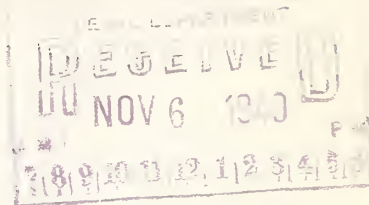


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1280

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November 5, 1940

## U.S. PUTS MORE STEAM ON ITS SHORT-WAVE PROGRAMS

Beginning with this week's issue, several changes for the better have been made in the printing of the consolidated programs of the United States short-wave stations by John H. Payne, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce.

Heretofore, these programs, which are published by the Commerce Department and distributed by the Division of International Communications of the State Department, of which Thomas Burke is Chief, were issued in two sections - one for Europe and the other for Latin America. They now go out in one section weekly, the European program on the left-hand page each day opposite the Latin-American program on the right-hand page, so that the whole thing may be seen at a glance and, if desired, the hours compared.

The changes include a new title which reads in bold-face type "U.S.A. SHORT WAVE RADIO PROGRAMS" and there is an attractive revised design on the cover sheet, a combination of the Commerce Department's seal and radio beams flashing to Europe and Latin America. Large titles are put at the top of each sheet to make sure of no mixup on the part of anyone who has been accustomed to dealing with the programs separately. Asia programs are shown on the back.

The following note appears on the front cover:

"This program service is designed primarily for use in newspapers and other periodical publications, and is made available to them through the Commercial Attaches, Trade Commissioners and the Consular Officers of the United States. They may also be made available to others having a particular interest in short-wave reception from the U.S.A."

The Radio Manufacturers' Association compiles the programs but the idea of a consolidated U. S. short-wave program to be distributed by the Government to newspapers throughout the world originated with Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation of Chicago.

The companies whose programs are distributed are the Columbia Broadcasting System; General Electric Company; National Broadcasting Company; WCAU Broadcasting Company, Philadelphia; World Wide Broadcasting Foundation, Boston; Crosley Corporation, Cincinnati, and Westinghouse Electric & Manufacturing Company.



There are three essential functions in international broadcasting:

First, technical perfection, which involves the use of adequate power and equipment. The Federal Communications Commission is now requiring that all United States international short-wave broadcasting be operated with a minimum of 50 kilowatts. This is a first essential for unless a broadcast can be well heard, it will have very limited utility.

Second, the selection of suitable programs and the artistic or effective presentation of them is vital. For even though programs might be easily heard, only those will listen who are entertained or interested. The tuning knob is the individual's censor. Nothing gets by it without the listener's permission.

Third, publicity is necessary even for the good things which are readily available. You must tell your prospective listeners when and where (at what frequency) they can hear the things in which they may be interested. This third item is the reason for distributing short-wave programs throughout the world.

If it is assumed that all American international broadcasters are supplying programs of interest that can be well heard, then the importance of having all the programs scheduled together becomes evident. Otherwise the listener cannot choose except by habit the program which will interest him most. The significance of this is evident when it is known that there are as many as eight programs beamed on Latin America at the same time by United States short-wave broadcasters. Also the listener must choose between these and the programs offered from London, Berlin, Rome, Moscow and any others which may be available at the same time.

The character of the U. S. shortwave programs is most important. It is believed by good authorities that a large part of our programs, as designed for home consumption, are not suitable for international broadcasts and that too many of them at present are so used. Using a few of the best of these is no doubt appreciated by some beside the few Americans living abroad. Practically all should be especially prepared or very carefully selected for reception by the natives in other countries. Further, it should be much more effective if we were to provide only three or four such carefully prepared programs simultaneously, rather than eight or more of which only a few are appropriate. Such a reduction in quantity with a corresponding increase in quality would also simplify and so increase the effectiveness of the program schedule. Greater free publicity for these program schedules and increased reference to them would thus be secured, if they could be substantially reduced in size and complexity.

These U. S. short-wave programs are being used effectively in a way other than for newspaper and periodical publicity. It will be realized that ships which are any distance at sea can seldom hear the programs on our standard domestic broadcast wave lengths. They are dependent on short-wave reception.

