

HEINL RADIO BUSINESS LETTER

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HEINL RADIO BUSINESS LETTER
OF MARCH 6, 1942
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FCC CALLS FOR DEFENSE RADIO OPERATORS AND MONITORS

The Field Division of the Engineering Department of the Federal Communications Commission has openings for additional engineering personnel in connection with National Defense Operations. These persons are needed to augment the Commission's present staff in patrolling the radio spectrum and detecting and locating illegal and subversive radio stations. New positions are also being created as a result of the Commission's participation in the Air Raid Warning Service in cooperation with the Interceptor Command of the Army.

Work relating to the detection and suppression of illegal stations, and the monitoring of subversive transmissions as well as duties in connection with intercept work incidental to air raid warning activities requires experienced radio operators who are especially skilled in the identification of radiotelegraphic traffic. Men who have had previous experience in the Army, Navy, Coast Guard and other Governmental services and those who have served in the Army and Navy Amateur nets are especially desired. However, any person holding a commercial radiotelegraph license or an amateur who can send and receive messages in the International Morse code at a speed of 25 words per minute would be given equal consideration.

All appointments are being made in accordance with the United States Civil Service Rules, from registers of Monitoring and Assistant Monitoring Officers and Radio Operators maintained by the Civil Service Commission. Operators are appointed initially at a salary of \$1800 per annum; with possibility of promotion to follow, consistent with the qualifications and ability of the individual. Persons having a radio engineering background as well as operator experience receive an initial salary of \$2600 per annum with similar opportunities for advancement.

Interested individuals may apply to their nearest United States Civil Service Commission representative requesting announcements numbered 166 and 203 which contain full information.

Operators will be required to perform some travel in Commission field cars on official business, and when operating outside the limits of their headquarters station will be paid six dollars per diem for subsistence.

The Government listening post system now has a staff of 300 to 350 experts. Four major listening posts at Portland, Ore.; Santurce, Puerto Rico; Silver Hill, Md., and Kingsville, Texas, are covering designated regions of the world in their hunt for the propaganda sent through the air by the Axis nations, our Allies and Neutrals. The material is collected into daily and weekly bulletins for the benefit of the State, War, Navy and other departments vitally concerned with the defense effort.

Specialists employed in the listening-post set-up for the most part transcribe, translate and analyze newscasts, speeches and other foreign radio matter. Experts in many languages are included in the corps.

Congress has appropriated about \$836,000 for the work of the listening-post system in the fiscal year 1943. The FCC also has an elaborate monitoring system for use in connection with domestic broadcasts, but this is generally used to detect illegal transmitting stations.

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WAR NOT DELAYING NEW NBC SAN FRANCISCO BUILDING

Blackouts and war preparations will not prevent the completion within the next few weeks of the new million dollar NBC building in San Francisco. Offices in the structure are practically completed and technical features will be in operation as soon as it is possible under present war conditions which the Pacific Coast is operating at the present time.

Pointed to as the most perfect plant of its kind ever designed, it is stated that the improvement will definitely establish San Francisco as one of the four great radio centers of the United States and a place of tremendously increased importance during the present emergency. Located in the heart of the retail business district at Taylor and O'Farrell Streets, it is within a few minutes' walk from the largest department stores, theatres, hotels and clubs.

As if planned to guard its occupants against air-raids and blackouts, there are no windows in the building.

Here are some of the features of the new structure as described by Al Nelson, Assistant Vice-President of NBC and General Manager of KPC:

Five stories high, the building is being constructed of reinforced concrete, trimmed with bands of glass brick. These will admit daylight but will not be transparent and they will be illuminated at night from within to give the structure a dramatic appearance.

It will be air-conditioned throughout. Architecture is modern and streamlined. It will give 52,800 square feet of floor space, more than double, the area of present quarters. A larger percentage of the footage will be devoted to studios and not to unnecessary office and hallway area.

An 80 foot tower will rise above the entrance and as the visitor enters there will be a 16 by 40 foot mural symbolic of the unlimited scope of broadcasting and its service to all the people of the world.

Ten studios will give adequate facilities for all broadcasts, rehearsals and auditions. The largest of these will accommodate audiences of 500 people. All studios open to the public will be on the second floor, easily accessible from elevators and stairway.

Show windows at either side of the entrance and others inside the main lobby will tell the story of radio, will publicize programs and radio-advertised products.

