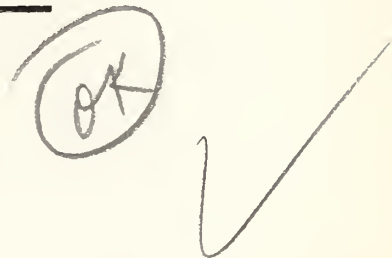


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1380

## RADIO MUSIC A SUCCESS IN ENGLISH WARTIME FACTORIES

Reports from all sources, the British Broadcasting Corporation tells us, confirm that music broadcast to workers in England's wartime industrial establishments does actually increase production, often to a surprising extent. These "Music While You Work" broadcasts have now been carried on for almost a year and a half.

"It had long been established by industrial research specialists that in factories where the work is largely repetitive, occasional musical interludes relieve monotony and consequent fatigue", the BBC states. "The rapidly expanding army of industrial workers, a large percentage of them women, provided the opportunity to put this experience into practice on a nation-wide scale through the medium of broadcasting.

"Reports from all sources confirm that music during work does actually increase production, often to a surprising extent.

"The Medical Research Council, in their research on Fatigue, and Boredom in Repetitive Work found, as a result of an experiment, that the increase in output during a period of music ranged from 6.2 to 11.3 per cent, and that individual increases reached a figure of 23.1 per cent.

"A canning firm in Kent stated that a program of dance tunes daily stepped up production by 30 per cent. B.B.C. correspondence gives further confirmation of the often remarkable beneficial effect of music on production, one firm stating that with suitable programmes they would be able to reduce overtime by half. A warehouse reported an increase of between 10 and 15 per cent owing to music of the right sort during working hours.

"But there are still strenuous days ahead - the need for increasing war production up to the maximum is urgent to carry the country to victory - and the B.B.C. is anxious to do its share by making 'Music While You Work' one hundred per cent effective."

The "Music While You Work" broadcasts began in June, 1940.

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## FCC FORMALLY SUSPENDS MONOPOLY RULES

In accordance with stipulations entered into with NBC and CBS in their actions brought in the District Court for the Southern District of New York to set aside the Chain Broadcasting Regulations, which would have gone into effect November 15th, the Commission on Wednesday suspended the regulations pending the Court's decision on the plaintiffs' request for a preliminary injunction. The stipulations are as follows:

"It is hereby stipulated by and between all the parties by their respective counsel:

"1. That counsel for all parties will cooperate to bring on for hearing on or before December 15, 1941, the Motion for Preliminary Injunction heretofore filed by plaintiffs and the defendants' Motion to Dismiss the Complaint or, in the alternative, for Summary Judgment.

"2. Pending such hearing by this Court and the determination by it of plaintiffs' said Motion for Preliminary Injunction, the defendant Federal Communications Commission is suspending, and will take no steps for enforcement or application of, the Commission's Order of May 2, 1941, in Docket No. 5060, as last amended October 11, 1941, with respect to any failure by any radio station to comply with such Order.

"3. Any party hereto may move before the Court to modify the terms of this stipulation to the same extent which such party would be entitled to had this stipulation been in the form of a temporary restraining order issued after hearing."

A hearing before the Court has been scheduled for December 15, 1941, which will cover both the plaintiffs' application for a preliminary injunction and defendants' motion to dismiss the complaint or, in the alternative, for summary judgment.

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## NEW CBS PRESIDENTIAL ANNOUNCER

In a shift caused by sending Bob Trout to London to temporarily replace Edward R. Murrow as CBS European news chief, now on three months' vacation, John Charles Daly, CBS presidential announcer has been transferred to New York. Park Simmons, of Station WJSV, will take Mr. Daly's place on the White House assignments.

Mr. Simmons has been with WJSV for about a year and formerly was with WBAL in Baltimore. Bob Trout shares with Murrow the distinction of being among the few major radio correspondents who are exclusively a product of radio - neither of them ever having worked for a newspaper.

