

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
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RHODE ISLAND HOMES HIGHEST IN RADIO OWNERSHIP

Nearly three-fourths of the homes had radios in a total of 30 selected States and the District of Columbia according to data from the Census of Housing of 1940 released Thursday by Director J. C. Capt of the Bureau of the Census, Department of Commerce. Radio ownership was highest in Connecticut and Rhode Island where radios were reported in 95.7 percent of the occupied dwelling units. Less than two-fifths of the homes in Mississippi reported radios. The proportion of homes with radios was highest in the urban areas of the selected States, in which 85.1 percent of the occupied dwelling units had radios as compared with 71.5 percent in the rural-nonfarm areas and 52.4 percent in the rural-farm areas.

Between 1930 and 1940 tremendous increases have occurred in the number of home radios in all of the selected States. In the total of these States the proportion increased from 26.9 percent in 1930 to 71.1 percent in 1940. It should be noted that few of the larger States are included in the present list and that the percentages based on the resulting totals are not representative of the United States as a whole. This is indicated by the fact that the United States total for 1930 showed 40.3 percent of the homes with radios, as compared with 26.9 percent in these 30 selected States and the District of Columbia.

OCCUPIED DWELLING UNITS WITH RADIO, FOR SELECTED STATES, 1940, AND PERCENT WITH RADIO: 1930

(A dwelling unit was enumerated as having a radio if it contained a usable radio set or one only temporarily out of repair. Percentages for 1940 are based on the number of units reporting on this item. Percentages for 1930 based on all families, including families not reporting on the item.)

STATE	TOTAL			PERCENT WITH RADIO - 1930
	Number	With radio		
	Reporting	Number	Per- Cent	
Total	10,100,900	7,184,895	71.1	26.9
New England:				
Maine	213,204	184,348	86.5	39.2
New Hampshire	129,758	116,809	90.0	44.4
Vermont	90,569	80,253	88.6	44.6
Rhode Island	184,661	176,739	95.7	57.1
Connecticut	436,164	417,258	95.7	54.7
West North Central				
Iowa	683,963	617,005	90.2	48.5
North Dakota	148,179	131,000	88.4	40.9
South Dakota	160,894	136,049	84.6	44.2
Nebraska	352,662	298,790	84.7	47.9
Kansas	496,101	411,984	83.0	38.9

STATE	Number Reporting	TOTAL		PERCENT WITH RADIO 1930
		With radio Number	Per- Cent	
South Atlantic:				
Delaware	68,870	59,921	87.0	45.9
District of Columbia	169,102	158,377	93.7	53.9
Virginia	610,878	409,978	67.1	18.2
West Virginia	484,386	326,347	75.1	23.8
North Carolina	764,144	471,863	61.8	11.2
South Carolina	422,263	209,542	49.6	7.6
Florida	504,011	326,447	64.8	15.4
East South Central:				
Alabama	630,709	321,671	49.4	9.5
Mississippi	515,369	205,613	39.9	5.4
West South Central:				
Arkansas	480,955	244,586	50.9	9.1
Louisiana	577,965	307,883	53.3	11.2
Oklahoma	589,919	405,754	68.8	21.6
Mountain:				
Montana	156,024	134,503	86.2	31.9
Idaho	137,521	118,824	86.4	30.9
Wyoming	67,687	57,126	84.4	34.1
Colorado	305,824	258,573	84.5	37.8
New Mexico	125,134	66,609	58.2	11.5
Arizona	127,250	87,781	69.0	18.1
Utah	136,747	126,418	92.4	41.1
Nevada	32,178	26,200	81.4	30.6
Pacific:				
Oregon	327,809	290,644	88.7	43.5

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FCC SEEKS TO PROTECT STATIONS FURTHER FROM SABOTAGE

The Federal Communications Commission, in cooperation with the Office of Civilian Defense, is making a comprehensive protection survey of selected non-government commercial communication facilities essential to National Defense from damage by sabotage or as a result of subversive activities. This is one phase of the general study being conducted by the Office of Civilian Defense in regard to the protection of all strategic places vitally essential to National Defense. As one step in this program, the Commission has effected plans to proceed with an immediate protection survey of certain broadcast stations with the object of obtaining facts as to the protection now afforded.

E. M. Webster, Assistant Chief Engineer of the Commission, has been directed to assume charge of this work on behalf of the Commission. He will consult with the appropriate representatives of each company, from time to time when necessary, for the purpose of making detailed arrangements in regard to the survey.

Commission Radio Inspectors, acting under appropriate instructions from the Commission have been designated to proceed with the inspection of certain broadcast station facilities. The cooperation of the broadcasting companies is solicited in conducting this survey. It is requested that they designate a person in their organization to assist the Commission's representative in collecting the information desired.

