Senator Wheeler, of Montana, Chairman of the Committee, had asked President Roosevelt to withdraw the nomination and that the President had promised to do so. This was denied at the White House, which resulted in another rumor that the President had insisted on Colonel Brown's confirmation. The pressure was said to have come from Former Governor James Cox, Democrat, of Ohio, Brown's home State, with whom Mr. Roosevelt once ran as a vice-presidential candidate.

There are reported to be only three votes against Colonel Brown's confirmation on the entire Senate Committee of about twenty members - Senator Wheeler, Democrat, Senator Tobey, Republican, of New Hampshire, who has been the leader in the fight on Brown, and Senator Reed, Republican, of Kansas. The political mixup is further heightened by the fact that Colonel Brown is a Republican and his nomination was sent in by President Roosevelt, a Democrat. The late Senator Lundeen, of Minnesota, was also a member of the Interstate Commerce Committee and had attended quite a number of its sessions but so far as known, had not indicated how he had intended to vote.

The Senate Committee will probably not take up the Brown matter for further consideration until about the middle of next week (Sept. 11), unless President Roosevelt withdraws the name of Colonel Brown which, of course, would automatically terminate further consideration of his name.

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HAVANA REALLOCATION ANNOUNCEMENTS BEFORE SEPT. 29

The Federal Communications Commission has completed its study in the matter, and it is expected foreign governments will be notified before September 29, regarding the United States reallocations of stations in compliance with the Havana Treaty which was ratified last December. Many U. S. broadcasting stations have received serious interference in the past from Cuban and Mexican stations. The Havana Treaty provides channels of their own for the Cuban and Mexican stations, thus eliminating this source of information. It is expected that the new U. S. reallocations will be made public by the Commission in Washington at the same time they are sent to the foreign governments.

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FCC HEAD IMPRESSED BY COLOR TELEVISION

At his first press conference after Labor Day, Chairman James L. Fly spoke with considerable enthusiasm about the laboratory development of color television by Columbia, a demonstration of which he had recently seen in New York. Chairman Fly also took occasion to say that he had been much pleased by the demonstration of 525-line television which he had seen at the Don Lee Laboratories in Los Angeles not long ago when he visited the West Coast. Altogether the Chairman revealed a very live interest in the progress which he said was now being made by the television engineers.

Mr. Fly remarked that to his lay mind, the Columbia images in color were a distinct improvement and he hoped the various engineers would get together to bring it to a perfect state. The Chairman said that there was no comparison between color and black and white television. Color gives more satisfaction and realism, also better definition and clarity, he felt.

Mr. Fly spoke of how different flowers showed up in comparison with black and white, that color gave quite a perspective. He said this was helpful to the television search for more detail. The color pictures, the speaker continued, were even and not jumpy. He said it was the first time the industry had hit on a method of using different colors on one frequency. Mr. Fly explained that only receivers with special equipment could get television in colors and that since the CBS was not in the business of manufacturing receivers, the experiment called for the cooperation of others. In fact, Mr. Fly hoped the whole industry would get together in the effort to perfect television.

The following clarifying statement with regard to the color television test which Chairman Fly had witnessed, was issued by the Columbia Broadcasting System:

"Columbia's announcement of its laboratory success in developing color television has been misinterpreted as a forecast by this company that it planned to broadcast color television programs by January 1 next. This misinterpretation apparently arises from the company's employment of the phrase 'commercial use' in apposition to 'laboratory development'. It was Columbia's intention to use the word 'commercial' in reference to the manufacture of receiving sets and transmitting equipment by commercial producers in those fields. In that sense, Columbia does hope that January 1st will see the beginning of, or at least substantial progress toward, the manufacture of such commercial equipment. Since Columbia is not itself a commercial manufacturer of television apparatus, it is not possible for this company to say how long it will take to begin actual marketing of the necessary devices.

"It should further be pointed out that while production of commercial equipment would enable numerous television broadcasters to avail themselves of the Columbia development, this does not necessarily mean that television broadcasting would be commercial in the sense of carrying sponsored programs, since no date has yet been set for such broadcast service."

