

HEINL RADIO BUSINESS LETTER

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September 10, 1940.

WILLKIE'S F.D.R. CHALLENGE RECALLS 1936 ATTEMPT

Wendell Willkie's invitation to President Roosevelt to debate brings to mind the attempt Senator Arthur H. Vandenberg, of Michigan, made to do the same thing with Mr. Roosevelt in a radiobroadcast from Chicago by using electrically transcribed reproductions of quotations from earlier addresses by the President. In theory the idea seemed perfect but as it worked out, the broadcast in its day created almost as much of a sensation, and in certain quarters as much indignation, as did Orson Welles the night he had the Martians landing in New Jersey.

It was in the heat of the 1936 presidential campaign and the thing started as a press agent stunt. Recordings of excerpts were secured from President Roosevelt's inaugural address of 1933 and his speech of acceptance of 1932 reproducing Roosevelt's voice. The idea was to play one of these excerpts on a phonograph to be answered by Senator Vandenberg in person. Then play another, and Mr. Vandenberg answer that, and so on, - all to be broadcast as a debate, though explained to the public that it was not the President actually speaking but a recording.

However, the Columbia Broadcasting System sat down on the idea flatly, refusing to put the recording on the air. Nevertheless those in charge of the broadcast went ahead with their plans just the same, being careful not to inform Senator Vandenberg that the network had offered any objection. It was the network's understanding that it was simply to be a speech by Mr. Vandenberg but the conspirators had a phonograph hidden behind a curtain on the stage near a microphone.

There were some introductory remarks by Senator Vandenberg the night of the broadcast who referred to something in one of President Roosevelt's speeches and then turning towards the phonograph, which, of course, the audience couldn't see, said: "Let's hear exactly what the President did say." Whereupon the voice of President Roosevelt boomed out from the phonograph. This procedure was repeated. The Senator via the phonograph would have Mr. Roosevelt make certain remarks and then would answer them.

The procedure was all clear to the audience but over the air it almost caused a riot. Everybody seemed to get the same idea to tell somebody else about it over the telephone. The result was that when Columbia broadcasting officials in New York and Washington tried to communicate with Chicago to have the broadcast cut off, and when Chicago tried to get New York, nobody could get anybody because all the telephone switchboards were jammed. One version of the story was that when Columbia refused to make the broadcast, those in charge went ahead with it not expecting to

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get away with it but only to get the publicity from having the broadcast cut off.

When Harry C. Butcher, Vice-President of the Columbia Broadcasting System in Washington, heard the President's voice from the phonograph, his head hit the ceiling because there had been a long standing rule that no electrically transcribed records should be broadcast.

"I tried to get New York but all the telephone wires were jammed with calls", Mr. Butcher said, recalling the incident. "It was a regular telephone blitzkrieg. I learned later that in our New York offices far from being able to talk to Chicago, our people couldn't even talk to each other from the different floors of their building.

"That was the night I started smoking again after having been on the wagon for three years. It was the worst mess I ever saw."

Some of the stations cut off the broadcast on their own initiative but, generally speaking, it is believed that most of the broadcast got through. There were, of course, immediate explanations on the part of Columbia to the Federal Communications Commission and apologies to the President but it was quite awhile before the incident was considered officially closed.

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U.S. SETS 2ND IN PORTUGUESE E. AFRICA

Portuguese East Africa offers a small but steady demand for radio receivers, the American Consulate, Lourenco Marques, advises. The principal American and foreign radio manufacturers are represented by local agents at Lourenco Marques and Beira. According to latest official statistics, 2,910 receiving sets are registered for license purposes. Of this number, a Dutch product leads with 743 sets, two American makes are next with 396 and 292 sets, respectively, a British product is fourth with 278 sets, and another American make is fifth with 246 sets.

Imports of radio receiving sets in 1938 totaled 1,078, being supplied by the following countries: United States 393, Netherlands 495, Germany 86, United Kingdom 70, and all others 34. All sets and parts are imported as there is no local manufacture.