Accordingly, these programs are used on practically all passenger ships operating in the Western Hemisphere and are available to freighters which request them. It is conceivable that in times of emergencies, the ability to tune in on the several news services, which are conspicuously marked by capitalization in the programs, should provide helpful information to the captain in determining his movements.

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#### ANTENNA MEASUREMENT TIME EXTENDED

The Rules and Regulations Governing Standard Broadcast Stations (Section 3.51(a)(2)) now requires that all standard broadcast stations on and after December 1, 1940, determine the operating power by direct measurement of the antenna power.

In September, 1940, the Commission released the proposed reallocation of standard broadcast stations effective March 29, 1940, which requires that the majority of stations change frequency. In most cases the change in frequency will make only a minor change in the antenna resistance. However, in some cases a substantial change in the antenna resistance will result.

In view of the above, Section 3.51(a)(2) of the Rules and Regulations Governing Standard Broadcast Stations is hereby amended to read "Each existing standard broadcast station after June 1, 1941."

This extension of time within which to determine power by the direct measurement does not apply to new stations (that is, stations beginning operation for the first time) or to existing stations installing new or readjusting the existing directional antennas on frequency assignments prior to March 29, 1941.

In order that consulting engineers may be free to adjust directional antennas and measure the antenna resistance of stations which cannot be made until the antennas are adjusted for the new assignment, it is urged that stations for which a new frequency is not indicated by mimeograph form No. 43252, as well as those stations for which a frequency change is indicated by the above form but which employs a nondirectional series excited antenna (resistance measurements of such stations may be readily made for both frequencies) have the antenna resistance measured and submit application for authority to determine power by the direct method at the earliest possible date.

It is also urged that all other stations have measurements made and submit application for authority to determine power by the direct method as soon after March 29, 1941, as practicable. It is not contemplated that further extension of this time will be made.

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## CBS ORDERS POWERFUL MACKAY FOREIGN SERVICE TRANSMITTERS

The Columbia Broadcasting System has completed arrangements with the Mackay Radio and Telegraph Company for two powerful short wave radio broadcasting transmitters to be located at Brentwood, Long Island, for high efficiency beam service to South America and Europe. The new transmitters will have a power output of 50 kilowatts each which, when coupled with highly efficient directional antennas, places them among the most powerful short wave transmitters in the world. The equipment for the new stations will be manufactured and installed for CBS by the Federal Telegraph Company of Newark, N. J., manufacturing associate of Mackay Radio.

The CBS transmitters will share the 1200 acre site at Brentwood with the international radiotelegraph transmitters of the Mackay Radio Company, and Mackay Radio will make extensive alterations to its main building to accommodate the CBS equipment and personnel.

CBS engineers have selected for these new transmitters special designs of antennas which Mackay Radio has recently developed for producing more effective short wave broadcasting service, particularly to the countries of Latin America.

It is expected that the new stations will be in operation in the Summer of 1941.

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## SIXTY PERCENT NON-MET. DAILIES OMIT PROGRAMS

A recent survey made by Dial-Lite, newly-projected Chicago publication devoted to radio programs of mid-west stations, shows that 60% of the non-metropolitan dailies in the Middle West carry no radio program listings whatsoever. Circulation managers whose papers do not publish radio programs may be interested to know of the preponderance of dailies in this category.

The survey covered 335 dailies in Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, South Dakota and Wisconsin. More than 71% of the papers surveyed have no national network listings. More than 84% of the papers do not carry what Dial-Lite chooses to term "a reasonably adequate program listing, national, local, or both." In this survey, metropolitan dailies were not included, since most of them run radio station program listings. Consequently, nine cities were omitted: Chicago, Des Moines, Milwaukee, Detroit, Kansas City, St. Louis, Minneapolis, St. Paul, Omaha.

Of the 335 papers surveyed, 200 carry no program listings; 40 publish national network programs only; 39 list local programs and 56 carry both local and national programs.