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CONFIDENCE IN STATION FOREIGN BROADCAST HANDLING

While the Federal Communications Commission will give further consideration to a request addressed to Commander T.A.M. Craven, then Acting Chairman, by Quincy Howe, Chairman of the American Civil Liberties Union, suggesting that all stations be required to make recordings of foreign language broadcasts, it was stated yesterday that the Commission has confidence in the ability of the stations themselves to handle this matter, that some already are making recordings of foreign broadcasts and that for the time being at least, the FCC will continue to let this question remain in the stations' hands.

Mr. Howe's letter follows:

"August 22, 1940.

Mr. T. A. M. Craven,
Federal Communications Commission,
New Post Office Building,
Washington, D. C.

Dear Mr. Craven:

We understand that Station WHIP has banned the German Hour Program of the Einheits Front. In cancelling the commercial broadcast, the Station stated that such action was taken 'because the German Hour as now being presented is of such controversial nature as to make it unacceptable to many Americans'.

The Council disapproves of the discussion of controversial matters on commercial programs. Such programs, as under the NAB code, should be handled on sustaining time with opportunity of discussion for other views.

The difficulty in dealing with foreign language broadcasts, however, is that it is often impossible to ascertain or prove what in fact has been said. Thus in the case of Station WHIP it is alleged that the German Hour, in advising the audience of the Chicago 'Keep America Out of War' meeting twice broadcast:

'I bring a pressing summons to all members and to all listeners to the United Front Radio Hour to do their duty by attending the great mass meeting in Soldiers Field. Entrance is free and the speakers are Col. Lindbergh and Senator Bennett Champ Clark. None dare or should fail.'

Whether the above quotation is an accurate report or translation cannot, as a practical matter, be conclusively proved even if scripts are supplied, since there is always the possibility of interpolation. It would seem to us that one way to meet the problem of foreign language broadcasts is by a regulation requiring stations to have recordings made of all such programs. Such a

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requirement would very likely, in our opinion, provide all interested persons and government agencies with a record of what was in fact broadcast.

"Because we deem this a vital matter, we sincerely request that hearings be held by the Commission to ascertain both the advisability and practicability of requiring recordings of foreign language broadcasts.

"Sincerely yours,

(Signed) Quincy Howe,
Chairman"

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ZENITH FIRST QUARTER ZOOMS

Zenith Radio Corporation reported for the first quarter of its fiscal year ended July 31, a consolidated operating profit of \$651,136, or \$1.32 a share after depreciation, taxes and reserves but before Federal income taxes.

This compared with profit of \$29,321, or 6 cents a share before Federal income taxes for the like 1939 quarter.

Commenting upon this, Commander E. F. McDonald, Jr., President, said that substantial shipments were made during August and unfilled orders on hand for September and October delivery give promise of a satisfactory volume of business for the current quarter.

"The company's new frequency modulation receivers were recently displayed at distributors' meetings and met with enthusiastic reception. It is expected that sales of these models will steadily increase as frequency modulation broadcasting becomes more general", Commander McDonald continued. "The company has made available to automobile manufacturers, with whom it has contracts, a new and revolutionary development in automobile receivers. This revolutionary receiver is about to be placed on the market by these manufacturers and will be first shown to the public at the New York Automobile Show. Substantial orders have already been placed with the company by automobile manufacturers for radios to be used in their new 1941 models and deliveries on auto radios embodying this new invention started in August."

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POLITICAL DEMANDS PUT BROADCASTERS ON SPOT

Between demands for free time by the Republicans every time the President makes a "non-political" speech, and the Hatch Act putting a ceiling on campaign expenditures, the broadcasters are on the spot. How much the parties will spend on radio is not known. Because of the payment of some old debts, the entire Republic campaign budget, Chairman Martin of the Republican National Committee, estimates, will be limited to \$1,550,000. The Hatch Act placed a limit of \$3,000,000 on each party's expenses.

Up to now the only important money in sight for the broadcasters is an hour's time which the Democrats have reserved for a final broadside on all networks at 11 P.M., the night before election. "Johnny" Johnstone, Democratic radio chief, believes the Democrats might spend as much as \$250,000, which is only about half as much as in 1936.