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FCC BACKS PAYNE IN TEXAS REVOCATION

The Federal Communications Commission has affirmed the recommendation of Commissioner Payne to revoke the license of Eagle Broadcasting Co., Inc. (KGFI), Brownsville, Texas, as follows:

"Upon consideration of all the facts of record, the Commission concludes in its Proposed Findings that the respondent, Eagle Broadcasting Company, Inc., licensee of Station KGFI, on October 10, 1938, without the consent in writing of this Commission transferred and delivered to James G. Ulmer and M. D. Gallagher, their heirs, successors and assigns, complete and exclusive possession, management, operation and control of said station, and also assigned and transferred to them all of the rights theretofore granted to the licensee corporation in and by the terms of the station license, in violation of Section 310(b) of the Communications Act of 1934 as amended and the Rules and Regulations of the Commission.

"The respondent corporation failed to file with the Commission the said contract with James G. Ulmer and M. D. Gallagher, or other information, affecting and concerning the ownership, operation and control of Station KGFI, as required by, and in violation of, the Rules and Regulations of the Commission. . . . Such acts and conduct on the part of the respondent constitute grounds for revocation of the license to operate said Station KGFI, issued by this Commission to the Eagle Broadcasting Co., Inc. In view of the foregoing, the revocation order heretofore entered in this matter on the 22nd day of March, 1940, should be affirmed."

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TEXAS DAILIES OPERATE STATION KGKO JOINTLY

The Dallas Morning News and the Fort Worth Star-Telegram assumed joint operation of Station KGKO, Fort Worth, following the purchase of half-interest in the KGKO Broadcasting Corp. from the Star-Telegram by the News. The two papers have shared the 800-Kilocycle channel on WFAA-WBAP almost continuously since 1922.

Officers of the KGKO Broadcasting Corp., representing the newspapers, include: Chairman of the Board, G. B. Dealey, Chairman of the Board of the News; President, Amon G. Carter, President of the Star-Telegram; Vice-Presidents, E. M. (Ted) Dealey, President of the News, and B. N. Honea, Vice-President and General Manager of the Star-Telegram; Treasurer, James M. Moroney, Vice-President and Secretary of the News; Secretary, Harold V. Hough, Treasurer and Circulation Manager of the Star-Telegram. Mr. Moroney and Mr. Hough will supervise the radio properties of their newspapers in their respective cities.

Martin B. Campbell, former General Manager of WFAA, and Sales Manager of WFAA-WBAP, is now Managing Director of WFAA-WBAP and KGKO.

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NAB BULLETIN RESENTED

When it became known that the War Department had appropriated \$250,000 for advertising in newspapers and farm papers to promote Army recruiting, some of the leaders of organized broadcasting became excited, the Editor & Publisher says in an editorial. They went to Washington and told the Department that they didn't want any compensation for radio's recruiting announcements, but believed that the earmarking of funds for other media, with radio omitted, put radio at a competitive disadvantage; that the Army's preference would be used as proof that newspapers were a superior medium.

"That's silly enough, by itself," the editorial continues, "but the Aug. 24 bulletin of the National Association of Broadcasters adds this:

"'. . . evidently radio operators have a more generous patriotic sense than have newspaper publishers because it was stated that at no time had the War Department been asked to purchase radio advertising time for recruiting or national defense purposes.'

"Editor & Publisher advocated some weeks ago that the Department provide funds for newspaper advertising in the interests of recruiting. So far as we know, no official representative of any newspaper or newspapers did likewise. And from what we have since learned, the appropriation had been determined, but not announced, prior to our editorial. In our own mind - concerning which we are competent to speak - there was no question of patriotism.

"We believed that display space in newspapers would do for the Army what it has done for others who have used it intelligently, deliver the goods more quickly and economically than any other medium.

"We still think so. We'll also stack the thousands of columns given by newspapers to all phases of national defense, as a test of patriotism, against the 30-second trailing announcements for recruiting donated by the broadcasters - if such a test weren't asinine from either standpoint. There isn't any question of relative patriotism between press and radio. Each has its function in the promotion of national defense.

"We'd feel better if we heard that the next bulletin of the N.A.B. had withdrawn the unwarranted slur on newspapers and called the incident closed."

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LOCAL NEED SAVES STATION; PAYNE DISSENTS

Rather than deprive a community of its only local broadcast station, and because previously offending licensees are now acting in good faith, the Federal Communications Commission has rescinded an order of revocation in the case of Station KAND, operated by the Navarro Broadcasting Association, Corsicana, Texas. Commissioner George Henry Payne issued a dissenting opinion.