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## BURGLARS TURN INTO RADIO SONG WRITERS

The broadcasters have turned to new fields in their fight on the American Society of Composers by adding a trio of alleged burglars to their list of composers last week. As announced in National Association of Broadcasters' Reports:

"John McGettigan steps out of jail on Saturday, November 2, to carry on a career which brought success to him through prison walls. He composed the music of 'Stars Went To Sleep', said to be the first song ever completely written, printed, and published from within a penitentiary. The song has been successfully performed on the radio and the sheet music has been selling well, according to Billboard. The tune has now been acquired by Broadcast Music, Inc. The composer is discharged from jail to hear his music go on the air from coast to coast.

"Merritt Marsh, who wrote the words, and Edmund M. Duffy, the publisher, still remain behind the bars. The trio were strangers until they all landed in the State Penitentiary at McAlester, Oklahoma. The song and the trio who produced it have already had some publicity. A fellow-prisoner wrote Elsie Robinson about them and Miss Robinson devoted her widely syndicated column for one day to his letter, saying, in part:

"Buried in their cells, poisoned by grim memories, there came to a trio of convicts a flash of sheer beauty - the whisper of a song. For two years, without the slightest outside aid and in the face of incredible handicaps, they worked on that song.

"Marsh, serving a seven-year term for armed robbery, composed the lyrics; McGettigan, serving a five-year prison sentence for burglary, produced the melody; and Duffy, serving a fifteen-year sentence for armed robbery, financed the publication."

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## C. I. O. LOSES RADIO PLEA TO FCC

The Federal Communications Commission officials said last week that they had no authority to act on the protest of President John L. Lewis of the C.I.O. against the refusal of Station KYA, San Francisco, to renew a broadcasting contract held by the C.I.O. for two years. The station, owned by Radio, Inc., held that the C.I.O.'s program was controversial and therefore could not be broadcast on purchased time, being contrary to a provision of the National Association of Broadcasters' code adopted a year ago.

Pointing out that radio broadcasting, unlike the telephone and telegraph, is not "a common carrier", the FCC officials said radio stations are under no compulsion to sell time to any individual or group. The Commission, they explained, has no power to interfere with the contractual relations between broadcasters and purchasers of time.

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## FM OFF TO GOOD GEOGRAPHICAL START

More than 27,000 persons are embraced in the 110,000 square miles of potential service areas of the 15 frequency modulation broadcast stations initially authorized by the Federal Communications Commission to go on a full commercial basis as soon as practicable.

Varied geographic regions - from New England to the Pacific Coast and from the Great Lakes to the Gulf - are represented by the 10 States first slated to be able to listen to this newest type of broadcast.

Subject to certain engineering requirements, the following FM applicants are the first to receive Commission grants to go commercial:

<u>Location</u>	<u>Applicant</u>	<u>Frequency</u> (kc)	<u>Population</u>
Detroit	Evening News Ass'n	44,500	2,498,000
Los Angeles	Don Lee Broadcasting System	44,500	2,600,000
Schenectady	Capitol Broadcasting Co., Inc.	44,700	967,700
New York	Marcus Loew Booking Agency	46,300)	- 12,000,000
	National Broadcasting Co.	45,100)	
	Wm. G. H. Finch	45,500)	
Brooklyn, N. Y.	Frequency Broadcasting Corp.	45,900)	
Evansville, Ind.	Evansville On the Air, Inc.	44,500	465,000
Mt. Washington, N.H.	Yankee Network	43,900	2,000,000
Binghamton, N. Y.	Howitt-Wood Radio Co. Inc.	44,900	256,300
Baton Rouge, La.	Baton Rouge Broadcasting Co.	44,500	361,400
Columbus, Ohio	WBNS, Inc.	44,500	1,100,000
Salt Lake City	Radio Service Corp. of Utah	44,700	194,000
Chicago	Zenith Radio Corp.	45,100	4,500,000
Milwaukee	The Journal Co.	45,500	1,522,000

Some of these stations have been operating experimentally and hope to start commercial operation almost immediately; the rest have construction work to do before going on the air.

Thirty-six additional applications are awaiting early action, the result of a rush of requests for high frequency broadcast facilities since the Commission, last May, paved the way for FM commercialization.