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## FAVOR APPLICANT MOST FAMILIAR WITH TOWN

As the result of hearing on two mutually exclusive applications, the Federal Communications Commission proposes to grant a construction permit to the Community Broadcasting Corporation for a new broadcast station at Middletown, N. Y., to operate on the frequency 1340 kilocycles with power of 250 watts unlimited time. Such action necessitates denial of application by Herbert L. Wilson for like facilities there.

In its Proposed Findings of Fact and Conclusions, the Commission holds:

"Both applicants are qualified to construct and operate the stations proposed; and either of the proposed stations would provide a satisfactory technical service throughout the City of Middletown, and the contiguous rural area. But, inasmuch as the applicants request identical facilities and are mutually exclusive, a selection between the two must be made.

"From the foregoing, it is clear that Martin Karig, Jr., who would manage the station proposed by Community Broadcasting Corporation, has spent considerable time in Middletown and has demonstrated a greater familiarity with local conditions than Herbert L. Wilson or any of the individuals who would be employed at his proposed station; that those financially interested in the Community Broadcasting Corporation would move to Middletown and devote their entire efforts to the supervision and management of its proposed station, while the other applicant, Herbert L. Wilson, would still be primarily interested in his other businesses and would not be able to devote full time to supervising the operations of his proposed station; and that the station proposed by Community Broadcasting Corporation would have more time to devote to programs of local interest than would the station proposed by Herbert L. Wilson, in that the former proposes to operate without a national network affiliation while the latter may secure such an affiliation. In this connection, it has been shown that the listeners living in Middletown already have some degree of service available from stations carrying programs furnished by the four national networks.

"After considering the foregoing factors in the light of the entire record, we conclude, and so find, that public interest, convenience and necessity would be better served by the granting of the application of Community Broadcasting Corporation. Could it be concluded, after consideration of all the facts, that both applications were of equal merit, we would still be compelled to reach the same decision with respect to the Community Broadcasting Corporation application, since it was filed with this Commission prior to that of Herbert L. Wilson."

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## RADIO RECEPTION IN VEHICULAR TUBES ACHIEVED BY KDKA

Radio reception in automobiles passing through Pittsburgh's mile-long Liberty Tubes under Mount Washington has been accomplished by KDKA engineers after months of experiments, it was announced by James B. Rock, General Manager of the station.

As far as is known, it is the first time that reception has been achieved in vehicular tunnels. The success of KDKA's experiments is expected to be of great interest not only to radio experts but also to highway construction engineers throughout the country.

T. C. Kenney, assistant to D. A. Myer, Chief Engineer of KDKA, took personal charge of the experiments, and in outlining the work he said that the installation of temporary power lines in the tunnels two years ago first led to the discovery that radio reception might be possible. During the course of some repair work, a wire was strung along the top of each tube, and motorists who had better-than-average receiving sets found they could pick up a weak signal.

Mr. Kenney decided to install permanent wires in the tubes to act as antennas. To bring the radio signals in to these wires, an outside antenna and lead-in were required. The obvious location for the outside or "pickup" antenna was on top of Mount Washington.

Tests were made to determine the strength of the signal received in the tunnels. It was very weak - in technical terms, less than one-half millivolt. Some sort of amplifier was required to counteract the loss of strength which the signal suffered in the transmission line from the top of the hill to the tunnels.

A three-stage amplifier, giving enough amplification over the entire broadcast range of 550 to 1600 KC to offset this loss, was installed in one of the ventilation buildings. But despite the "push" given at the top, the signal obtained in the wires in the tunnels was still too weak to be satisfactory.

A second wire in each tunnel gave very little improvement. Mr. Kenney then decided to lower the first wires, bringing them closer to the antennas of the automobiles passing through, and also decreased the loss of signal strength through earth absorption. For the first time a fairly satisfactory reception was achieved.

Mr. Kenney decided to move the outside antenna and amplifier from the top of the hill to the foot of the hill, at the Pittsburgh end of the tunnels. Here, signals from all five Pittsburgh stations could be picked up and fed directly from the amplifier to the wires inside the tunnels.

With this change completed, tests were again made inside the tunnels, and Mr. Kenney then found that the signal strength had jumped from one-half millivolt to almost 60 millivolts at the Pittsburgh end of the tunnels, decreasing gradually to about 25 millivolts at the other end, a mile and one-tenth away.