There will be a special system to make all house monitoring possible and to enable executives to dial in any studio, any program or any other local broadcasting station direct from their desks.

Chances of error in switching operations will be reduced to a minimum by means of a master pre-set. At present individual buttons must be punched for all stations that are to carry the next program and this must be done in five seconds. By use of the pre-set this work is all set-up in advance. When chimes ring, only one button will need to be pushed. The pre-set will do all the rest, instantly and accurately.

Except for a public parking garage in the basement and a portion of the first floor, the entire structure will be devoted exclusively to broadcasting - a compact, well-arranged, beautifully designed structure - an ideal combination of radio studios, offices and facilities.

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LABOR SUBCOMMITTEE TO CONSULT ON RADIO CONVERSION

The Radio Labor Advisory Committee will name a subcommittee to provide consultative service to the Electrical Appliance and Durable Goods Branch of the Industry Operations Division, the WPB Labor Division announced last week.

John Hurley, Deputy Chief of the Durable Goods Branch informed a meeting of the Radio Labor Committee that any subcommittee they set up would be called upon soon in an advisory capacity.

Members of the labor advisory group said that unions in the radio industry had suggestions to offer that would help speed conversion of radio plants to production of communications products required by the military services.

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The New York column in the Washington Post carried the following message to ASCAP:

"When Edgar Leslie, who wrote 'America, I Love You', learned that last week Switzerland had banned that song from the radio because of the nation's desire to remain neutral, Leslie - who also wrote 'Among My Souvenirs', 'Me and My Gal', and 'Oh, What a Pal Was Mary' - sighed: 'I'm accustomed to my songs being banned from the radio - after what BMI did to me.'"

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RADIOMEN AND NEWSPAPERMEN NOT DEFERRED

Selective Service officials announced yesterday (Thursday) that no instructions have been given to local draft boards on the deferment of newspapermen or radio employees on the grounds that they are necessary to the maintenance of civilian morale.

Recently, Brig. Gen. Lewis B. Hershey, Director of Selective Service, stated that he considered newspapers and radio broadcasting services essential industries. Since that time, however, both the press and radio have said that they did not consider their employees entitled to deferments.

According to Selective Service rules, General Hershey cannot grant group deferments to those industries which he considers essential, draft officials said yesterday. Only Congress is empowered to make group deferments, it was added.

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NOMINATES WINCHELL FOR "SCAVENGER DEPARTMENT"

Representative Clare E. Hoffman, of Michigan, arose in the House several days ago referring to the recent request of Congressman Vinson of Georgia that Lieut. Commander Walter Winchell, U.S.N.R.F., radio commentator and writer either be put on active duty or disenrolled, saying:

"Some of the boys in the Press Gallery suggested that Walter Winchell was coming down here to find out just how he could serve in the Navy. My thought would be that in view of his past experience and operations there might be in the Navy some division corresponding to the scavenger department, in which he has been operating, and he might get in that. He is fully qualified for that from past experience."

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MR. FLY FLIES BACK TO WORK

Chairman James L. Fly of the Federal Communications Commission has returned to Washington after a two weeks' vacation. Considerable mystery seemed to surround his absence but one report was that he had been in Florida.

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UTAH APPLICATION WEIGHED AS TO WARTIME REQUIREMENTS

One of the first cases of its kind since the war, the hearings on the application of the Granite District Radio Broadcasting Co., Murray, Utah, for construction permit for a new station have been reopened for further hearing on the following issues:

- "1. To determine whether the proposed construction involves the use of any materials of a type determined by the War Production Board to be critical.
- "2. To determine the areas and populations which would receive primary service from the proposed station, and what broadcast service is already available to such areas and populations.
- "3. To determine whether the granting of the application would be consistent with the policy announced by the Commission with respect to authorizations involving the use of critical materials.
- "4. To determine whether, in view of the facts shown on all of the issues, public interest, convenience, or necessity would be served by the granting of the above-entitled application."

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SETS MANUFACTURE CONTINUED TO LABOR DAY - MAYBE

Manufacturers of radio sets have adopted a new plan that will permit salvaging available man power in their factories and provide consumers with a minimum flow of new radios until Labor Day, Lee McCanne, Assistant General Manager of Stromberg-Carlson was quoted as saying in New York Thursday.

