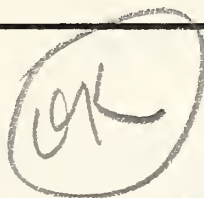


# HEINL RADIO BUSINESS LETTER

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NATIONAL BROADCASTING COMPANY  
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No. 1372

## U.S. RADIO CONTROLLER? IF SO, CAN YOU GUESS WHO?

Will the fact that so many are trying to get their fingers into the radio pie lead to the appointment of a Federal radio controller of defense programs? If so, who will the new radio dictator be?

The latest official to inject himself into the picture and a man who is evidently itching to get control of radio, is Mayor Fiorello LaGuardia, Director of the Office of Civilian Defense. The Mayor was really first heard from sometime ago when he appeared on an international broadcast with David Sarnoff in a demonstration of the new automatic radio alert signal for sounding air raid and other alarms, which device he predicted would perform a great service in warning citizens in wartime.

Mr. LaGuardia has apparently thought up even a better idea to get himself aboard with his new Government agency called the Office of Facts and Figures, "a small organization working within the Government in order not only to get more facts to the public but to correlate the unwieldy mass of disconnected and sometimes contradictory information which is now put out by various Government press departments." Whatever all that may mean, Mayor LaGuardia appointed W. B. Lewis, Vice-President of the Columbia Broadcasting System to head the Office of Facts' Radio Division. There was prompt denial of the report that LaGuardia proposed to take over coordinating and clearing all Government radio programs. It was generally believed that the astute New York City politician was up to something, but what?

Leaving out the established Government departments such as the Agricultural and Interior Departments, numerous other individuals and organizations were in the national radio picture long before Mr. LaGuardia. First and foremost of these was J. L. Fly, Chairman of the Federal Communications Commission, who is also head of the Defense Communications Board. This board is composed of Army, Navy, Coast Guard and other officials likewise committees representing the broadcasting companies, the radio communications companies, and so on. Also under Mr. Fly are the newly established short-wave listening posts now recording close to a million words of German broadcasts and propaganda a day. In fact its ears are tuning in on all parts of the world.

Then comes Col. William J. Donovan, Coordinator of Information, who is in charge of our radio counterpropaganda in European areas. Colonel Donovan is described to be waging by radio and other means a psychological war designed to check the Axis drives. It was reported that Donovan would virtually take over the U. S. short-wave stations and that he might even merge the NBC and CBS stations though allow them to operate with the same personnel.



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Dominating the Latin-American efforts as is well known, is Nelson Rockefeller, Coordinator of Inter-American Affairs. Mr. Rockefeller has elaborate plans, including securing a half a million dollars as a starter as a subsidy to our U. S. short-wave stations which being operated by private companies are now run at a loss. Mr. Rockefeller has associated with him such men as M. H. Aylesworth, former President of the National Broadcasting Company, Don Francisco, President of Lord and Thomas, and John H. Payne, formerly of the U. S. Commerce Department.

Not much has been heard about Lowell Mellett lately. At first he seemed to be generally agreed upon as the man who was to coordinate the defense programs and handle propaganda and censorship, if any, but his denials have been so vigorous and convincing that he is no longer so conspicuously in the limelight. It is safe to say, however, that he is still the President's right hand publicity advisor, whether it is radio or the press.

Too many cooks spoil the broth and there appear to be far too many people squabbling over who shall have the radio. As it looks now, this seems to be the status of the various individuals - Chairman Fly and the Defense Communications Board will have the allocating, policing of the frequencies, and general supervision of the broadcasting stations; DCB will furnish the means of transmission. Col. Bill Donovan will continue to have the European propaganda under his direction. Mayor LaGuardia will have an important voice in domestic defense broadcasts, aided no doubt by his new radio-wise assistant Mrs. Franklin D. Roosevelt. Nelson Rockefeller will have Latin-America.

Will there be a single head eventually - a radio controller? Possibly there may have to be. Maybe there is one already without portfolio.

Who, you ask?