Meanwhile, the Commission is investigating the possibility of assigning identifying call letters to FM stations to distinguish them from standard broadcast stations.

Under Commission rules and regulations, FM stations are available to every community. They are not subject to the same interference as standard broadcast stations and, therefore, can operate on the same channel with less mileage separation. However, FM stations serving the same area are not assigned adjacent channels. As many as a dozen or more different FM stations using alternate channels may operate in a large metropolitan area.

These high frequency broadcast stations are authorized to serve a specified area in square miles. Service area is comparable in places where one or more such stations may be located. To obviate possible monopoly, and to encourage local initiative, no person or group is permitted to control more than one FM station in the same area, and not more than six in the country as a whole.

At the outset, the Commission is requiring a daily (except Sunday) minimum operating schedule for FM stations of at least three hours during the day and three hours at night. To demonstrate the capabilities of the new service, one hour a day at least must be devoted to programs not duplicated simultaneously in the same area, which means programs distinct from standard broadcast. Otherwise, FM operation is governed largely by standard broadcast rules.

FM will not interfere with standard broadcast (amplitude modulation). The two types of services are on different bands - AM in the lower part of the spectrum (550 to 1600 kilocycles), and FM in the higher frequencies (43,000 to 50,000 kilocycles). Introduction of FM does not make standard broadcast obsolete. FM has a more limited range and the rural areas particularly must continue to depend upon AM for years to come.

Because of their different positions in the spectrum, FM cannot be received on standard broadcast receivers and vice versa. That is why certain manufacturers are making separate FM sets or a combination of the two. Besides being claimed static-less, FM offers more tone range than standard broadcast and has particular appeal to listeners who like fidelity of sound, such as in musical broadcasts. It also opens up new broadcast facilities to augment the congested standard broadcast band.

The service area of the station at Salt Lake City is limited to considerable less area than the basic trade area of Salt Lake City. The topography of the area surrounding Salt Lake City makes it technically impractical to serve a larger area which would include anything like all of the basic trade area. All other service areas are made to conform substantially with the basic trade area of the city in which the station is located. In the case of Los Angeles, there are certain technical limitations due to the topography and configuration of the trade area which have been taken into consideration.

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## CAMPAIGN BROADCASTS ESTIMATED \$1,500,000

More than \$1,200,000 has been spent to date in this presidential campaign by the major political parties for sponsored time on the radio, it was estimated by the New York Times last Sunday. By the time the campaign ends, it is likely another \$200,000, or more, may be added to the sum.

When John L. Lewis went on the air recently over three large networks aggregating nearly 300 stations, radio, according to reports, charged a fee of about \$60,000, a considerable part of which represented rebates returning to the Fred Allen and Eddie Cantor shows. When Mr. Willkie missed a recent microphone appointment of about thirteen minutes on the NBC at Erie, Pa., his political sponsors were charged about \$8,000, nearly half of which went for organ music used to fill the gap until he arrived.

Based on an estimate, National Broadcasting Company, including all broadcasts to last Friday, will charge against the Democrats about \$230,000, with the possibility that another \$120,000 may be added by election day. Against the Republicans the NBC will bill to Friday about \$225,000, with an addition of about \$75,000 by the end of the campaign. The estimated total is about \$650,000.

Columbia Broadcasting System charges against all parties by the close of the campaign, it is estimated, will be \$400,000 to \$450,000. About 50 percent of the CBS bill for radio time is expected to be against the Democrats, 30 percent Republican and the remainder against various independent political organizations.

Another \$250,000 will be charged in 1940 by the Mutual System against all political organizations.

Of these amounts the Associated Willkie Clubs of America will have spent this year about \$200,000.

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SHE TOLD IT TO THE MARINE!

When E. F. McDonald, Jr., President of the Zenith Radio Corporation visited Zenith's Automobile Show booth the night of his arrival in New York, he found they had hired a new girl to sit in one of their cars to demonstrate the new Zenith foot-controlled auto radio. She did not know Commander McDonald who walked over to see what her line of chatter was. But just as he landed at the starboard side of the car, a man in muftis came to the port side of the car and engaged the demonstrator's attention. He wasn't interested in the foot switch but seemed to be very near-sighted as he was interested in the valentine Zenith had demonstrating the foot switch. He told her he was a Marine and was in civies for the day.