Work on chassis put into production by the industry will cease at midnight of April 23, saving large quantities of vital nickel, aluminum and copper, but set deliveries will not cease. Instead, chassis will be placed into cabinets during the next few months, Mr. McCanne stated, piecing out consumer deliveries till Labor Day.

As a result, radio manufacturers will have time to salvage skilled woodworkers of the industry, many of whom have had more than twenty years of experience in the operation of power tools, saws, finishing machines and delicate hand operations, but whose skills must now be converted to metal work in war output.

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TO STANDARDIZE ARMY RADIO SIGNALING EQUIPMENT

For Release in A.M. Papers of Monday, March 9, 1942

American inventive genius has produced so many new types of radio signaling equipment that the Army Signal Corps has set up a special branch for the purpose of reducing its communication system to a limited number of standardized models, the War Department will announce Monday (March 9).

The new Communications Coordination Branch is headed by Col. David M. Crawford, Signal Corps, one of the Army's leading radio specialists. Colonel Crawford comes to the assignment from a tour of duty with the air defense activities of the Air Force Combat Command. His instructions from Maj. Gen. Dawson Olmstead, Chief Signal Officer, are to reduce the number of types of equipment to a minimum consistent with the requirements of the Army's arms and services.

In order to reconcile the communication requirements of the fighting arms, these arms are represented by specially qualified officers on the Army Communications and Equipment Coordination Board. This board, a part of the new Communication Coordination Branch, includes representatives of the Infantry, Field Artillery, Cavalry, Coast Artillery, Air Corps and Armored Force, as well as the Signal Corps. Also on the board are liaison officers from the Navy, the Marine Corps and the armed forces of the other United Nations. Progress has already been made in coordinating the radio equipment of Great Britain and the United States, utilizing the best features of inventions developed in the laboratories of both nations.

A major task of the new Communication Coordination Branch is to recommend the frequency bands to be allotted to the various arms and services. This task is similar to some of the controls exercised by the Federal Communications Commission in respect to radio activities of commercial companies. In the case of the Army, the problem is complicated by the fact that the transmitters are for the most part not fixed geographically like those of a civilian broadcasting station. Instead, thousands of them are in rapidly moving airplanes, tanks, and other vehicles. It is the problem of the Signal Corps to keep those transmitters functioning without interference that would disrupt the Army's lifeline of communications.

A third function of the Communication Coordination Branch is to insure uniformity of procedures for using the equipment in the field.

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An example of radio's contribution to the war effort is a series of anti-rumor spot announcements just launched by WOR. The announcements are pointed first at groundless whispering, and also at honest information talked about indiscreetly.

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WALTER DAMM NEW FM BROADCASTERS' PRESIDENT

Walter J. Damm, Manager of Radio for W551'-WTMJ, Milwaukee, was elected President of FM Broadcasters, Inc., the national trade association of FM stations, at its third annual membership meeting in New York. He succeeds John Shepard, 3rd, of The Yankee Network, Boston, whose time is now taken up with other duties including chairmanship of the Broadcasters' Victory Council.

The new Vice-President is Theodore C. Streibert, W71NY-WOR, New York City, while Robert T. Bartley of The Yankee Network was re-elected Secretary-Treasury.

Representatives from approximately two dozen active FM groups throughout the country were in attendance. Among those giving reports were Philip G. Loucks, FMBI Washington counsel; Lee McCanne, Assistant General Manager of the Stromberg-Carlson Telephone Mfg. Co.; C. H. Bell of General Electric's commercial engineering section; W. R. David, General Electric Radio and Television Department; and Frank Gunther, Radio Engineering Laboratories.

Three members of the FMBI Board of Directors were re-elected. These are Theodore C. Streibert, W71NY-WOR; John V. L. Hogan, W2XQR-WQXR; and Dr. Ray H. Manson, W51R-WHAM. C. M. Jansky, Jr., of Washington, who has resigned to accept a post with the War Production Board, was replaced by J. H. DeWitt, Jr., of W47NV-WSM, Nashville, Tenn. He will serve for two years.

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CHAINS GROSSED \$10,000,000 IN JANUARY

All network radio did a gross of \$10,300,000 in January, 1942, which is 12% better than the total which prevailed for the like month in 1941. The NBC-Red figured \$3,860,000; the Blue Network, \$1,451,000; CBS, \$3,930,000, and Mutual, \$1,025,000.

