

HEINL RADIO BUSINESS LETTER

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BROADCASTERS SEE MESS IN SPLIT-DAYLIGHT TIME

Broadcasters in the South are up in arms over the mixup that will be caused Sunday, September 28th, when clocks in all other Daylight Saving areas will go back to Standard Time but because of the Federal Power Commission declaring an emergency, the southeast portion of the United States will remain on Daylight Time. Aluminum is produced there and the demands for electricity for defense purposes have doubled and tripled. However, there has been a lack of rain to fill the reservoirs to keep the generators running. To save power, the Power Commission proposes to keep that part of the country on Daylight Time at least until they see how much the Fall rains yield. Even if the downfall is satisfactory, because so much more power is required, the chances are that the Southeast may stay on Daylight Time indefinitely regardless of the inconvenience caused to broadcasters and others by one time there and Standard Time in the balance of the country.

The Power Commission hasn't asked for Daylight Time for any period and the assumption is that they can keep it as long as needed.

"It would be very foolish for us to give it up now and find that we needed it later and then have to go through all the readjustment of putting it into effect again", an official of the Power Commission said, adding, "Somebody has got to quit using electricity and somebody has to get hurt."

It was said at the Interstate and Foreign Commerce Committee in the House where a bill is pending which would give the President the power to move the clocks up in any part of the country as much as 2 hours if he feels there is any necessity for doing it, that protests had been received from numerous broadcasters and from the National Association of Broadcasters. The bill introduced by Representative Clarence F. Lea (D), of California, Chairman of the Committee, is expected to be reported favorably at an early date.

With regard to the confusion liable to be caused in the South by operating on different time schedules, a very prominent Southern broadcaster had this to say:

"Stories in the press here contend that not a kilowatt hour of power has been saved during the few weeks Daylight Saving Time has been in effect. If such is the case, how in the world can the Power Commission expect to save any power during the fall and winter months when darkness prevails most of the time, and electric lights would be required whether at the beginning of the day or at the end. In the summer time I can see where some power should be saved, but in the next few weeks it will be dark as pitch when most people arise, whether it be 5:00 or 6:00 o'clock."

"I suppose I am just dumb as hell, but it doesn't occur to me yet how we are going to save power in the wintertime by the application of Daylight Saving Time, when it is plenty dark at rising time, and equally as dark when most people retire. . . .

"There is one thing pretty sure, if the Southeast is expected to continue on Daylight Saving Time, and the remainder of the country goes on Standard Time the 28th, us broadcasting stations are in one grand and glorious mess, and furthermore, there will be even more confusion than we had this summer because right now a goodly portion of Virginia is still on Standard Time, and there you have the preposterous spectacle of Washington, D. C., remaining on Standard Time when so many of its workers and others reside in Daylight Saving Time areas. What a cock-eyed existence we are going through these days."

A bill to conserve fuel and electric power was to be introduced into the City Council to add a month to each end of the present period of Daylight Saving Time in New York City. Newbold Morris, President of the Council was the sponsor and the bill was not expected to go into effect, if passed, until next year.

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FCC AUTHORIZES THREE MORE TELEVISION STATIONS

The Federal Communications Commission during the week gave the go ahead signal to three initial television enterprises in the widely separated cities of Los Angeles, Milwaukee and Philadelphia.

They were:

Earle C. Anthony, Inc., Los Angeles, Calif., construction permit for a new commercial television station to operate on Channel No. 6, 96000-102000 kilocycles; The Journal Company (The Milwaukee Journal), Milwaukee, Wis., construction permit for a new commercial television station to operate on Channel No. 3, 66000-72000 kilocycles; Philco Radio & Television Corp., Philadelphia, Pa., construction permit for a new commercial television broadcast station to operate on Channel No. 3, 66000-72000 kilocycles.

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The following appeared in Leonard Lyons' New York Column on Thursday, September 18:

"Federal Communication Commission: The radio chains agreed on Friday that as soon as your Commission delivers its final ruling in the monopoly regulations case, they'll seek immediate relief in the law courts."

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NEWSPAPERS OPERATE STATIONS BEST, FCC TOLD

Far from accepting the charges inferentially made against the newspaper owned stations by the Federal Communications Commission, Roy A. Roberts, Managing Editor of the Kansas City Star, owner of Station WDAF, countered by declaring that newspapers were the best radio station operators. Mr. Roberts testified on Thursday on the second day of the resumption of the investigation of newspaper owned broadcasting stations, for the purpose of determining whether special policies should be adopted in regard to the ownership and operation of stations by newspapers.