There is only one person. No matter who the individuals are charged with the task, the head of the radio works will not be Mayor LaGuardia, not James L. Fly, not Colonel Donovan, not Nelson Rockefeller, and not Lowell Mellett - but none other than President Franklin D. Roosevelt himself.

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School Recording Technique, a companion volume to the pamphlet, Sound Recording Equipment for Schools, has just been released by the Committee on Scientific Aids to Learning, 41 East 42nd Street, New York City. Written in non-technical language, this report is designed to aid the teacher who lacks technical training to master recording equipment.

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## NEW INTERNATIONAL STATION FOR FAR EAST

A new international broadcast station to serve the Far East has been initiated through the cooperation of various broadcasters, the Defense Communications Board, the Coordinator of Information, and the Federal Communications Commission.

The latter has authorized The Associated Broadcasters, Inc., licensee of standard broadcast station KSFO, at San Francisco, to construct an international station there to broadcast to the Orient and Australia. For 16 to 20 hours a day news and entertainment will be sent in English, French, Dutch, Spanish, Portuguese, Japanese, and, possibly, Chinese, Thai, Russian and Korean. Frequencies of 6060, 9570, 11870, 15350, 17760 and 21610 kilocycles will be used. In some instances this will mean sharing time with other domestic international broadcast stations, such as Columbia's WCBX and WCRC, New York; Westinghouse station WBOS at Hull, Mass., and World Wide Broadcasting Corporation stations WRUL and WRUW, Scituate, Mass.

Though about a dozen international broadcast stations now operate in the United States, only one - KGEI, licensed to General Electric - is on the West Coast (near Belmont, Calif.). The other stations, being located in the eastern part of the country, cannot serve the Orient. Distance is too great and the path through the North Polar regions plays hob with transmission. Yet the desirability of broadcasting across the Pacific is self-evident in the light of international conditions. The Defense Communications Board urged additional facilities, and the Coordinator of Information has arranged for delivery of a 100-kilowatt transmitter from the General Electric Company to speed this new service.

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## MODIFICATION OF DUAL OWNERSHIP RULE SEEN

It was said on good authority that there would be an easing up on the hard and fast rule recently proposed by the Federal Communications Commission prohibiting the ownership of more than one broadcasting station serving the same area.

"I feel sure there will be some modification of the dual ownership regulation", an FCC official said. "It will not be so drastic but the spirit of having to get rid of more than one station will be there."

This led to the impression that the case of each locality will be heard on its particular merit and that the sweeping order that all such stations should be tried on a single blanket charge would be amended to that effect.



The FCC has this matter under consideration following a hearing last week at which the representatives of a number of multiple ownership stations appeared, including the Wasmer Stations KHQ and KGA in Portland, Oregon; the Ralph Atlass stations in Chicago, WJJD and WIND; the NBC stations in New York, Chicago and Washington, WILM and WDEL, Wilmington; KOMO and KJR, Seattle; KFI and KECA, Earle C. Anthony in Los Angeles; and the Crosley stations WLW and WSAI in Cincinnati. The Commission expects to reach a decision on this at an early date.

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#### DURR APPOINTMENT UNDERSTOOD TO BE PURELY POLITICAL

There seems to be every reason to believe that the appointment of Clifford J. Durr, New Dealer and brother-in-law of Associate Supreme Court Justice Hugo Black, of Kuklux Klan fame was purely political. According to an unusually reliable source, when the term of Commissioner Frederick I. Thompson, publisher of Mobile, Ala., expired last June, Senators John H. Bankhead and Lister Hill got the inside track with an assurance from President Roosevelt that when he filled the vacancy, he would appoint another Alabamian. Apparently that was all they wanted to know.

Just who proposed the name of Mr. Durr doesn't seem to be clear but one of his endorsers was Jesse Jones, Secretary of Commerce who knew Durr as Assistant General Counsel of the Reconstruction Finance Corporation. Apparently Senator Bankhead was more active in the matter than Lister Hill. It was said that Durr was not on Mr. Fly's preferred list but that when Fly heard of Durr's strong backing and that the President was considering him favorably, the FCC Chairman is reported to have nimbly hopped on the bandwagon.