The January, '42, figures represent the following boosts by network: NBC-Red, 8%; Blue, 24%; CBS, 2%, and Mutual, 102%.

Compared to the parallel month of '41, magazine lineage in January, 1942, was up 16%, while newspapers showed an increase of 4% in national business.

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FCC ACTION

The Federal Communications on March 3rd took the following action:

WEVD, Debs Memorial Radio Fund, Inc., New York, N. Y., was granted modification of construction permit for new transmitter, installation of directional antenna for day and night use, increase in power and move, for extension of completion date to April 30, 1942; KPQ, Wescoast Broadcasting Co., Wenatchee, Wash., granted special service authorization for period not beyond December 1, 1942, to make changes in equipment and to operate on 560 kc; 500 watts night, 1 KW day; WBBM, Columbia Broadcasting System, Inc., Chicago, Ill., granted construction permit to install a new transmitter, make changes in antenna system and move transmitter to near Itaska, Ill., 11.5 miles southwest of present site (Change in transmitter site requested by Navy Department);

Also, KWKW, Southern Calif. Broadcasting Co., Pasadena, Cal., granted modification of construction permit to install directional antenna for daytime use, and approval of transmitter site at Duarte Road and Vista Sts., Pasadena; KWK, Thomas Patrick, Inc., St. Louis, Mo., dismissed petition for rehearing filed by KWK, directed against the Commission's action of September 30, 1941, granting without hearing the application of KFEQ, Inc., St. Joseph, Mo., for construction permit to install a new transmitter and directional antenna, and increase power from 2½ kilowatts day, 500 watts local sunset San Francisco, to 5 kilowatts, unlimited time; also dismissed with prejudice the amended application of KWK to change operating assignment from 1380 to 680 kc., with power of 50 KW day, 25 KW night, using directional antenna, unlimited time.

Applications Received: M. A. Leese Radio Corp., Washington, D. C., construction permit for a new high frequency broadcast station has been amended to change name to The Evening Star Broadcasting Co.; Chattanooga Broadcasting Corp., Chattanooga, Tenn., construction permit for a new broadcast station has been amended to make changes in transmitting equipment, changes in proposed antenna system, change frequency to 800 kc., 1 KW daytime and omit request for facilities of WAPO when vacated; W47C, WJJD, Inc., Chicago, Ill., modification of construction permit as modified for a new high frequency broadcast station, requesting extension of completion date to 7/28/42;

Also, KEX, Oregonian Publishing Co., Portland, Ore., special authorization to operate on 1190 kc., with power of 10 KW, new transmitter, vertical antenna period ending 1/1/43; KRE, Central California Broadcasters, Inc., Berkeley, Calif., construction permit amended to request 960 kc., 1 KW, changes in antenna and facilities KROW, Oakland, Calif., contingent on KROW's change in frequency.

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 ::: TRADE NOTES :::
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W. H. Green, a graduate of Iowa State College, recently joined the General Electric Radio & Television Department, with the responsibility for planning and formulating, in conjunction with the Publicity Department, advertising and sales promotion for radio transmitting and carrier-current equipment, and transmitting, industrial, and special-purpose tubes.

"Should an advertiser continue to advertise his products when he cannot deliver them to consumers; can fill only a small percentage of the demand, or can fill all requirements without advertising, under present and future wartime conditions", are a few of the questions answered in a new edition of "FACTS", produced by the NBC Red Network Promotion Department for member stations, agencies and advertisers.

In a statistical survey, the Columbia Broadcasting System disclosed that 287 national defense announcements were made and a total of 30 hours, 21 minutes and 30 seconds was devoted to national defense broadcasts on the network for the period January 1 to 15.

"Salary Report of Telephone and Telegraph Carriers and Holding Companies for 1940", released by the Federal Communications Commission this week, shows 632 officials in those groups drew salaries of \$10,000 or more for 1940 as contrasted with 593 the year previous. In 1940 a total of 575 telephone officials and 57 telegraph officials were so paid, compared with 543 and 50 respectively in 1939. In 1940 seven telephone and telegraph officials received salaries of \$62,500 and over. Two telephone officials were paid \$66,000, and four others received \$86,333, \$90,000, \$100,000, and \$206,250 respectively. One telegraph official was paid \$85,000. No names are listed in this report.

