

HEINL RADIO BUSINESS LETTER

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No. 1282

NEW DEFENSE COMMUNICATIONS BOARD SET-UP EXPLAINED

Detailed information has just been given out explaining the duties of the Defense Communications Board and its various subcommittees. The four main Committees - Law, Coordinating, Labor Advisory and Industry Advisory - will report direct to the Board whose members are:

Chairman - James Lawrence Fly, Chairman of the Federal Communications Commission; Major Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Hon. Breckenridge Long, Assistant Secretary of State in Charge of the Division of International Communications; Secretary - Herbert E. Gaston, Assistant Secretary of the Treasury in Charge of the Coast Guard.

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it. Its members are: Chairman, E. K. Jett, Chief Engineer, Federal Communications Commission; Francis C. deWolf, State Department; Maj. W. T. Guest, War Department; Commander Earl E. Stone, Navy Department and Commander J. F. Farley, Chief of Communications, U. S. Coast Guard, Treasury Department.

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees. Its members are: Chairman, Telford Taylor, General Counsel of the Federal Communications Commission; Capt. J. W. Huyssoon, Office of the Judge Advocate General, War Department; Steven Spingarn, Treasury Department; Lt. Comdr. Franz O. Willenbucher, Navy Department and Raymund T. Yingling, State Department.

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee. Its membership is to be designated later.

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee. Its membership will be designated later.

There are eleven additional Committees which all work under the Coordinating Committee. They are Amateur Radio, Aviation Radio, Cable, Domestic Broadcasting, Interdepartment Radio Advisory, International Broadcasting, Radiocommunications, State and Municipal Facilities, Telegraph, Telephone, and United States Government Facilities. As yet the members of these Committees have not been appointed but it is expected that this will be done within a couple of weeks. The size of the Committees will vary - all the way from 5 to 20 members may be necessary.

The duties of the Amateur Radio Committee will include the study of all phases of amateur radio facilities. With the requirements of national defense as a primary consideration, the committee shall recommend precautions and restrictions with respect to amateur radio operations under various emergency conditions, and the allocation of such amateur facilities as may be required by the Army or the Navy.

The duties of the Aviation Radio Committee will include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Cable Committee include the study of all phases of submarine cable communications facilities used in the international or overseas service. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Domestic Broadcasting Committee will include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider

other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

The duties of the Interdepartment Radio Advisory Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities. This Committee will be made up of the existing members of the Interdepartmental Radio Advisory Committee. The Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8 of the President's Executive Order of September 24, 1940, re creating the defense communications board and defining its functions and duties.

The duties of the International Broadcasting Committee will include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Radiocommunications Committee will include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the State and Municipal Facilities Committee will include the study of all phases of State and Municipal communications facilities, including Municipal and State Police Radio Stations, Inter-City Police Radio Stations, State Forestry Radio Stations, Marine Fire Radio Stations, and State and municipally owned or leased wire facilities. With the requirements of national defense as a primary consideration, the committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies of industry, and of other civilian activities.

The duties of the Telegraph Committee will include the study of all phases of landline record communications, both domestic and connecting international landline services and facilities (except federally owned facilities) including leased line, teletypewriter exchange, wire photo and facsimile services and facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the Telephone Committee will include the study of all phases of landline telephone communications, both domestic and connecting international landline and submarine cable telephone services and facilities (except federally owned facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The duties of the United States Government Facilities Committee will include the study of all phases of non-military governmental communications facilities with a view to possible military use and the coordination of these facilities including wire, cable and radio facilities owned or leased for government operation, with communications facilities of the Army, Navy, and Coast Guard. With the requirements of national defense as a primary consideration, the committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

The Labor Advisory Committee will consider labor problems which pertain to communications in the national defense and will not be a substitute for unions or federal agencies handling labor problems. The Defense Communications Board is at present operating without funds. Having been successful in doing this up to now, it hopes it will not require any in the future.

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MONOPOLY REPORT DEADLINE PASSED

Extending the final date for the filing of briefs on the Monopoly report from Wednesday, November 11, to today (Friday, November 15), Chairman James L. Fly said that there would be no further extension.

Oral argument in this investigation by the FCC of chain broadcasting will be held Tuesday and Wednesday, December 2nd and 3rd.

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HOW ABOUT GIVING RADIO A CABINET POST?