Because of this friendship between Fly and Durr, it was said that the latter would very likely be found voting with the majority on the Commission, namely Fly, Walker, Wakefield and Payne, rather than with the usual minority Craven and Case. In other words, that the addition of Durr probably meant another vote for Fly.

Mr. Durr has been appointed for 7 years - his term ending in 1948 - and his salary is \$10,000 a year.

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Short wave radio, by bringing the different parts of the world closer together, offers the greatest means yet known to man to bring our people closer together, to break up the habits that bring on war and create a better understanding between the various races of the world, Arthur J. Green, of International Shortwave Radio at East Liverpool, Ohio, writes. "Nothing before was ever so potent as a war-preventing, peace-building hobby. By getting a better idea of how the others in this world of ours get along, we become more tolerant of their faults, more understanding to their habits. And by becoming more tolerant and more understanding we become better friends."

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## SARNOFF AFTER F.D.R. LUNCHEON CONFIRMS COURT ACTION

In so many words telling James L. Fly, Chairman of the Federal Communications Commission where to get off, David Sarnoff, after luncheon last Wednesday with President Roosevelt, told the newspaper men as he was leaving the White House, "We are going to Court". This followed closely a similar announcement by William S. Paley, President of the Columbia Broadcasting System.

Both declarations were made in the face of an assertion by Chairman Fly that the networks would not go to Court. Mr. Fly warned the networks further against any political pressure being brought to bear. Mr. Paley countered by saying that the FCC Chairman tried to prevent these new rules from being tested in the courts and offered to bargain with the companies in order to prevent court action.

"Chairman Fly was willing", says Mr. Paley, "to make greater concessions than those unsubstantial ones just announced, provided the major networks would agree not to contest in the courts the jurisdiction of the Commission. Columbia, however, believed it owed a duty to itself and to the public to have its day in court, since it is sincerely convinced that if the Commission can exercise the powers it now seeks to exert, its grip on broadcasting will be so throttling that freedom of the air will be a thing of the past, just at a time when the minds and hearts of most Americans are so set on preserving essential liberties at home as well as abroad."

And so it was apparently more than a coincidence that Mr. Sarnoff, an old friend of the President should turn up for luncheon at the White House. According to one source of information, Mr. Sarnoff was with Mr. Roosevelt an hour and thirty-five minutes "an hour discussing national defense and twenty-five minutes discussing the work of the committee to prevent discrimination against the negro in government employment, of which committee the RCA head is a member. And having given all this time to national defense, Mr. Sarnoff devoted the last ten minutes to a vigorous discussion of self defense."

If that is true, the assumption is that Mr. Sarnoff gave Mr. Fly and the new network regulations "the works" and flatly told the President he proposed going to court.

"If Mr. Fly tried to settle the broadcasting controversy amicably within legal bounds - and there have been efforts to compromise it - there would be no objection from any quarter", David Lawrence, syndicate writer, had previously commented. "But when action of a Federal agency is based on a doctrine plainly in contradiction of a Supreme Court decision, it is not suprising that efforts should be made by such a Commission to prevent court tests."

"The Supreme Court has said that the Federal Communications Commission does not have the right to regulate the business of broadcasting. It has said that the Commission can issue licenses for wave lengths based on 'public interest and necessity'. But at no time has



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the high court interpreted the phrase 'public interest, convenience or necessity' to mean the right to censor or pass judgment on program quality.

"Many otherwise sensible liberals have taken the reactionary position that because wavelengths are dispensed by the Government the right to issue licenses carries with it plenary power over the business of broadcasting and program content. But the Federal courts have held that the issuance of governmental privileges, as, for instance, in the matter of second-class mailing, does not give the Government control over the publishing business or the matter mailed unless obscene or immoral or fraudulent."

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#### WOULD HELP STATIONS WITH DEFENSE BUILDING NEEDS

Chairman James Lawrence Fly revealed that the FCC had been giving considerable thought in connection with broadcasting station construction and enlargement with respect to the recent building stop order by Donald Nelson, Executive Director of SPAB and that they were closely in touch with Mr. Nelson's office.