The hearings were adjourned yesterday (Thursday) to be resumed next Wednesday (Sept. 24) when the witnesses will be Luther Hill, General Manager, Iowa Broadcasting Company, which is controlled by the Register and Tribune Publishing Company, publishing the only daily newspapers in Des Moines, Ia., and Joe Maland, Vice President and General Manager of Central Broadcasting, licensee of WHO in Des Moines.

Mr. Roberts said because of newspaper affiliations, Station WDAF had been able to do a better job in Kansas City. He said the station had grown like Topsy, adding "Once a stepchild, now a beautiful debutante." He said he thought the operation of a broadcasting station and a newspaper went hand in hand.

Hearst's policies on radio were explored at the first day's session when Emile J. Gough, former General Manager of Hearst Radio, Inc., took the stand.

Newspaper ownership of stations, Mr. Gough said, had contributed, in his judgment, greatly to the formulation and maintenance of existing standards in radio advertising and to the high quality of news broadcasting. He said that nearly all the best news broadcasters were newspaper men.

A letter offered for the record gave a revealing cross-section of what a Congressman thanks most about.

Written to Harry M. Bitner, an official of the Hearst Newspapers, by Gough, the letter told of a meeting in New York in April, 1937, of representatives of newspaper-owned stations. Former Senator Clarence C. Dill of Washington, described as the man who wrote the Communications Act, was present.

"Senator Dill gave a most interesting discourse on the problems confronting owners of newspapers and radio stations", Mr. Gough wrote.

"He said that he spoke from experience as a member of Congress of more than 20 years' standing; and he knew that probably the closest thing to a Congressman - next to his suit of clothes - was the next election; that his every act in Congress is predicated on elections. He further said that many Congressmen have found

that newspapers opposed them and are fearful that with newspapers owning stations that they may, in turn, keep them from reaching their constituents. He said this growing fear transcends all party lines. . .

"Furthermore, Senator Dill paid a great compliment to newspapers operating stations by saying they had done more to advance the art than any other group of station owners.

Mr. Gough, who succeeded Elliott Roosevelt as General Manager of Hearst Radio, said that unlike others in the beginning, Mr. Hearst had not been apprehensive about radio as an advertising competitor to the newspapers. He thought it valuable for promotion purposes. Mr. Gough introduced a letter written to him by J. V. Connolly, President of King Features, Inc., a portion of which read:

"Through your own intelligent guidance", Connolly wrote, "the Hearst newspapers that own or are affiliated with radio stations have been able to protect themselves against the deflection of advertising appropriations from their newspapers into radio broadcasting companies, and, also, you have shown the radio editors how not to give a news report over the air that would make it unnecessary for the listener to buy a newspaper."

Difficulties incident to the Earl Browder and Father Coughlin broadcasts and over a C.I.O. program, "Labor on the Air", a problem presented by the KYA station in San Francisco, were subjects of correspondence presented by D. B. Lloyd, FCC attorney.

The C.I.O. program started in 1938 under contract was characterized as "dangerous" by E. M. Stoer, present General Manager of Hearst Radio, in a series of letters written to John S. Brookes, Jr. of the Hearst Corporation in New York, reporting the desire and effort of KYA to "get the program off the air".

Donald B. Davis, President of Station WHB, Kansas City, was questioned as to whether he thought it "unfair" of the Kansas City Star on some occasions to list only WDAF as carrying a certain program, although competing stations also were carrying the same program.

"Not so much unfair to us, as to listeners", the witness said.

He told the Commission that he thought his station had been given "fair treatment" in the columns of the Star with regard to publicizing his station.

H. Dean Fitzer, Manager of Station WDAF, was asked about a Sunday radio page in the Star which carried a news story announcing that WDAF would broadcast the Third Inaugural of President Roosevelt but made no mention of a similar broadcast scheduled for other Kansas City stations. Likewise other Kansas City stations were not listed in the regular program as broadcasting the event. Mr. Fitzer observed that "we don't think the listener needs two radio stations to hear one program."