In view of the fact that newspaper efforts are rewarded and that it has long been the custom to appoint newspaper men to high positions, notably in the present administration - Frank Knox, publisher of the Chicago Daily News, Secretary of the Navy, and Josephus Daniels, North Carolina newspaper publisher, Ambassador to Mexico - it would seem appropriate that radio up to now unrewarded, might well be recognized. President Roosevelt, noted for breaking precedents, might even appoint someone from the radio industry to the Cabinet. If so, he would have a large field of competent men to draw upon.

Mr. Roosevelt might select Commander E. F. McDonald, Jr., of Chicago, as Secretary of the Navy. Explorer and long in the Naval Reserve, one of the best known yachtsmen in the country, Commander McDonald, though a radio manufacturer, was the organizer and first president of the National Association of Broadcasters. Gen. James G. Harbord, who was the Chief of Staff with General Pershing in France, would make an A-No. 1 Secretary of War.

David Sarnoff, President of the Radio Corporation of America, would fit in very well either as Secretary of Commerce or Secretary of the Treasury. The same would go for Sosthenes Behn, President of the International Telephone & Telegraph Company. Niles Trammell, President of the National Broadcasting Company, would make an excellent Postmaster General. For Attorney General, the President would have the choice of at least three noted radio lawyers - Thomas P. Littlepage, of Washington, Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company, and Louis G. Caldwell, of Washington, former Radio Commission Chief Counsel.

Alfred H. McCosker, President of the Mutual Broadcasting System, would be another live wire for the Postmaster General and Donald Flamm, of WMCA, could make things pretty lively around the Department of Commerce. Powel Crosley, Jr., Cincinnati radio manufacturer, broadcasting and baseball magnet, and William F. Paley, President of the Columbia Broadcasting System, would be splendid additions to our Diplomatic service - London, say, or Japan.

It would, indeed, be fitting to send Frank C. Page, Vice President of the International Telephone & Telegraph Company, to Great Britain for the post held during the World War by his distinguished father, the late Walter Hines Page.

Harry C. Butcher, Vice-President of CBS and Frank M. Russell, Vice-President of NBC, Washington representatives of their respective networks, would likewise be splendid timber for high office. Probably no two men in the country are more familiar with what goes on behind the scenes in the National Capital than they.

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SAY ASCAP FIGHT MAY CONTINUE BEYOND JAN. 1

It is predicted that the fight between the National Association of Broadcasters and the American Society of Composers will go right on up to the dead-line of December 31st and maybe longer.

"If it does, the responsibility lies with the broadcasters", E. C. Mills, Chairman of the Administrative Committee of ASCAP, who was in Washington last week, declared. "The Composers stand willing, ready and anxious to negotiate at any time, any place, anywhere with anybody on any basis."

Mr. Mills charged that the National Association of Broadcasters' participation was simply a smoke-screen.

"The issue is between ASCAP and the networks which have never paid a cent to the Composers. The issue is not between ASCAP and the independent broadcasting stations for whom the new formula substantially reduces the rate to be paid. These stations would not have to pay anything at all on network broadcasts. We are merely trying to put the burden where the burden ought to be - on the shoulders of the people getting the big money. The issue is so simple that the broadcasters can't permit it to be simple but must make it appear complicated or else there would be nothing to argue about."

Asked if he intended to lodge complaints in Washington because the broadcasters' "blackout" the recent ASCAP Music Festival, which was not broadcast by any station except WNYC, the Municipal Station in New York City, Mr. Mills said:

"We do not plan any protest to the Federal Communications Commission. We are not going to make any protests either in reference to the failure of the broadcasters to pick up the ASCAP program at the San Francisco Fair, or at the Fair here. In both cases the public was deprived of the opportunity to hear programs such as are never presented under any other auspices, and which will perhaps never be heard again.

"These events speak for themselves, and an accumulation of them is gathering such as I personally believe will some day very seriously embarrass the men who are so short-sighted as to use their radio facilities, and misuse their radio franchise in such a manner."

It was noted that Gene Buck, President of the American Society of Composers, as usual, was the impressario at the annual dinner given to the President by the National Press Club. In this capacity at the Press Club and elsewhere, Mr. Buck has become well acquainted with President Roosevelt and doubtless if the battleground between the Composers and the broadcasters were shifted to Washington, Mr. Buck would undoubtedly be able personally to present his side of the story to the President if he decided to do so.

SAYS U. S. PROGRAMS TO S. A. MISS MARK

U. S. Shortwave radio stations are taken for quite a ride in a detailed article by Ray Josephs, Buenos Aires correspondent of Variety (November 13 issue) because of alleged failure to make satisfactory progress in the international short-wave battle with the Nazis and the Fascists to reach South American ears. Mr. Josephs states that many programs beamed to Latin-America by the 11 United States short-wave stations are practically meaningless to South America.