With this signal strength, motorists can now drive through the tunnels without having to adjust the volume control of radios.

## MORE DISCRETION GIVEN IN ANNOUNCING CALL LETTERS

The Federal Communications Commission en banc on November 12 took the following action on Rules and Regulations:

Amended Section 3.406 of the rules and regulations relating to station breaks for identification announcements so as to permit stations to announce call letters either at the quarter hour before and after the hour or at the half hour as they elect. This places all half-hour programs on a parity as far as station breaks are concerned.

The rules previously required a break at the half hour, with certain exceptions covering broadcasts of operatic productions, football and baseball games, continuous speeches and the like. The requirement that station identification announcements be made on the hour remains in effect, subject to the exceptions in the case of particular broadcasts as indicated above.

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## NEWEST D. C. STATION OPENED AT GEORGETOWN U.

Radio Station GBS, Washington's smallest radio station, began operating last Wednesday night at Georgetown University as part of a growing Intercollegiate Broadcasting System. The program was heard by 800 students in dormitory rooms and an invited group in the auditorium of the Speech Institute.

The station will broadcast coming events at Georgetown in the mornings from Monday through Friday at 8:40 o'clock, EST. Special broadcasts are planned for Sundays from 10:30 A.M. to noon. The station is an adjunct of the University's Speech Institute under the direction of Prof. Albert A. Austen. Both the institute and the radio station was provided by an alumnus who has asked to remain anonymous.

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"Katharine Hepburn and Spencer Tracy, who will be costarred in M-G-M's 'Women of the Year', were invited to broadcast for the Screen Actors Guild program - which is sponsored by a gasoline company", Leonard Lyons writes. "The stars decided that the broadcast would be a playlet in which they'd portray the roles of General and Mrs. Ulysses S. Grant. . . The script was written for them - the story never touched upon before this by the historians of Broadway and Hollywood. At the last minute the sponsors sent a wire to Miss Hepburn, notifying that they had decided against broadcasting the story of the Grants. 'It might offend our customers in the Southern States', was the explanation 'Please wire alternate suggestion'. . . 'Alternate suggestion', Miss Hepburn wired, 'let's do story of Gen. and Mrs. Robert E. Lee.'"

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## LONG-LINES STRIKE PROSPECT POSTPONED

At the request of the Government, the threatened strike of 15,000 long-distance telephone workers will be held in abeyance for another week. This strike would affect network broadcasting because telephone long-lines make it possible to connect the stations

The appeal, telegraphed to John J. Moran, President of the Union, was made by Dr. John R. Steelman, Director of the United States Conciliation Service, shortly after the union announced that transmission of news and news photos by wire would not be affected by the threatened walkout.

William S. Paley, President of the Columbia Broadcasting System, said Mr. Moran had telegraphed a request that he be advised as to "which spots we can set up a sufficient force to keep open those radio wires which are hooked into national defense projects."

Mr. Paley said he had replied that the functions of CBS were to "contribute to the maintenance of high public morale by our varied and full program service; to broadcast specific programs dealing with defense subjects, and to be ever ready to carry emergency messages to the American people."

"To maintain these functions", he added, "our operations must be continued on a Nation-wide basis without interruption and we must be left in a position to expand our schedule on short notice whenever necessary. \* \* \*"

The Union has been asked by Major Gen. Dawson Olmstead, Chief Army Signal Officer; Rear Admiral S. C. Hooper, Chief Naval Signal Officer, and Donald H. Connolly, Administrator of Civil Aeronautics, to arrange for the maintenance of sufficient forces to man the Army, Navy and CAA communications system, all of which will take at least a week of preparatory effort.

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## RECENT ARMY AWARDS

The War Department has awarded contracts to the following concerns:

Aerovox Corporation, New York, capacitors, \$960; General Electric Company, Schenectady, radio equipment \$348,583; transmitting units, \$48,034; International Standard Electric Corporation, New York, tubes \$31,790; Radio Receptor, New York, rectifier power equipment and tube sets, \$280,083; Technical Appliance Corporation, New York, antennae, socket caps, etc., \$7,529; Ampere Electronics Products, Brooklyn, tubes, \$553,250; Westinghouse Electric International Company, New York, tubes, \$580,000.