The revocation order was issued last February, at which time it was disclosed that the station misrepresented their intentions as to the financing, construction, control and operation of the station in securing their original construction permit and station license. In addition, it was found that they transferred the rights granted them to James G. Ulmer and Roy G. Terry without Commission consent. "These facts taken alone would support an affirmation of the Commission's Order of Revocation", observes the Commission in its Decision and Order. However, balancing factors in the record lead the Commission to be lenient.

"I disagree with the action taken by the Commission in dismissing the revocation order in the Navarro Broadcasting Association case issued on February 7, 1940", Commissioner Payne said in dissenting. "In my opinion the charges made by the Commission in this order are fully established by the record of the hearing at which I presided. Nothing has happened since the hearing to change my mind.

"This case is not so dissimilar from the Eagle Broadcasting Company, Inc., case, Station KGFI, Brownsville, Texas, in which the Commission affirmed the revocation order, as to justify contrary action.

"If J. C. West and Frederick Slauson were animated by good faith they would have filed voluntarily the contract of September 14, 1937, between themselves and Ulmer, covering the operation of Station KAND. This they failed to do. With the dismissal of the revocation order these people who, in my opinion, have been guilty of many infringements of the Act and regulations, go scotfree.

"The decision of the Commission in the Westinghouse case this week, from which I also dissented and which has been followed in the present case, is in my opinion a very bad precedent and may give the Commission a great deal of perturbation in the future."

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St. Louis University at St. Louis, Missouri, has applied to the Federal Communications Commission for a construction permit for a new high frequency broadcast station to be operated on 44300 kilocycles, coverage 13500 square miles, population 1,682,500.

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CONTINUED TELEVISION INTEREST OF FCC CHAIRMAN INDICATED

That Chairman James L. Fly is still giving particular thought to television development was indicated by the fact that this subject again dominated his weekly informal press conference. Chairman Fly said that the National Television Systems Committee will view a color television demonstration when they meet in New York City Tuesday, September 17. The Commission was invited to attend this meeting but will not be able to do so because the date happens to fall on a regular meeting day of the FCC. However, Commander E. K. Jett, Chief Engineer of the Commission, and Commissioner George Henry Payne, the latter happening to be in New York at that time, may go.

Chairman Fly said he didn't think the Commission as a whole should make another trip to see television just now but does think that later some members, or all, should see subsequent technical developments. Replying to an inquiry as to what sort of developments these might be, the Chairman said that he wasn't exactly sure but he thought they would involve RCA experimentation with more lines, Dumont developments of retentive tubes, and possible developments at Philco and General Electric. Mr. Gly said he hadn't talked over with the other Commissioners such a proposal but might want to make an inspection trip during the month.

Asked if there had been any reaction to his suggestion about the motion picture people coordinating with the television industry in the latter's programs, the Chairman said he had discussed the subject with one or two motion picture people out West and they seemed interested. When asked why no television applications had been received from the moving picture people, the Chairman ascribed the chief reason as being the same as with a lot of others - no commercial television operation as yet. What he wanted was for all people interested to move in and help develop television.

Someone wanted to know if the advent of color would make any difference in the television standards which might be adopted and would it mean that black and white would not now be countenanced. The Chairman asserted that the question had not come down to that and he would be surprised if there was any move to do away with black and white. He said it was more of a question of how good black and white could be made and how practical color is. As to standards, Mr. Fly declared all seemed pretty well agreed that the FCC was "righter than we knew" in not months ago bolting down the standards then offered. He said the industry was now making practical studies and going places,

In answer to an inquiry about the added cost in color, Chairman Fly replied that he had understood Dr. Goldmark's (of CBS) statements as indicating 10 or 15% difference on a \$300 set, perhaps only 10%. Mr. Fly warned those attending the conference that he doesn't know how feasible color television is and doesn't pretend to say when and if it can be used. He just didn't know but said what he had seen aroused his interest and enthusiasm.

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PUBLIC INTEREST ONLY FCC PROGRAM STRIKE CONCERN

Until the public interest is jeopardized, the Federal Communications Commission will take no hand in the controversy and threatened strike of performers, singers and announcers appearing on sustaining programs. Even then the FCC, which has no power of censorship and does not concern itself with programs, would probably move with considerable caution to keep from becoming involved in a labor dispute.

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"GAIT" TAYLOR DIES

Following an illness of several months, F. Gaither "Gait" Taylor, 38 years old, former advertising manager of Broadcasting Magazine, died at 1:30 o'clock Thursday morning last at the Glendale Sanitarium in Glendale, Md.