"No day passes that we don't discuss it", Mr. Fly said. "Of course we have a difficult problem there in trying to find some way in which these projects can move forward without any impediment with national defense operations. It isn't so easy. All of us want to do the best job we can but that doesn't mean that everybody will get all the materials he wants. Take, for example, a new station where there are already existing stations with adequate service, we are almost bound to have what for the present time is a definite impediment."

The Chairman said he knew that the whole defense organization will take as liberal an attitude as they can. Asked if the Chairman considered new stations necessarily essential to national defense, Mr. Fly said that was too broad a question. The questioner wanted to know what about applications for new stations, would the Commission consider or hear them. Mr. Fly said the Commission has not yet formed any plan to delay applications or delay grants but he shouldn't be surprised if they would not have to get around to that. Another inquirer wanted to know if the rule of the thumb would apply. Chairman Fly said, for example, take a station that would render service in an area where there is no primary service today, he thought that would be a very convincing case.

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## V.-P LAUDS RADIO FOR LINKING TWO AMERICAS

At probably the finest concert ever presented at the Pan American Union in Washington, Vice-President Wallace last night (Thursday) declared that the "phenomenal progress which we have witnessed in our inter-American relations during the last decade is due not only to the efforts of the governments themselves but also to an awakened public interest in inter-American affairs; and in this the radio companies have played a most important part."

The Vice-President spoke at impressive ceremonies at which a scroll signed by the Ambassadors and Ministers of the 20 Latin-American countries was presented to Niles Trammell, President of the National Broadcasting Company by Dr. Manuel de Freyre y Santander, Ambassador of Peru and dean of the Diplomatic Corps in Washington.

The ceremony, which comprised the final program in the "Good Neighbors" series, included the concert by the NBC Symphony Orchestra with Albert Spalding, celebrated United States violinist, and Emma Otera, noted Cuban soprano, as soloists. The orchestra of 60 pieces was brought to the Capital by special train. Milton Cross was the announcer. J. de Jara Almonte, NBC master of ceremonials was likewise present.

Also broadcast was a poetic synthesis of the works of Archibald MacLeish, Librarian of Congress, and Walt Whitman.

Mr. MacLeish was in the audience. Others who were present included British Ambassador Halifax and Viscountess Halifax. Ambassadors and Ministers of 19 other countries, Supreme Court Justice and Mrs. Robert H. Jackson, Undersecretary of War and Mrs. Robert P. Patterson, Assistant Secretary of State and Mrs. A. A. Berle, Jr., Mrs. Frank Knox, wife of the Secretary of War, Arch Duke Otto of Austria, Hans Kindler, conductor of the National Symphony Orchestra, and a number of Senators and Representatives.

Following the concert Mr. Trammell gave a buffet supper to those participating and invited guests at the Mayflower Hotel.

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More than 38,000,000 people in this country today live within ample listening distance of at least one - and sometimes even six - FM broadcast stations operating on regular schedules for as long as 20 hours daily. The programs they may hear are from 60% to 100% exclusively FM.

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## PITTSBURGH RADIO MUSICIANS' ROW AFFECTS OTHER CITIES

Every effort is being made to check the spread of a strike when James C. Petrillo, AFM President, taking action on a disagreement between the union and Station WJAS, CBS's Pittsburgh affiliate, ordered the Columbia Broadcasting System's New York and Chicago musicians on sustaining shows off the air Wednesday. The same order was to have gone into effect against NBC Thursday since the musicians on KQV its Pittsburgh outlet, walked out in sympathy but apparently was help up.

The Pittsburgh controversy began when, the union contends, Hugh J. Brennen, Manager of KJAS and KQV, refused to employ an eleven-man sustaining band for a minimum of forty-four weeks on KJAS. The station maintains a ten-man sustaining band.

The following announcement was read over the CBS network:

"Columbia is unable to present its Columbia Concert Orchestra program scheduled for this time because musicians employed by CBS in New York have been called out on strike.

"Columbia is informed that this strike has been called by Mr. James C. Petrillo, President of the American Federation of Musicians, because of a dispute between the local of the musicians' union in Pittsburgh and the Pittsburgh station which carries Columbia programs.