Mr. McDonald stayed there for some time - 12 minutes to be exact - trying to get the lady to tell him something about the foot switch. She did finally condescend to speak to him after the Marine asked her for her address. She turned to Commander McDonald and asked him if he had a pencil!

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 ::: TRADE NOTES :::  
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William S. Paley, President of the Columbia Broadcasting System, sets out on Nov. 7 with two other executives of the Company on a six-week aerial tour of South America. Mr. Paley will be accompanied by Paul W. White, Director of News Programs, and Edmund Chester, newly appointed Director of Latin American Relations. Mrs. Paley also will make the trip. The itinerary calls for visits to Panama, Colombia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil and Venezuela.

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The Red Cross Certificate, awarded to only three persons in Washington, was presented to Edgar Morris, Zenith distributor in the Capital, by Brig. Gen. F. R. Keifer, District Chapter Chairman for the leadership of Mr. Morris in the Roll Call just ended, the most successful in local history.

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The Federal Communications Commission has granted an application of Guy S. Cornish of Cincinnati to erect a new Class II experimental station to operate on the frequency 310,000 kilocycles with a power of 1 watt and Type A3 emission.

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Station WBAL in Baltimore has ordered a 50,000 watt transmitter from the Westinghouse Electric & Manufacturing Company. Air-cooled tubes and other improvements will permit an operating efficiency of approximately 50 percent. This means that the station will radiate 50,000 watts in the antenna from an input of about 105,000 watts at the transmitter. A few years ago, operating efficiencies were not more than 30 percent.

The transaction was completely local to Baltimore, as the transmitter will be manufactured in the Radio Division of Westinghouse, whose plant is in Baltimore.

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Pioneer air entertainers will again broadcast on Friday, November 8, when Station WEAJ dedicates its new transmitter, at 8:30 P.M., EST. Niles Trammell, NBC President, will inaugurate service over the new transmitter.

Dedication of the new transmitter, marking the establishment of a new standard of service to the listener, coincides within a few days with the celebration of radio broadcasting's twentieth anniversary.

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## RCA UP SHARPLY TO \$98,204,219

The Radio Corporation of America and subsidiaries had a consolidated net income of \$5,713,943 in the first nine months of this year. This was equal, after full preferred dividend requirements, to 24 cents a share on the corporation's 13,881,016 shares of common stock outstanding, and compares with a net of \$4,066,425, or 12 cents a common share, in the first nine months of 1939.

Gross revenues of the RCA group for the nine months aggregated \$98,204,219, compared with \$74,780,658 in the corresponding 1939 period, while operating expenses, exclusive of depreciation and taxes, rose to \$78,579,251 from \$66,650,333 a year ago.

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## SEARCHING CONGRESSIONAL LIBRARY FOR EDUCATIONAL RADIO MATERIAL

Archibald MacLeish, the Librarian of Congress, has announced that the Rockefeller Foundation has placed at the disposition of the Library of Congress the services of two Fellows in Radio Research whose first duty will be to survey those resources of the Library which might be of service to educational broadcasting groups.

University broadcasting stations and other educational stations throughout the country may apply to the Fellows by mail or wire for their assistance in planning programs, in supplying background material, and in suggesting bibliographic and other supplementary material. It is believed that the Fellows will be of particular use in connection with programs drawing upon the rich resources of the Library of Congress in the fields of American History and of American Folk Music and Folk Tales.

The Library's Fellows in Radio Research are Philip H. Cohen, former Production Director of the Office of Education Radio Division and Associate Director of the New York University Radio Workshop, and Charles T. Harrell, Program Director of Station WLB, on leave from the University of Minnesota station.

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An Ohioan is informed by the Federal Communications Commission that no Federal license is required for a short wave receiver installed in an automobile. However, his attention is invited to that section of the Communications Act which prohibits unauthorized interception and use of radio communications other than those intended for public use.

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