Mr. Taylor, born in Terre Haute, Ind., and a graduate of Wiley High School, formerly had been a member of the advertising staff of the Terre Haute Tribune for nearly ten years.

After leaving there, he joined the advertising staff of Station WMT in Waterloo, Iowa, and then served as Advertising Manager of Broadcasting. During the last two years, he had been Manager of the Radio Division of the Advertising Department for Variety Magazine, with headquarters in Washington, D. C.

Surviving are the widow, Diana; one daughter, Diane; three sisters, Mrs. J. H. Cusick and Mrs. J. Donald Caldwell, both of Terre Haute, and Mrs. Thomas Crodian of Crawfordsville, Ind; two brothers, Joseph of Miami, Fla., and Myron of Sarasota, Fla., and the parents, Mr. and Mrs. A. R. Taylor, also of Sarasota.

The burial was in Roselawn Cemetery at Mr. Taylor's old home in Terre Haute last Saturday.

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The Federal Communications Commission granted the application of Worcester Broadcasting Corp., for a new station at San Diego, Calif., to operate on the frequency 1420 kilocycles with power of 250 watts, unlimited time.

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FCC EXTENDS CHAIN BROADCASTING BRIEFS TIME

To meet the request of the major networks for more time in which to file briefs in connection with the Federal Communications Commission committee report on chain broadcasting, the Commission has announced that the time originally set for receiving such briefs (September 15) will be extended until October 25.

This was upon consideration of the requests of the National Broadcasting Company and the Columbia Broadcasting System, which asked that the time be extended to December 15 and December 1 respectively, and the Independent Radio Network Affiliates, which also asked for more time. These networks stated that the committee report, submitted to the Commission on June 12, is so voluminous that considerable study of its 1300 pages and of the record itself is necessary before briefs can be compiled to properly cover the subject and adequately represent their views.

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RUMANIANS HEAR MINISTER'S FATE OVER RADIO

Sudden changes in the government of distant Rumania, sending King Carol II and his red-haired friend, Magda Lupescu, to Switzerland in hasty exit, had their repercussions in Washington yesterday (Sept. 9).

Attaches of the Rumanian Legation were listening with interest Monday night to a news broadcast from Bucharest. The Columbia Broadcasting System reporter, Spencer Williams, was describing changes that have taken place in the three days since iron-willed Gen. Ion Antonescu secured power in Rumania, installing Prince Mihai as nominal ruler.

Suddenly the group around the radio heard words that threw them into consternation. The radio reporter told his listeners that Radu Irimescu, Rumanian Minister to Washington, had been recalled, together with the Envoys to a half a dozen other capitals in a general shakeup of the diplomatic corps.

A Washington Post reporter arriving at the Legation a few minutes later found the staff nervous, worried and inclined to caution. A secretary, who was so moved by the news he had heard that he asked that his name be withheld, said that no official confirmation had been received.

Radu Irimescu, a Legation Attache said, was in the country for the day and could not be reached. The Military Attache, Col. Dumitru Petrescu, who is an honorary aide de camp to Carol, had no confirmation of the news broadcast. Mr. Iremescu, strong-jawed and forceful in manner, has represented Rumania in this country since April 1938.

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 :::: TRADE NOTES ::::
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E. K. Cohan, Director of Engineering of the Columbia Broadcasting System, tells about the new 50,000-watt transmitter being constructed for WABC, CBS's key station in New York City, when he is guest speaker on "Adventures in Science", Thursday, Sept. 12 (CBS, not WABC, 3:00 P.M., EST).

The Navy approved plans this week for seven schools in six naval district to train 4000 radiomen and signalmen in the U. S. Naval Reserve. Applicants, from 17 to 35 years old, will enlist in the reserve on an active duty status with pay while undergoing four months of training.

Station WGN at Chicago has applied for a modification of construction permit for a new relay broadcast station, to change frequencies to 156750, 158400, 159300, 161100 kilocycles in accordance with new Group I frequencies, and to extend commencement and completion dates from 6/27/40 and 12/27/40 to 10 days after grant and 60 days thereafter.

Jennings Pierce, who has directed agricultural and educational programs for the Western Division of the National Broadcasting Company since they originated nine years ago, received an Honorary State Farmer award at the California State Fair in Sacramento Friday of last week.