FM STATIONS FOR WEST COAST AND GREAT LAKES

The Federal Communications Commission has granted three more FM licenses as follows:

Earle C. Anthony, Inc., Los Angeles, Calif., construction permit for new high frequency broadcast station provided applicant file within 60 days for modification of construction permit to specify 43,700 kilocycles with not less than 38,000 square miles, embracing San Diego and Bakersfield, Calif.; Hughes Tool Company, San Francisco, Calif., construction permit for new high frequency broadcast station to operate on 44,500 kilocycles with a service area of 10,800 square miles; WRJ, The Goodwill Station, Detroit, Mich., construction permit for a new high frequency broadcast station to operate on 45,300 kilocycles with a service area of 6,800 square miles; applicant to assume responsibility for adjustment of any reasonable complaints arising from signals.

The 38,000 square mile area stipulated in the Earle C. Anthony permit was unusually wide and the same range as was granted the Columbia Broadcasting System for an FM station on Mt. Wilson, near Pasadena.

Fifty-eight FM licenses have now been granted and 52 applications are on file. The latest application comes from the William Penn Broadcasting Company (WPEN) of Philadelphia where five stations are now under construction.

Frequency Modulation received a new impetus when the Federal Communications Commission authorized its use on a regular service basis in certain services other than broadcast effective October 1. Last spring FM was made available for commercial broadcasting.

In amending its rules and regulations so as to permit use of FM by ship, coastal and emergency services on the ultra-high frequencies, the Commission declared that the successful operation of approximately 1600 frequency modulated transmitters in various radio services since January 25, 1940, has demonstrated the practicability of this new type of modulation for these services.

On the basis of the data obtained through this experimental use, it is anticipated that no material difficulties will arise from the concurrent operation of frequency and amplitude modulated stations on the frequencies now allocated to these services. Operation reports indicate that FM offers a number of advantages over the conventional amplitude modulation among these being a reduction in interference resulting from static and a material reduction in the required geographical separation between stations operating on the same frequency.

It was also pointed out by the Commission that frequency modulated equipment can now be obtained from a number of manufacturers at prices comparable to those of the conventional amplitude modulated equipment.

ARMY AND NAVY AGAIN DENY PRESS AND RADIO CENSORSHIP

No provisions for compulsory censorship of press or radio are contemplated by the Army and Navy but the official scrutiny will be confined to the control of communications passing between the United States and foreign countries, both the Army and the Navy have again assured Congress.

The position of the Navy was disclosed in a letter which James Forrestal, Acting Secretary of the Navy sent to the Chairman of the House Naval Affairs Committee:

"House Resolution 299, 'requesting the Navy Department to furnish to the House of Representatives information whether or not censorship of the press exists in this Department', was referred to the Navy Department by your committee with request for reply.

"The purpose of the resolution is to direct the Secretary of the Navy to furnish the House of Representatives with certain information relative to 'a plan by the Navy Department providing for compulsory censorship of the press and radio concerning activities within the purview of the Department'.

"The control of information, the disclosure of which would be inimical to the operations of the fleet is but one of the many problems which is under constant study by the Navy Department. Working in close liaison with the War Department, joint plans have been prepared setting forth the measures which should be taken to obtain such control. Subject to approval by higher authority, and supported by such legislation as may be necessary, these plans provide the necessary machinery for the censorship of international communications.

"It may be stated without injury to the public interest that such plans contain no provisions for compulsory censorship of the press, but are limited to the control of communications passing between the United States and foreign countries or overseas possessions and between ships and shore."

A similar explanation of the censorship plans was given in a letter received by the House Military Affairs Committee from Robert P. Patterson, Under-Secretary of War. Mr. Patterson also emphasized the absence of any plan to censor the press and radio.

"The purpose of these plans", he said, "is to have in readiness for use in event of an emergency which requires them, the necessary machinery for the control and regulation of the transmission of information into or out of United States territory in such a manner as will best safeguard the interests of our country."

Mr. Patterson added that President Roosevelt had not expressed his views on the question of censorship.

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RADIO PROPAGANDA HEARING STILL FAR OFF

With the brickbats flying through the air and Wendell Willkie and others so successfully keeping the motion picture war propaganda investigation on the front page, the radio angle of the inquiry seems almost lost in the shuffle. At the office of Senator Worth Clark, of Idaho, Chairman of the Senate sub-committee, it was said that it would be at least a month before any radio people would be called on. One report current was that the Committee might avail itself of the questionnaire sent out to the stations at the request of Congress sometime ago seeking information from the stations with regard to any war propaganda or information.

When asked if a list of radio witnesses had yet been prepared, the reply was that the question of who would be called in the radio industry had not even been discussed.