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WMCA STARTS RADIO CLASSIFIED ADS

A program featuring classified advertisements made its debut in New York radio over Station WMCA with the inauguration of a daily series entitled "Reward for Listening" last Thursday (November 14).

For the use of small merchants, retail dealers, real estate agents, help-wanted ads, lost and found announcements, etc., time will be wold on a wordage basis.

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SHIP AND COASTAL SERVICE RULES CLARIFIED

Substitution of the term "limited (governmental)" for "private" is involved in modification and clarification of the rules governing ship and coastal services by action of the Federal Communications Commission, to become effective March 1, 1941. This was prompted by the fact that the word "private" does not adequately describe such a limited service station. A station of this class is now restricted to use for governmental purposes and is available to Federal, State, county and municipal agencies and to other persons or organizations only for the purpose of performing services for such governmental units. Part 7 (coastal) and Part 8 (ship) of the rules are affected.

Also, Sections 8.51 and 8.63 of the ship rules are changed, and sections 8.72 and 8.73 are added, to permit more stringent enforcement of the requirements with respect to the licensing and operation of portable-mobile telephone and telegraph stations.

The rules, as revised, will appear in mimeograph form shortly.

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 :::: TRADE NOTES ::::
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The Bureau of Foreign and Domestic Commerce in its "World Radio Markets" series has just issued reports on Yugoslavia and French Oceania.

Station WJR, at Detroit, went off the air last Tuesday when winds of the blizzard which swept the West toppled its 733-foot antenna tower.

As a souvenir of the dedication of the new WEAJ transmitter, the NBC issued an 8 page rotogravure newspaper supplement showing many pictures of the station and site, a pictorial history of WEAJ and all the stars that made it famous.

The Royal Canadian Air Force is seeking 1,000 radio mechanics. Inquiries of those desiring to volunteer may be addressed to Royal Canadian Air Force, Windsor, Canada.

Station WTAG at Worcester, Mass., has applied to the Federal Communications Commission to increase its power to 5 KW. Station WTAR at Waterbury, Conn., desires to go up to 1 KW.

Ralph H. Langle, E.E., formerly of WLW, at Cincinnati, now consultant and specialist in patent matters, has removed his midtown office to 50 East 42nd Street, New York City.

Monumental Radio Company reports that for the nine months to September 30 a net income before depreciation and income tax \$141,430, according to figures filed with Securities and Exchange Commission. In 1939 company had net income of \$121,723, compared with \$97,358 net income for 1938.

Henry L. Mencken, Baltimore columnist, addressing the Women's National Press Club, was quoted in the Washington Star as saying that the radio had a greater following than the press. "People don't read newspapers any more", Mr. Mencken added, "except for the comic strips."

Gen. James G. Harbord, Chairman of the Radio Corporation of America, is leading the current Red Cross Roll Call in New York City. General Harbord is Chairman of the New York Chapter of the Red Cross.

The American Tobacco Company, by way of backing up the Broadcasters in the Composers' fight, has discontinued using "Happy Days are Here Again" as a theme in the "Hit Parade". The company has been paying a New York publicity company \$100 a week for the use of this song.

With the recent affiliation of KGBU in Ketchikan to the Mutual Broadcasting System, Alaska now has its first network radio station. KGBU will rebroadcast network programs on signals from KOL, Seattle, and KMO, Tacoma.

At the same time that Mutual acquired its chilliest link, it also added to its network a station in Scranton, Pennsylvania, whose call letters are - WARM!

Financial affairs of the bankrupt Grigsby-Grunow Company in Chicago, once one of the nation's top radio manufacturing concerns, were closed out in Federal Court last week. The total paid in liquidation is 63.9 percent to bondholders and 40.7 to general creditors.

The LaGuardia Field Crash Wagon in New York, in addition to fire fighting equipment, has a radio receiving set fix-tuned to the dispatcher in the tower of the Administration building and thus is in touch at all times.

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WILL ROGERS WAS NOT HAPPY WITH RADIO

In the autobiography of the late Will Rogers appearing in the Saturday Evening Post under the title "Uncle Clem's Boy", his widow, Mrs. Betty Blake Rogers, writes:

"Will was never quite happy with radio, although he was one of a very few on the air who submitted to no censorship. Since much of his talk was extemporaneous, he needed an immediate audience to play to. The microphone, or for that matter the motion-picture camera, was a poor substitute.