Criticizing the "This is War" programs, a contribution of the four networks to the Government each Saturday night, a reader of this service writes:

"The networks giving this time are generous indeed and have the best intentions but what in the devil is wrong with the people who are getting up the programs? My guess would be that there are simply too many of them - Corwin, McLeish, Lewis, Ayer, etc. I'm told that Robson was so sore about what happened to his script for the "White House" show that he refused to have his name connected with it."

The first regular series of sponsored programs ever to be aired on a network of more than two commercial FM stations got underway this week (March 3) with the inauguration of the General Electric Company's thrice-a-week news commentaries, featuring globe-trotter Frazier Hunt.

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In view of present wartime conditions, the Communications Commission has requested discontinuance of all "urgent" international telegraph service, except "urgent press". This action is the result of conferences with telegraph carriers on the subject. A Commission order last May made unlawful a greater ratio between "urgent" and ordinary messages than $1\frac{1}{2}$ to 1 for service between the United States and foreign points in direct communication therewith.

The value to the administration in publicizing points of importance through the medium of a presidential "Fireside Chat" is claimed to have been demonstrated through a test survey just released by the Samuel E. Gill organization. The survey was said to have shown that persons who had heard the speech were 30 percent more familiar with seven of the major points covered by the President than were a comparable group who did not hear the speech. It was assumed the speech was therefore highly effective.

William Neel, with the National Broadcasting Company since 1934, has been appointed News Editor of the NBC Washington office by Kenneth R. Berkeley, Washington manager. Mr. Neel has been attached to NBC in Washington for a year, first as press representative and later on the news side.

King-Trendle Broadcasting Corp., which operates WXYZ in Detroit has been authorized to construct a FM station on 46.9 megacycles to serve 5,300 square miles. The Amarillo Broadcasting Corp. last week received similar permission to build a station on 45.1 megacycles, covering an area of 5,600 square miles.

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COAXIAL CABLE MAY BE TELEVISION CARRIER

Development of the coaxial cable, which can carry several hundred telephone conversations simultaneously in two pairs of specially designed conductors, reached the point of regular commercial use when the 200-mile cable of this type between Minneapolis and Stevens Point, Wisconsin, was placed in service, Walter S. Gifford, President of the American Telephone and Telegraph Company reports.

The extensive use of coaxial cables is planned on the longer heavy traffic routes as an economical means of providing long distance circuits. Coaxial cables are suitable also for use in inter-city networks for the transmission of television.

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CONFIDENTIAL RADIO CENSORSHIP BULLETIN

The Office of Censorship in Washington has sent the following confidential note to radio stations, signed by Byron Price, Director of the Office of Censorship:

"Enemy action against continental United States suggests a clarification of certain features of the Radio Code.

"Points under attack, or in imminent prospect of attack, are zones of combat and developments should be reported with great caution. As demonstrated by the submarine attack on the California Coast, enemy forces frequently miss their target because they are not certain of the exact locality. No American radio station will desire to give the enemy that information.

"Accounts of enemy attacks may properly give a general description of any event, and no prior clearance with any government authority is necessary so long as the account omits the following:

- "1. Reference to military objectives. Military objectives include, in addition to fortifications, such things as docks, railroads, airfields, public utilities, or industrial plants engaged in war work. Office buildings, residences, churches and other structures unoccupied by war industry are not military objectives.
- "2. Exact routes taken by enemy vessels or planes. It is safer to say that planes appeared 'over the Los Angeles area' or something similar.
- "3. Counter measures or plans of defense, such as troop mobilizations or movements, or the number or location of anti-aircraft guns or searchlights in action.

"Of course, any of the above may properly be broadcast if released by the Army or Navy Commander on the scene, or his authorized representative."

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With a million and a half enemy aliens registered in the United States, it is evident that the Attorney General's order that short-wave radios be altered or turned in to the local police, is going to mean a lot of service jobs for radio men before finally complied with, C. H. Caldwell recently observed.

Unnaturalized Italians now in our midst number 700,000; Germans 300,000; Hungarians 400,000, and Japs 100,000.

It is apparent then that the few hundreds of sets turned in so far are but a drop in the bucket, in comparison with the vast number of sets held by enemy aliens, and which must eventually be modified or turned in.

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