A radio listener - who is totally blind - Eleanor Catherine Judd, of Kew Gardens, N.Y., - has written the following letter to the New York Times, containing her views on the radio or war propaganda question:

"I wish to add my little word of comment concerning this ridiculous and wildcat so-called investigation into war propaganda. Because of the clear-cut issues of morality and decency involved, I think it would be physically impossible for the movies to make too many anti-Nazi films or for the papers to stress these truths too greatly.

"But it is about radio that I wish to speak more particularly. I am read to, and also get about to shows quite often, but it is upon radio that I depend for most of my information, not to mention entertainment, and I manage to keep pretty well informed thereby. It happens that I am totally blind - hence my special interest in radio.

"I follow the schedules carefully, so as not to miss what I want to be sure to hear, and so I know from actual count that there are constant and abundant listings of programs by and for isolationists. I seldom listen to them any more, because I know their line by heart, and what is the use? If one did not hear the opening and closing announcements on their programs, one would not be able to determine whether the stuff was coming from said isolationists, or from the Berlin and Rome propaganda offices.

"However, my point is that they are there in quantity to be heard, and one cannot blame the lack of quality on the radio stations. That is due simply to the nature of the material.

"At a time when the patience of all of us is being tried to the limit of endurance, it is surely particularly commendable that the radio industry bends over backward in its continued effort to present the side of a question whose supporters at best challenge our credulity in their sincerity and loyalty to this very democracy which is allowing them this very freedom."

PEGLER QUESTIONS NEWSPAPER RADIO PROBE SINCERITY

Westbrook Pegler, in a syndicated article, recently wrote:

"The scrap in Washington over the inquiry into the movie industry can be divided into two phases.

"First, does the sly and dishonest procedure by which this inquiry moves into action, disguised as a preliminary inquiry to determine whether a formal, full-dress investigation should be made, consist with New Deal morals and custom?

"You bet your sweet life it does.

"It is a rotten, Hitlerian subterfuge but, unfortunately for the Administration, and for all of us, it is solidly based on a recent precedent set by the Administration itself in the preliminary investigation of the relationship between newspapers and radio stations under common ownership. That clever little scheme has now turned on the cunning tricksters who thought it up and fanged them good. In the radio case the Government highbinders weren't going to investigate the main proposition. No, they were only going to do a little preliminary questioning, insinuating and smearing and get over the effect of a full inquiry anyway, just in case there should be no full inquiry.

"Now the so-called isolationists who may not be pro-Hitler but couldn't help Hitler half as much if they admitted that they were, have adopted the same unprincipled method of approach and, although it is still a nasty and depressing example to beset the people by an agency of their Government, the Government itself is in no position to denounce the trick, because the Government's own hands aren't clean. . . .

"The Communists have burrowed into all departments except the finance management, and the retention of Jimmy Roosevelt at \$33,000 a year, ostensibly by Sam Goldwyn but actually by God knows whom, when the heat was rising was typical of the brassy nerve of those who think they can buy anything and haven't been far wrong many times."

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It will be orchids to the cleverest women workers in the RCA Manufacturing Company's factory at Bloomington, Ind., in a three-month drive to get things done for National Defense, according to an Associated Press dispatch.

Manager Jay M. Allen said an orchid would be given weekly to the woman who had turned in the best idea on how to simplify work and save time and materials.

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 ::: TRADE NOTES :::
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The World Wide Broadcasting Corp., Boston, Mass., was granted construction permit for new international broadcast station to operate on 6040, 11730, 11790, 15130, 15350, 17750 kilocycles, A3 emission, 50 to 100 kilowatts, share time with WRUL and WRUW, subject to certain engineering conditions.

James H. Fassett has been named Acting Director of the CBS Music Department, succeeding William H. Fineshriber, who becomes Director of CBS shortwave programs September 22nd.

Hygrade Sylvania Corporation - Seven months to July 31: Net profit \$623,315, equal, after preferred dividend requirements, to \$2.57 each on 207,184 shares of common stock; net sales, \$10,819,891. Provision for income and defense taxes and excess profits taxes for the first seven months this year was \$667,000, against \$427,000 tax deductions for full year 1940.

Foreign Broadcast Monitoring Service will transfer 20 of its employees to Portland, Oreg., next week. Twenty-five more will go later. Of the 20 who are being transferred to Portland, 12 lived on the West Coast and are anxious to get back.

The first of a series of recordings dramatizing the activities of the American Red Cross are being shipped to more than 300 radio stations. Programs were written and produced for the Red Cross by Charles Dillon and recorded NBC Orthacoustic by NBC Radio-Recording Division's Washington office.