President Roosevelt as president and candidate this year, is in the same position as Mr. Hoover was in 1932. During the campaign period the latter made thirteen speeches which were broadcast, of which five were "non-political". The sustaining program speeches were the dedication of a statue to Cardinal Gibbons, the cornerstone laying of the new Post Office Department Building, a meeting of the American Bar Association, a Welfare and Relief Mobilization, all in Washington, and the Women's Conference on Child Welfare in New York. The remaining eight of President Hoover's speech broadcasts were paid for at commercial rates.

Time alone, not counting the cost of talent which would have to be paid, or such an item as \$3,000 which it cost the broadcasters to run long telephone lines into the National Parks for the President's last broadcasts, to say nothing of the traveling expenses of the announcers and engineers - just the time on the air of the three networks for a half an hour at night would be around \$30,000. Of course the broadcasters want to do everything they possibly can for Mr. Willkie if for no other reason than if elected he would be their next boss. On the other hand via the Federal Communications Commission, upon which a continuation of their licenses depends, Mr. Roosevelt is their present boss. And as one broadcaster sorrowfully remarked, "Besides any money we might lose on free presidential broadcasts, we have still a third boss who must be kept pleased - old Mr. John Q. Public."

So altogether, up to the present writing at least, the broadcasters are not looking forward to the present campaign with any particular glee. Never in the history of the radio has there been any such bitter presidential contest as the present one promises to be. The others have been powder puff affairs compared to the fight between FDR and Mr. Willkie, and the men running the networks and the broadcasting stations will heave a large sigh of relief when it is over.

WSPD STEPS UP TO 5 KW

Station WSPD, at Toledo, Ohio, of which John H. Ryan is the head, has been granted a license by the Federal Communications Commission to cover a construction permit to increase the power of the station from 1 to 5 kilowatts at night, also the installation of directional antenna for night use, and authority to determine operating power by direct measurement of antenna power.

WSPD, owned by The Fort Industry Co., is on 1340 kc., and up to this time has used 5 KW in the daytime only.

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SHIP SERVICE RADIOPHONE RULES REVISED

The Federal Communications Commission has modified its rules governing ship service to permit the use of the frequency 2638 kilocycles for telephone communications between vessels.

Allocation of this frequency is intended to relieve the congestion now existing on the present intership frequency 2738 kilocycles. It is in accord with the Inter-American Radiocommunications Arrangement, as revised this year at Santiago, Chile, at which the band 2634-2642 kilocycles was assigned to "Northern Zone" aeronautical and intership communication services, with the frequency 2638 kilocycles specifically designed for the latter.

The Commission rules were further modified to avoid interference between the two services by banning use of 2638 kilocycles on the inland waters of the United States, including the Great Lakes. The frequencies 2626 and 2640 kilocycles are used by stations in the aeronautical fixed service within the continental United States.

The number of ship radiotelephone stations has tripled in the past two years. Practically all of the now approximately 2,800 ship radiotelephone stations licensed by the Commission have been limited to transmission on 2738 kilocycles. This is the only frequency (except 2182 kilocycles safety frequency on the Great Lakes exclusively and certain ultra-high frequencies not extensively developed) which has been available heretofore for intership communication.

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James Stewart, the movie actor, has been authorized to install a transmitter in his plane.

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CAUTIONS WESTINGHOUSE LICENSE RENEWAL NOT PRECEDENT

Cautioning that its action must not be interpreted as a precedent for subsequent approval of broadcast station licensees disposing of their rights and privileges through contract, the Federal Communications Commission has granted applications of Westinghouse Electric and Manufacturing Co. for renewal of licenses of Stations WBZ and WBZA, at Boston, KYW, at Philadelphia, and KDKA at Pittsburgh.

These stations were among those which the Commission, on January 29, designated for hearing in the matter of contractual relations. Hearing on the Westinghouse stations, set for October 7, is now cancelled.

In its petition for reconsideration and grant of the renewal applications without hearing, Westinghouse alleged that it has held operating licenses for these stations for more than 18 years, and as "the pioneer" in the development of broadcasting has continued its interest and research therein; that prior to Commission's decision to hold hearing the company considered the desirability of terminating its agreement with the National Broadcasting Co., and did so as of July 1; that Westinghouse now supplies its own programs for local broadcasting and has a new arrangement with National on the usual station affiliation basis for network programs.