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WAR-TIME PROGRAM FOR RMA CONVENTION

The tentative program for the eighteenth annual convention of the Radio Manufacturers' Association in Chicago, with the Parts Trade Show cancelled, has been adjusted to a war-time basis. There will be only a one-day convention - on Tuesday, June 9 - with important business sessions largely devoted to war problems to place the entire industry behind the war program. On that day the entire radio manufacturing industry, including non-member companies will gather for the discussions of the numerous war problems.

Paul V. Galvin, President of RMA, will preside at the "all industry" luncheon on June 9, and there will be meetings of the Set, Tube, Parts and Speaker Divisions of the Association and a number of committees.

New officers and Directors of the RMA, to carry on the Association in a new and enlarged program of war services for the industry, also will be elected during the convention.

Subject to future conditions, the annual industry banquet is now tentatively scheduled for Tuesday evening, June 9.

The tentative convention program on June 9 follows:

Tuesday, June 9

10:00 A.M. - Meeting, RMA Board of Directors, President Paul V. Galvin, presiding

10:00 A.M. - Meeting, RMA Export Committee

10:00 A.M. - Meeting, RMA Service Section

10:00 A.M. - Meeting, RMA Credit Committees

10:00 A.M. - Meeting RMA Engineering Committees

12:30 P.M. - Membership Luncheon Meeting, Paul V. Galvin, presiding

2:30 P.M. - RMA Set Division, Annual Meeting

2:30 P.M. - RMA Tube Division, Annual Meeting

2:30 P.M. - RMA Parts Division, Annual Meeting

2:30 P.M. - RMA Amplifier & Sound Division, Annual Meeting

2:30 P.M. - RMA Engineering Committees

7:00 P.M. - RMA Annual Industry Banquet, Chairman, A. S. Wells

Wednesday, June 10

10:00 A.M. - Meeting, New RMA Board of Directors, Election of President and Committee organization.

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FM PRAISED AS WESTINGHOUSE STATION MAKES DEBUT

James L. Fly, Chairman of the Federal Communications Commission, was very complimentary in his remarks about FM at the inauguration of Westinghouse's Station W67B in Boston last Sunday. Mr. Fly, whose remarks were recorded in Washington and rebroadcast, said:

"It gives me real satisfaction to add a word of greeting at this time to the many others which you are undoubtedly receiving today, as you introduce your new Frequency Modulation station, W67B, to the public of Boston. Operation of W67B represents an additional service which is now available to the people of the Boston area.

"Frequency Modulation is an engineering development which represents an important advance in the science of broadcasting. As this new broadcasting technique develops, listeners all over the country will become more fully aware of the refinements which it offers them. Its full tonal range makes possible lifelike rendition of sound, and its freedom from static and common sources of interference adds to the pleasure the listener experiences in receiving frequency modulation broadcasts in his home.

"Today, FM, as this type of broadcasting is commonly known, has an unusually timely mission in that each new station presenting a new program service to the people of this country, enlarges the reservoir on which our nation at war may draw for information and entertainment.

"Radio broadcasting is threading its way through its first war. No signposts, no precedents, nor helpful experiences from other wars are standing as guides to the future - hence - radio's area of service in this World War is unexplored. Its course is fraught with many difficulties, trials and dangers and, therefore, the steadiest hand and the coolest eye must be at the helm as the course is charted and pursued.

"The importance of broadcasting in this war is tremendous. Broadcasters are custodians of what is potentially the most powerful weapon in the world. From every side comes definite proof that radio is accepting the challenge presented by the present situation in a most satisfactory manner. As we traverse this period of our greatest national peril, it is paramount that radio broadcasters act with speed and courage to win its objective, which is to operate in the public interest, convenience and necessity. Only by clearly defining its responsibilities and then bending every effort to live up to them, can radio help the nation achieve the final certain victory.

"I congratulate the owners of this new Westinghouse FM station, W67B, and I express the confident belief that it will faithfully fulfill its great opportunity for service during these war days and progressively during the years after the final victory has been won."

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FCC TIPS OFF WHITE HOUSE AXIS IS USING DIES LETTER

Chairman James L. Fly, of the Federal Communications Commission, instead of making the thing public himself or in letting Archibald MacLeish put it out through O.F.F., made a very shrewd move in passing along the fact to President Roosevelt that the FCC short-wave listening posts had picked up broadcasts from Germany showing that the Axis propaganda stations were making widespread use and badly distorting a report of the charge by Representative Dies that 35 pro-Communist officials are serving on the Board of Economic Warfare.