The Federal Communications Commission suspended the amateur radio operator license of Elwyn B. Hazlewood, Baton Rouge, La., for a period of 60 days, because licensee while engaged in operation of radio station W5IUG communicated with a station located in a foreign country, in violation of a Commission defense order.

A. B. Chamberlain, CBS Chief Engineer, described the network's "International Broadcast Facilities" before the Connecticut Valley section of the Institute of Radio Engineers in Hartford last night.

The latest list of commercial FM stations operating, under construction, and FM applications pending has been prepared by FM Broadcasters, Inc., 52 Vanderbilt Avenue, New York City, correct as of September 15. A copy may be had on request.

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RADIO EDITOR HAS 11,000 RECORDINGS

The following is from "PM", New York tabloid:

"To you and me, when we hear something over the radio, that's all there is to it. It's gone, but for memory.

"But not to T. R. Kennedy, Jr., Associate Radio Editor of the New York Times, Mr. Kennedy is perhaps the leading amateur collector of recordings of radio broadcasts.

"They tell a story about him - that he happened to hear the abdication address of the guy who is now the Duke of Windsor, and made a record of it; and that England itself had to get the record from him because no broadcaster did as good a job.

"If you drop in at Mr. Kennedy's home, and feel an electric tension in the air, don't think you're nervous. There is an electric tension; the whole place is wired from front to back. And no telling what kind of radio waves are passing through your solar plexus. He has more than 11,000 radio recordings, friends say, and is making more all the time.

"Around Times Square the radio shop owners bow when Kennedy passes; and the newsstand owners try to get him to autograph their wireless magazines. Especially back during the days when Admiral Richard E. Byrd was communicating by wireless from the South Pole (copyright New York Times.)"

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SCHOOL RADIO PROGRAM AIDS "GOOD NEIGHBOR" PLAN

"Our American Cousins", a series of radio programs designed to interpret the other Americas to the students of Washington (D.C.) schools, will be featured in the 1941-42 school broadcasting schedule.

The series will be the Washington schools' contribution to aid President Roosevelt's "good neighbor" plan.

The programs will be prepared with the cooperation of the Pan-American Union and designated staff members of the Embassies and Legations of the Latin American Republics.

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NBC COMPLETES FIFTH SELLING PROGRAMS STUDY

"Heads - They Won", a Red Network brochure, the fifth in a series of nationwide studies on the selling effectiveness of network radio programs, will be released within a few days by the National Broadcasting Company. The new study, like the others in the series inaugurated more than two years ago, was conducted by C. E. Hooper, Inc. It documents the selling job which "Mr. District Attorney" (another NBC sustainer which went commercial) has been doing for its sponsor, Vitalis.

Vitalis was found to be used by 255% more listening families than non-listening families; the monthly audience for the program was found to be 50% greater than its weekly listening audience as revealed in program ratings. Frequent listeners proved better customers than occasional listeners.

Hooper's survey of the Vitalis program is confirmed and amplified by a letter from the sponsor, Bristol-Myers.

Once again scientific measurement of NBC network radio effectiveness reaffirmed the conclusions dramatically drawn from NBC's first study conducted in September 1939: 1. When they listen they buy, and 2. The more they listen, the more they buy.

With his background of rating programs for advertisers, agencies and broadcasters, Hooper developed a method of double check verification which involved:

1. Segregation of listeners from non-listeners by use of coincidental telephone interviews.
2. Verification of program listening by call-back.
3. Determination of brand of product used.

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WGN AIR THEATRE OPENS OCT. 4

The curtain of the Chicago Theater of the Air will be lifted Oct. 4 in the WGN audience studio. A new series of operettas, led off by the "Merry Widow", presented to meet the demand of a multitude of last year's listeners, will be offered to the coast to coast audience of the Mutual Broadcasting System.

Twenty-six operettas, half of them old favorites of the 1940-'41 season, will be presented. The broadcasts will go on the air at 9:45 P.M.

First the audience will hear the theme. Then Col. Robert R. McCormick, editor and publisher of The Chicago Tribune, who has been heard through the Summer on the Saturday night Chicagoland hour, will speak.

At the conclusion of last season's operetta series, WGN called for an expression of audience sentiment as to future presentations of operettas. The affirmative mail response was tremendous. There were scores of thousands of letters from all parts of the country. So, in this sense, the WGN and Mutual radio audiences has acted as its own program director.

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