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## INDIANS AT MICROPHONES DEFY CODE UNSCRAMBLERS

Unquestionably the best "war" story of the season was this one from the Green Bay (Wis.) Press-Gazette brought to the attention of Congress by Representative Joshua L. Johns, of Wisconsin:

"There are 17 Michigan and Wisconsin Indians on the war-path for the Thirty-second Division, and if the redskins are armed with microphones rather than tomahawks, it is because, thanks to an idea of Lt. Col. Glenn B. Arnold, of Ypsilanti, Mich., Thirty-second signal officer, they are proving of extraordinary value so equipped.

"Their use has come as a surprise solution to one of the fundamental difficulties in the employment of the Army's convenient and popular voice radio sets. The division had been faced with a dilemma in its previous use of voice radio - either messages were sent in the 'clear' thereby permitting the enemy to easily pick them up or much valuable time was consumed in coding and decoding messages. The realization on Colonel Arnold's part that Indian dialects had no roots with the English language and that there were too many of them to make it probable that a casual listener would understand the correct one prompted the Thirty-second Division's novel experiment.

"The net result of the experiment is that three Thirty-second Division radio nets are now aided by Indian operators: The Provisional Anti-Tank Battalion net, by nine Indians from a western Wisconsin tribe; the Fifty-seventh Field Artillery Brigade net, by four Indians from northern Wisconsin; and the division command net, by four Indians from northern Michigan. The three groups each speak altogether different dialects and are able to transmit and receive in their own tongue with only the faintest chance of it being translated by any but their own group. Translations from and to English takes an amazingly short time and although the messages in Indian dialect translate ideas and not words they are transmitted with surprising fidelity.

"The Indians were obtained for the assignment after a careful check of the entire division. Although there were numerous Indians in the Thirty-second Division, two major obstacles were met. One was the fact that many of them had either forgotten the language of their forefathers or were able to translate only with difficulty. The other was that since the Indian languages vary so widely as to become unintelligible between tribes it was necessary that enough men from an individual group be obtained to form a complete team.

"Once the Indians were finally selected, another difficulty was encountered. Indian vocabularies are limited and quite naturally do not contain many modern military terms. To overcome this the men themselves suggested substitute terms in their own languages. A tank, for example, became a 'turtle'. Various arms of service such as infantry, field artillery, and cavalry were designated by colors. Thus, infantry became 'blue', artillery 'red', and cavalry 'yellow'."

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## FCC ACTION

Applications Granted: WNBC, State Broadcasting Corp., New Britain, Conn., granted construction permit to increase night power to 5 KW, make changes in directional antenna for day and night use (Present assignment is 1 KW night, 5 KW local sunset, unlimited, directional antenna, on 1410 kilocycles); KGER, Consolidated Broadcasting Corp., Ltd., Long Beach, Calif., granted construction permit to make changes in equipment, increase power from 1 kw unlimited to 5 KW, unlimited, and install a directional antenna for night use; WOV, Greater New York Broadcasting Co., New York, N. Y., granted permission to exchange call letters with Station WNEW, New York, by mutual arrangement; Mid-America Broadcasting Corp., Louisville, Ky., granted construction permit for operation on 1080 kilocycles, 1 kilowatt night, 5 kilowatts day, unlimited time, employing directional antenna, subject to special proof of performance.

Applications Received: WHEC, WHEC, Inc., Rochester, N.Y., construction permit to install new transmitter, directional antenna for day and night use, change frequency from 1460 to 790 kilocycles, increase power from 500 watts night, 1 kilowatt day to 5 kilowatts day and night; WORK, York Broadcasting Co., York, Pa., modification of construction permit for installation of new directional antenna, requesting authority to install new transmitter, increase power from 1 kilowatt to 1 kilowatt night, 5 kilowatts day, using directional antenna night; Jacksonville Broadcasting Corp., Jacksonville, Fla., construction permit for a new broadcast station to be operated on 1270 kc., 5 KW, unlimited hours, directional antenna night; WSPA, Spartanburg Advertising Co., Spartanburg, S.C., construction permit to make changes in directional antenna system and increase power from 1 KW night, 5 KW day to 5 KW day and night (950) kc.)