"They have a time getting me stopped on this radio thing', he would explain over the air, 'so I got an alarm clock here, and when it goes off, brother, I quit - even if I'm right in the middle of reciting Gunga Din or the Declaration of Independence. I wouldn't need this alarm clock if I hadn't been so dumb about this broadcasting. You see, everybody reads everything they do over the radio and I'm going to learn it, but the trouble with me is I don't read very well and I hate to go to the trouble of writing this out. If I ever saw in print what I do say sometimes, I would be ashamed to say it.'

"Will always insisted on an audience in the studio, but it wasn't quite the same. He had to talk into the microphone and he couldn't tell whether the people listening in were getting it or not. But after the broadcast to countless people that he could neither see nor hear, Will usually stayed on and talked for a while to the audience of a hundred or so there in the studio. Often he was more entertaining then for the next half-hour than he had just been in the fifteen-minute broadcast for which he had received around \$7,000.

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NEW MILLION DOLLAR NBC SAN FRANCISCO BUILDING

Immediate construction of a new "NBC Building" in San Francisco has just been authorized. Location of the structure will be at the northeast corner of Taylor and O'Farrell Streets, in the heart of the downtown business, hotel, club and theater district. Except for a public garage in the basement and first floor, the building will be devoted exclusively to broadcasting purposes.

The new building of reinforced concrete, will be an adequate and efficient "studio and office building for KGO and KPO", and will contain 52,800 square feet of floor space.

Four stories high and air-conditioned throughout, the new radio headquarters will have no need for windows. Glass block sections will serve for both exterior trim and daylight illumination inside the building. The main entrance will be on Taylor Street, near the Clift Hotel, and an imposing lobby will welcome the visitors. Seven display windows here will tell the story of radio and its programs while elevators and a wide staircase lead to the upper floors.

In appearance the "NBC Building" will be simple, dignified, impressive. One wide belt of the block glass will rise at the left of the entrance and connect with a horizontal belt of the same material running the length of the structure on both streets. Other narrower bands will mark the floors, breaking the walls. At night these glass brick sections will be illuminated from within, giving an interesting distinction to the building.

Except for the lobby, the street-level floor and basement will be occupied by "The Radio Garage", with space for 130 automobiles. Garage entrance and exit will be on the two streets to facilitate traffic.

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GEN. JOHNSON ON RISKY LIST?

The following is from Variety:

"Gen. Hugh Johnson has created an embarrassed silence that will probably embarrass him hereafter. This is the result of his injection on Election eve of the Jewish race and his unflattering mimicry over WOR, New York, of Yiddish dialect. . . .

"The embarrassed silence definitely will have one result. Johnson will be on the 'be careful' list of radio stations hereafter, along with the padre of Royal Oak. Several affiliates have already told their networks that 'Johnson is too risky'."

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"DIRECT PICK-UP" IN COLOR TELEVISION ACHIEVED AT CBS

Dr. Peter C. Goldmark, CBS Chief Television Engineer, revealed to the Fall meeting of the Institute of Radio Engineers at Rochester, N. Y., that direct pick-up in color television has been achieved experimentally in the Columbia Broadcasting System's laboratories.

"Direct pick-up of full color television", Dr. Goldmark said, "has definitely graduated from the drawing board and formula stage, and appears to require only straightforward engineering effort."

With the particular equipment used in his experiments, no more intense light level was required for color pick-up than has been needed for black and white equipment in the CBS studios, Dr. Goldmark added. Although it is probable that with the same kind of equipment, color pick-up will require more light than if black and white were picked up alone, the amount of light needed does not appear to present a problem.

Dr. Goldmark said his staff of engineers already is constructing equipment with which it is hoped laboratory demonstrations can be given for the Federal Communications Commission, the National Television Systems Committee and the press.

"The results of our experiments", Dr. Goldmark declared, "are most encouraging and augur well for the complete practicability of full color television. But I want it to be fully understood that we are still in the laboratory."

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PILLOW SPEAKER WORRIES NAZIS

The "soft speaker" recently introduced by a radio manufacturer in Germany is causing worry to Berlin. The device may be plugged in to any radio set and, when placed under the pillow, can be heard by the user of the pillow, and by no one else. The manufacturer says it is for invalids, but Berlin fears that "unscrupulous people" will use it for secret listening to foreign stations, and that all those buying it cannot be invalids.

- Washington Star

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