"The Pittsburgh station is neither owned nor operated by Columbia and Columbia has no control over the terms or conditions under which that station employs musicians.

"There is no dispute about the number of musicians employed by Columbia or about their wages or working conditions."

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### RADIO IN FIRE EMERGENCY

Is this incident a glimpse into the future when, perhaps our present system of receiving telegraph alarms by bells will be as outmoded as the use of bell towers is today? Capt. George T. Garlington of Engine Company No. 66 asks, writing in WNYF magazine of the firemen in New York City.

One afternoon during construction of the new quarters of Engine 66, the dispatcher notified the housewatch by telephone that part of the house telegraph system was out of order. Investigation showed that a steamshovel, excavating for drain pipes, had crushed the cables of the temporary telegraph system causing a short circuit. Both the "Service taps Circuit" and the "Primary Circuit" were out of service. During the hour and a quarter required for the repairs the company radio, tuned in at 1630 kilocycles, received all alarms.

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 ::: TRADE NOTES :::  
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Television in New York last Tuesday night presented its first weather forecaster - a talking and singing woolly lamb, created for television - over the National Broadcasting Company's Station WNBC, sponsored by Botany Wrinkle Proof Tie.

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 The transmitting equipment for the new Station WABC on Columbia Island in Long Island Sound was designed and manufactured to CBS specifications by the Federal Telegraph unit of International Telephone and Radio Manufacturing Corp., manufacturing subsidiary of the I. T. & T. The I. T. & T. engineers assisted also in the design of the antennae system which is unique.

The transmitting installation consists of: a 50,000 watt main transmitter and a 5,000 watt auxiliary transmitter equipped to go into service immediately should anything happen to the main transmitter, the power amplifying and modulating tubes and their power supply rectifiers, and the central control desk.

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 Broadcast Music, Inc. - Year to July 31: Net profit \$2,177, equal to 3 cents a share on 73,412 shares against \$1,300 or 2 cents, on 52,084 shares in period covering Oct. 14, 1939, to July 31, 1940. License fees for the year were \$2,230,458, including \$119,590 royalties and \$349,851 sales of sheet music, and compared with \$157,929 license fees for the preceding period. The report for the year ended on July 31 last includes BMI Canada, Ltd. Current assets on July 31, 1941, total \$369,974 and current liabilities were \$222,876, against \$230,556 and \$34,141, respectively, a year earlier.

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 Establishment of the Harper & Bros. Honor Award for Outstanding Radio Writing, based on the selections of Norman S. Weiser, Associate Editor of Radio Daily in his new book, "Writers Radio Theater of 1940-1941" has just been announced. Included in the initial awards are: "Plain Mr. President" and "Red Death" heard on the Cavalcade of America series, and "Mr. Ginsburg" by Arch Oboler on the Red Network. Blue network program selected was "Ben Hur" which was heard on the "Star-Spangled Theater" series.

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 A new radio defense invention which enables a radio pilot or observer to "listen in" simultaneously on a dozen wavelengths to detect the presence of enemy signals or friendly navigation buides, was recently described by Dr. Orestes H. Caldwell, Editor of Radio Today. Heretofore, explained the speaker, it has been necessary for a listener to tune in successively one station after the other, to get his bearings. But with this new system of "panoramic radio" of Dr. Marcel Wallace, a New Jersey inventor, the radio operator can glimpse simultaneously a whole band of wavelengths, and see what is going on all along the spectrum.



A survey of 92 department stores in cities ranging from less than 50,000 population to 1,000,000 or more persons shows the average department store spends 3.45 per cent of its gross income for newspaper advertising and .07 of a percent on radio advertising.

That is the report of John A. Garber, instructor in advertising in the University of Pittsburgh's research bureau for retail training, who has completed a study, "Survey of Broadcast Advertising" for the Bureau.

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Last Saturday Leo Heatley, former night city editor of the New York Post, and now CBS publicity man, outdid himself as a master of all trades. Heatley was a one-man publicity department that day, with the rest of the writing and clerical staff holidaying, when the FCC announced its new network regulations. In long phone conferences with William S. Paley, President, and other CBS executives, Heatley was given a statement of CBS reaction.