Also, WAPO, W. A. Patterson, Chattanooga, Tenn., construction permit to make changes in directional antenna system for night use, increase power from 1 KW night, 5 KW day to 5 KW day and night, (1150 kc.); WMC, Memphis Publishing Co., Memphis, Tenn., construction permit to install new transmitter and increase power from 1 KW night, 5 KW day to 1 KW night, 10 KW day, using directional antenna night; KITE, First National Television, Inc., Kansas City, Mo., transfer of control of corporation from D. E. Kendrick, Sam Pickard, and M. K. McCarten to A. L. Glasmann and Paul R. Heitmeyer (9,678 shares) (1590 kc.); Portland Broadcasting Co., Portland, Ore., construction permit for a new broadcast station to be operated on 1450 kc., 250 watts, share with KBPS (facilities of KXL when vacated); KPAS, Pacific Coast Broadcasting Co., Pasadena, Calif., special service authorization to operate with power of 5 KW, non-directional antenna, for period ending 5/1/42 (1110 kc.).

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TRADE NOTES

The Federal Communications Commission on Wednesday took the following action on Rules and Regulations: Amended Sections 6.9 and 6.51 of Rules Governing Fixed Public Radio Services to permit interception of addressed program material at points other than those specifically named in the license of fixed public and fixed public press service, with particular view to transmission of such program material to Central and South America.

The American Society of Composers, Authors and Publishers has dropped its long fight in the State of Washington against a 1937 State law requiring the filing of its compositions with the Secretary of State. With the filing of its list of thousands of copyrighted compositions, Attorney General Troy of Washington State said ASCAP would have complied with the law and would be able to license Washington broadcasting stations to use ASCAP copyright materials.

WWPG, a new radio station in Lake Worth-Palm Beach, Fla., and KFRE, Fresno, Calif., join the Mutual Broadcasting System on or about December 1. This brings the number of outlets in the United States, Canada, and Hawaii affiliated with Mutual to 192.

There has been organized in New York a non-profit organization known as Short Wave Research, Inc., to prepare scripts in different languages. It is said the organization will work closely with Col. William J. Donovan, U. S. Coordinator of Information. Mrs. Marya Blow is listed as President, Ward Cheney and Bertram Cox, Vice-presidents; Edward C. Carter, Secretary, and David Seiferheld, Treasurer.

Among those who attended the reception at the Russian Embassy, marking the 24th anniversary of the Union of Soviet Socialist Republics, were Admiral S. C. Hooper, of Naval Communications and Mrs. Hooper; F. P. Guthrie, of R.C.A. Communications, and Mrs. Guthrie; Kenneth Berkeley, Manager of NBC in Washington, and Mrs. Berkeley; Carleton Smith, Assistant NBC Manager, and Mrs. Smith; Gerald Gross, Chief of the FCC International Division, and Louis G. Caldwell, counsel for WGN, Chicago.

The cornerstone of the new RCA Laboratories being built by the Radio Corporation of America, at Princeton, N.J., will be laid Saturday, November 15, at 11:30 A.M. Maj. Gen. James G. Harbord, Chairman of the Board of RCA, will officiate. Mr. Sarnoff will speak by radio from the S.S. MATSONIA, bound from Honolulu to San Francisco.

Certificates of necessity were issued to the following firms during October 1-15, the National Defense Advisory Commission announces: American Lava Corporation, Chattanooga, Tenn., insulation parts for radios \$408,000, and the Collins Radio Co., Cedar Rapids, Ia., radio equipment \$20,000.



Guy Hutcheson, Columbia's traveling engineer, is making his way up the Eastern Seaboard of South America on the last lap of a six-month tour of the member-stations of the new CBS Latin American network. His expedition has been a technical one, and he has helped station officials gear their equipment to the high-power international broadcasting which starts shortly after the turn of the year.

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A new series of 30-minute daytime variety shows, featuring switches to major U.S. cities where outstanding talent will be available, and scheduled to be broadcast four times weekly, was the important project developed at the semi-annual meeting of Mutual network station program directors. The meetings were held November 10 and 11 in Chicago and 13 key network station program directors, along with network department heads, attended.