A license has been applied for by Station WRNL, Richmond Radio Corporation, Richmond, Va., to cover construction permit for new transmitter, installation of directional antenna for day and night use, increase in power, and change in hours of operation (880 kc.); also authority to determine operating power by direct measurement of antenna power (880 kc.).

George R. Clapp, formerly Program Director of WENY, Elmira, N.Y., has joined the Mutual network's program staff.

The Federal Communications Commission has suspended the amateur radio operator license of Louis Raymond Choiniere, Holyoke, Mass., for a period of three months, for "deceptive tactics" in broadcasting music and singing in "deliberate violation" of certain rules governing amateur stations.

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CUTLER NEW NBC DIRECTOR; EGNER V-P

Bertram Cutler, a Director of the Radio Corporation last Friday was elected a member of the Board of Directors of the National Broadcasting Company. Mr. Cutler, in addition to membership on the Board of the New York Central Railroad, participates in the direction of four other railroad companies. He also is a Director of the Equitable Life Assurance Society of New York, the Merchants Fire Assurance Corporation, and the Chase National Bank.

C. Lloyd Egner was elected a Vice-President of the NBC at its regular monthly meeting. Mr. Egner's elevation to the vice-presidency marks the growing importance of the NBC Radio-Recording Division, which he has headed since its establishment in 1934.

Mr. Egner was Manager of Record and Recording Sales for the RCA Manufacturing Company in Camden before joining NBC. He has made NBC's Radio Recording Division one of the world's largest transcription services. Under Mr. Egner's management the transcription service has grown until today the Radio-Recording Division's Thesaurus, a library service of recorded music, is used by more than 225 stations in the United States, Canada and countries throughout the world.

Besides the Thesaurus, the Radio-Recording Division makes recordings of programs for national advertisers for spot and local sales campaigns. The division has a complete staff of writers, directors and production men capable of producing any type of transcription.

Last year the Radio-Recording Division introduced a new system of recording and reproducing transcriptions, known as the Orthacoustic. This system, is said to incorporate new and higher standards of sound recording from the microphone to the turntable.

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CORNELL LINKS WITH COLUMBIA

After more than twenty years of experience with operating an educational broadcasting station, Cornell University will expand this medium October 1. Its station, WHCU, recently named the principal Eastern university representative of the Columbia Broadcasting System, will also originate for the network programs of information and entertainment in which students and faculty will participate.

Operating during daytime hours, the campus studio will be augmented by another in downtown Ithaca, completed at a cost of about \$25,000.

The Cornell Radio Guild of more than 300 students will play a large part in the new program after preparation in basic courses in radio technique. Students in the communications department of the School of Electrical Engineering will fill most of the positions in the technical operation of the station as assistants to the regular engineering staff.

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NEW FACSIMILE PATENTS FOR FINCH

William G. H. Finch, President of Finch Telecommunications, Inc., Passaic, N.J., manufacturers of facsimile equipment, was awarded by the U. S. Patent office four additional patents on facsimile apparatus designed to increase the speed, efficiency and clarity of the process.

The granting of a multi-stylus or triple pen facsimile recorder patent doubles the speed of the process, Mr. Finch said. It is now possible to receive 22 square inches or 300 six-point-type words per minute. This is about five times the speed of a leased teletype, it was stated. Pictures, Maps and signed documents may be transmitted at the same high speed. The triple pen recorder when used through the application of frequency modulation, is capable of receiving the equivalent of eight tabloid newspaper pages an hour, simultaneously with sound programs.

The second and third patents issued to Mr. Finch cover the phase of radio facsimile synchronizing between the transmitter and receiver.

The fourth patent covers Mr. Finch's system of limiting the surges and recording signal level, thereby insuring high quality facsimile reproductions.

Mr. Finch also announced that the British government this week took over in its entirety the French contract for Finch equipment.

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WOR EXECUTIVES TO GIVE COLLEGE LECTURES

Julius F. Seebach, Jr., WOR Vice-President in Charge of Program Operations, and Charles W. Godwin, WOR Production Director, are among the guest lecturers to be heard during the Radio Survey and Station Practice Course to be held at City College in New York this Fall. The course is conducted by Seymour N. Siegel, Program Director of Municipal Station WNYC, and Dorothy N. Davids, former radio consultant to New York University.

During the semester, the City College radio students will also be taken on special guided tours of WOR's New York studios.

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