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The Westinghouse International Short Wave Station WPIT in Pittsburgh shortly will be moved to Boston as one of the steps being undertaken by Westinghouse to improve transmission of short wave programs to the countries of Latin America.

While no definite date had been set for the transfer, short wave broadcasts on WPIT's six frequencies will be heard from the new location sometime this Fall. WPIT is beamed on Latin America during 13 hours of its present 16-hour broadcasting day. It was pointed out that engineering tests have conclusively shown that transmission starting from salt water sites is far more effective than transmission from an inland location.

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UNSOLD MILLIONS

These figures with regard to farm radio are furnished by Radio Today:

Total occupied farms	6,500,000
Farms without radios	4,000,000
Total electrified farms	1,786,000
Farm population	32,000,000

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TO INVESTIGATE FM NETWORK POSSIBILITY

Plans for the establishment of a special frequency modulation (FM) network on a nationwide scale took another step forward this week following a meeting of representative broadcasters held in Chicago.

Attended by radio executives from territories embracing many of the country's greatest cities, this meeting voted to conduct an exploratory investigation on the feasibility of programming a group of FM stations in selected markets with national programs. A committee of seven was named to supervise such an investigation.

Its members comprise John Shepard, 3rd, of The Yankee Network, Boston; William Way, KVOO, Tulsa, Okla.; Elzey Roberts, KXOK, St. Louis, Mo.; Walter Damm, WTMJ, Milwaukee, Wis.; Harry Stone, WSM, Nashville, Tenn.; Gordon Gray, WSJS, Winston-Salem, N.C.; and H. L. Pettey, Los Angeles.

A survey conducted by FM Broadcasters, Inc., in the past few weeks reveals that a considerable assortment of FM receivers, most of them of the combination type with both standard broadcast and the new system, are to be produced by 14 radio manufacturers. These include Ansley, Emerson, Farnsworth, Freed-Eisemann, General Electric, Hallicrafters, Hammarlund, National, Philharmonic, Pilot, Scott, Stewart-Warner, Stromberg-Carlson and Zenith.

Noteworthy is the general price range, extending from \$50 "adapter" units, through the \$75-to-\$100 combination receivers, up to the custom-built, top-price sets that sell in the starry realms around \$600.

The first community in the Chicago area to adopt frequency modulation for emergency communication purposes is the City of Maywood, Ill. Early this Fall, a new two-way General Electric FM communication system for the police of Maywood will go into operation.

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HOW BATTLES MAY BE REPORTED

Judging from a BBC broadcast heard over WOR-Mutual recently, the English are employing the same technique of delayed recorded broadcasts WOR itself uses so effectively. On a recent Sunday broadcast about two minutes at the end of the program were devoted to an on-the-spot description of the drowning of a Nazi Messerschmidt plane by British anti-aircraft fire. The two minutes were obviously recorded by a mobile unit and then played as part of the regular news broadcast. The English announcer, however, did not explain where or when the incident was observed.

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ARMY MANEUVERS VIA MOBILE PICKUPS

The mobile unit of Station WLW in Cincinnati has just completed a series of instantaneous transcriptions at the First Army maneuvers held in Upper New York, near Ogdensburg.

The special events series, made 750 miles away from Cincinnati, was directed by Jerry Branch, Technical Advisor to James D. Shouse, Vice-President of the Crosley Corporation in charge of broadcasting.

The recordings were broadcast nightly by Station WLW upon receipt. The most interesting features of the maneuvers were described. In a bulletin of the Public Relations Division of the First Army, was this comment: "With the ability to dash to any scene of action, the WLW mobile unit makes it possible for the millions of WLW listeners to hear the realism of military operations."

Among the recordings were exciting accounts of dive bombing, Army engineers constructing a pontoon bridge under gunfire, roaring attacks by fleets of tanks, and actual demonstrations of the mechanized streamlined division's capabilities, with the motto, "Not a Man Marches".

From the Army's standpoint, it was said, the test was gratifying in that it showed the important part radio mobile units can play when operating in conjunction with the Army in a national emergency.