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Joining top-flight stars from every sector of the entertainment world, Secretary of War Henry L. Stimson, Secretary of the Navy Frank M. Knox, and James L. Fly, Chairman of the Federal Communications Commission, will participate from Washington in a gala special program on Saturday, November 15, at 11:15 P.M., marking the 15th anniversary of the National Broadcasting Company.

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Hal Rorke has been appointed Assistant Director of Publicity of the Columbia Broadcasting System succeeding Ted Weber, who resigned to become amusement advertising manager of Marshall Field's newspaper in Chicago. Mr. Rorke is now Publicity Chief of the Columbia Pacific Network. Before that, he was Managing Editor of the Los Angeles Illustrated Daily News and a member of the Publicity Department of Metro-Goldwyn-Mayer.

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Mark F. Ethridge, former President of the National Association of Broadcasters, Chairman of the President's Committee on Fair Employment Practice, announced the appointment of Elmer W. Henderson, of Baltimore, Md., former Research Director for the Illinois State Commission on the Condition of the Urban Colored Population, as a field representative to investigate complaints of discriminatory employment practices by defense industries against minority groups.

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Co-operating in one of the greatest short-wave radio projects ever undertaken in this country, WGEO and WGEA, powerful international stations of the General Electric Company in Schenectady, N.Y., have revised their schedules to send a continuous stream of news to Europe, from 10 A.M. to 6 P.M., six days a week (approximately 3:00 P.M. to 11 P.M. in Western Europe and 5 P.M. to 1 A.M. in Eastern Europe).

The new schedule, announced by R. S. Peare, G.E. manager of broadcasting, includes broadcasts by WGEA in seven languages - Swedish, Finnish, Italian, German, French, Portuguese, and Spanish, and by WGEO in Spanish, French, and English. It is now in effect. In addition, WGEO will continue its 15 minutes of news sent out six evenings a week in Czech and its Sunday afternoon broadcasts of news in Greek.

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## SEES PRIORITIES SETUP MIRED IN CONFUSION

Frank R. Kent, hard-hitting and widely syndicated columnist of the Baltimore Sun writes:

"The really terrible thing about the defense setup is the almost incredible lack of clarity in the thinking at the top - if it can be called thinking. With three major shifts in the managerial arrangement in less than a year, with immense activity and enormous expansion, the program still remains mired in a confusion that appears steadily to increase.

"After 15 months of frenzied mulling around, those in best position to judge insist that the defense effort is well organized in one respect only - publicity. Certainly it is not well organized for production. Like the giant squid, it squirts a constant stream of speeches, statements and claims from its self-filling ink bags, but its progress in other respects (except in the constantly increasing size of the pay roll) is slight. This is openly charged by responsible men on the outside, and, to an astonishing extent, it is also concurred in by those on the inside. The stage has been reached where it almost seems that a species of panic has taken possession of the so-called leaders of the organization.

"A somewhat startling example is the most recent announcement, made through the ink bags, that a new 'all-out' allocation program, affecting every pound of material used by American industry, is being proposed by the S.P.A.B. in cooperation with the OPM and 'all other defense agencies'.

"The size of the undertaking, coupled with the size of the undertakers, makes it pretty clear that it is not going to be successfully undertaken. In the first place, the thing it is proposed to do - in effect, to control the scope and activity of every industrial enterprise in the country - is far too immense a job for any such setup and any such men as are now running things in Washington.

"If priorities are thus to be enormously extended, and 'all-out' allocation introduced, clearly it cannot be done by bureaus. Clearly, it cannot be done by the O.P.M. Bureau of Industrial Conservation, which, after adopting its allocation schedule, reports to the S.P.A.B., which approves, disapproves or modifies, before turning the schedule over to the O.P.M. Priorities Division. The latter then 'will try to make available necessary materials as needed through issuing required priorities, ratings or through allocations'. That is the way the ink bags say it is to be done, but hardly any one thinks it can be done that way. For one thing, it passes through too many hands. Everybody will have an excuse and nobody real responsibility."

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