The clerical staff was away, and the statement had to be mimeographed and sent to newspapers and press associations without delay. Resourceful Heatley routed a watchman, had a stationery store-room opened and got some stencils, cut them, pressed an office boy into service and got enough copies of the statement mimeographed to meet his needs, with the result that CBS' comment hit the Sunday papers along with the FCC announcement.

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#### FCC ACTION

Applications Granted: The Journal Company (The Milwaukee Journal), Milwaukee, Wis., construction permit for new ST station to operate on 331,000 kilocycles (experimentally); power not in excess of 50 watts; special emission for FM; to communicate as an ST broadcast station to transmit programs to the transmitter of FM station W55M; W6XHT, Hughes Product Division of Hughes Tool Co., San Francisco, Cal., modification of construction permit to extend completion date of television broadcast station for a period of 3 months from Oct. 15, 1941; also modification of construction of construction permit for W6XHH, to extend completion date of television broadcast station for a period of 3 months from Oct. 15, 1941; J. E. Rodman, Fresno, Calif., construction permit for a new station to operate on 1340 kilocycles; 250 watts; unlimited time (facilities of KARM which has outstanding construction permit to use 1430 kilocycles); KVOO, modification of Special Service Authorization subject to same conditions contained in original grant, to operate unlimited time with 25 kilowatts night, 50 kilowatts day, using DA at night on 1170 kilocycles (Station licensed for 25 kilowatts; Simul. Day, S-WAPI-night; construction permit for 50 kilowatts unlimited, DA-N).

Applications Received: KHJ, Don Lee Broadcasting System, Los Angeles, Calif., construction permit to move present licensed auxiliary transmitter to site new main transmitter; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., construction permit to change frequency from 1370 to 1030 kc., increase power from 500 w. night 1 kw day to 10 kw day and night, install new transmitter and directional antenna for night use and move transmitter.

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## NEW WABC TRANSMITTER TO BE DEDICATED OCT. 18

The headliners of Columbia network's entertainment roster will welcome Station WABC's new 50,000-watt transmitter to CBS on Saturday, October 18. WABC broadcasts a "local" program from 10:00 to 10:15 P.M., EST midway in which engineers throw a switch transferring the program from the WABC transmitter in Wayne, N.J., to the new transmitter on man-made 150 feet square Columbia Island.

Six hundred feet of sea-wall was built around the island and the ground level was raised to 18 feet above the low water mark. The building was sheathed in copper and then grounded in Long Island Sound for the elimination of all outside interference. To assist airliners bound to and from LaGuardia Field, the height of the tower was kept to 410 feet above sea level.

The cost is more than \$600,000 and the result will be stronger, steadier signals throughout the New York metropolitan area and along the southern New England coast.

A special fleet was organized to ply back and forth between the mainland and the island during construction of the island and station; launches, scows, tugs, lighters and even rowboats. This fleet carried more than 32,000,000 pounds of construction material. Steel for the tower alone weighed 300 tons.

The new transmitter can be entirely cut off from the mainland for the duration of the longest recorded storm and yet give twenty-four hour a day service. Power would flow uninterruptedly, programs from WABC studios in New York would be fed in without stopping and the personnel would be well fed and well slept.

For bringing programs to the transmitter, there are two sub-sea transmission lines, each containing seven pairs of wires. They, too, are armored by layers of steel wire wrapping, and are designed to withstand the ravages of the sea.

If one of them should be cut by a ship's anchor or other accident, the other would be used. If both should fail through some unforeseen disaster, there is an emergency cable fixed to a drum that can be unreeled from a boat and hooked up to the shore terminal. If all these should fail, there is still an ultra-high frequency transmitting and receiving system linking the island and Columbia's studios in New York.

Fresh drinking water comes from a well sunk 960 feet through solid granite.

Choice of the location was made because it is in the exact center of the Metropolitan, Westchester and Long Island population area and completely surrounded by salt water, making for ideal broadcasting conditions.

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