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SHORT-WAVE DIATHERMY DEVICE BRINGS COMPLAINT

Alleging misrepresentation in the sale of an electrical device designated as "Atlas Short Wave Diathermy" advertised for use in the treatment of certain diseases, the Federal Trade Commission has issued a complaint against Jacob L. Goldman, alias J. L. Coleman, trading as Atlas Health Appliance Company, 2430 West Sixth Street, Los Angeles, California.

The complaint alleges that in addition the respondent has disseminated false advertisements in that the advertisements of its device fail to reveal that its use under the conditions prescribed in the advertisements or under such conditions as are customary or usual, may result in serious and irreparable injury to health.

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TRADE NOTES

R.C.A. Communications has been granted temporary authority by the Federal Communications Commission to communicate with Administration of Posts and Telecommunications, Stations OPL and OPM at Leopoldville, Belgian Congo.

WMCA's series of broadcasts designed to promote international interest in the formation of a union of world-wide democracies is being rebroadcast by special recording to Europe, South America and Canada through the facilities of the World Wide Broadcasting Foundation.

The processes entailed in the manufacture of the radio tube will be outlined on the "Visiting Kentucky's Industries" broadcast at 4:30 P.M., EST, over WLW on Sunday, September 8. The program will originate at the Kenrad Tube and Lamp Corporation, Owensboro, Ky.

E. Arthur Baldwin and Otto Pruessman have retired as Vice-Presidents and European and Far Eastern Managers of the International General Electric Company.

Tom Flanagan, formerly of Time Magazine, has been appointed Magazine Division Manager of Columbia's (CBS) Publicity Department.

Pilot Portable Radio is advertising "Only one cent per hour - Lowest battery operating cost."

W2XYO, Mackay Radio & Telegraph Company, has been granted temporary authority to operate an experimental station at Brentwood, N.Y., using frequency 159525 kc., and 80 watts power.

The National Broadcasting Company has announced the addition of the 199th station to its networks - Station WSFA, Montgomery, Alabama.

For some time WOR has been signing on and off the air with the "Star Spangled Banner". Looking for an appropriate announcement to go with the twice daily playing of the National Anthem, the station's officials wanted something that would be in keeping with the spirit of these times, yet not blatantly patriotic. So WOR will now follow its morning rendition of the Anthem with the greeting "Good Morning, America!" and at night with "Good Night, America!"

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WARNER BROS. STATION SIGNS NEW ASCAP DEAL

Station KFWB, Los Angeles, owned by Warner Bros. Pictures, Inc., has signed a new five-year music license with the American Society of Composers, Authors and Publishers.

The contract, negotiated by Harry Maizlish, General Manager of KFWB, and John G. Paine, General Manager of ASCAP, embraces the new terms recently announced by the Society, granting substantial reductions to individual radio stations.

In announcing the signing of the deal, Maizlish stated:

"Warner Bros., as producers of motion pictures, as operators of theatres, and Station KFWB, have come to know pretty well what the public wants in the way of entertainment. Music is a primary essential. We know ASCAP has the music that the public wants, and we will give the public what it wants.

"Aside from our obligations under the broadcasting license granted to us by the FCC, which requires a station to operate in the public interest, we consider it only good business to supply the demands of the people. Warners have always maintained this policy in their motion picture and theatre activities, and they are following the same idea in the operation of KFWB.

"We're out to hold and increase our listeners and that's why we've signed with ASCAP."

Paine, commenting on the deal, said, in part:

"Through the signing of this contract by KFWB, the public in the Los Angeles area, one of the most important territories of the country, will continue to get the best in music. What is also very important, advertisers are assured of unlimited cooperation in preparing their programs and thus given an adequate contact with a large buying public."

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RADIO BILLINGS UP IN AUGUST

National Broadcasting Company billings in August totaled \$3,738,262, an increase of 12.9 percent over August of last year. For the first eight months the figure was \$32,128,576, a 10 percent rise over the like period of 1939. Billings of the Columbia Broadcasting Company in August amounted to \$2,875,657, up 22.8 percent. The total for the first eight months was \$26,404,427, a rise of 22.2 percent. Mutual billings last month totaled \$227,865, a 10.9 percent gain over last year. The cumulative total was \$2,494,370, an increase of 21.9 percent.

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