The report which Chairman Fly sent to the President was released by White House Secretary William D. Hassett, who recalled that Vice President Wallace, Chairman of the Board, had answered Mr. Dies by saying that the effect of his accusations on American morale would be less damaging if the legislator were on the Nazi payroll.

The report quoted extracts from broadcasts by Berlin and Vichy stations and by station D-E-B-U-N-K, which, it now seems certain operates from an unlocated European point.

The latter broadcast was most completely distorted. When first heard recently, the short-wave station D-E-B-U-N-K tried to give the impression that it was operated in the Middle West by Americans. FCC officials declared that it would be impossible for the station to operate in the United States long without being detected by the Communications Commission's monitors (listening posts) and that the broadcasts of Station D-E-B-U-N-K, supposed to be coming from here were unquestionably originating in Germany or Italy or some Axis controlled point.

According to the FCC report, Station D-E-B-U-N-K broadcast as follows:

"Only recently Congressman Martin Dies pointed out in a letter addressed to Vice President Wallace that there are 35 avowed Communists among the higher officials of the war Bureau of Economic Warfare alone, not to mention the exceedingly strong Communist influence in Mr. Roosevelt's numerous other governmental agencies and throughout the country.

"It is interesting to note in this connection that Secretary Wallace refused to even entertain Mr. Dies' protest against this state of affairs, let alone do anything about it, leaving it up to us to decide if this attitude of his is based on ignorance, fear of, or personal sympathy with the secret growth of Communistic influence.

"But aside from these questions, how is it possible that a political group or party as little known and at the same time as thoroughly disliked in the country as a whole as the Communist party can gain so great an influence over our lives and over our institutions?"

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ASKS LISTENERS TO ANALYZE WHAT THEY HEAR

Listeners and newspaper readers were cautioned by Representative William L. Nelson, of Missouri, to constantly bear in mind the sources of information brought to them.

"April 1, All Fool's Day, is past, but the public may continue to be fooled", Mr. Nelson said. "If so, this will be due, not to a deliberate effort to deceive but to lack of discrimination on the part of many listeners and readers.

"I have in mind three sources of great influence - three C's, commentators, columnists, and cartoonists. All are legitimate and may serve useful purposes, even though frequently dealing with prophecy, opinions, and propaganda. The need is that the public distinguish between these and such strictly news-gathering and disseminating agencies as the Associated Press, United Press, and all others, including recognized radio reporting. This differentiation will result in a better understanding on the part of all our people.

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N.Y.A. PROVIDES D.C. DEFENSE RADIO TRAILER

A red, white and blue trailer housing a portable radio receiving and transmitting set was the National Youth Administration's contribution Wednesday to the District of Columbia's civilian defense.

The trailer, made of salvaged junk by NYA boys at South Charleston, West Virginia, was handed over to the District for the duration of the war.

The transmitter, which broadcasts on all short waves granted amateurs by the Federal Communications Commission, would serve primarily to establish communications with the outside world if all other means were destroyed. Beside hook-ups with the local power lines, the set can generate its own power by means of an engine salvaged from a wrecked Willys-Knight automobile found in a West Virginia junk yard.

In addition to the radio equipment, the trailer had fire-extinguishing apparatus, first-aid materials, and sleeping accommodations for four persons.

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VICTORY COUNCIL TO SUGGEST HOW STATIONS CAN HELP MORE

When the Domestic Broadcast Committee of the Defense Communications Board meets this week, the Broadcasters Victory Committee will offer several recommendations in the belief they'll give radio a better chance to serve the war effort.

"The first of these ideas is that radio stations can do yeoman's work in supplementing regular air raid warnings, particularly since the nation seems a little weak in this department throughout many big cities", the Committee states. "You'll remember we hope, that Committee IV's original plan was to have broadcast transmitters shut up tighter than an Ipswich clam as soon as an alarm happened to be sounded. They were to give no notice, no announcement - just push the 'off' button and probably leave a lot of listeners fiddling inside their sets to see what had blown out this time.

"The BVC thinks that a brief but explanatory announcement should be given before leaving the air, particularly since it's become woefully apparent that most large centers of population don't have enough alarm sirens to scare a chipmunk. Announcing an air raid is a job for mass communication, and broadcasting has what it takes.

"Our second thought deals with the technician shortage. Several weeks ago the FCC lowered its standards demanded for transmitter engineers, and at first glance everybody thought matters had been eased. Unfortunately the relief was only too temporary. There just aren't enough Second Class operators in the country to fill up the ranks, besides which the war effort needs Second Class as well as First Class ticket-holders. The BVC thinks that a temporary class of "special operators" might be created for tasks of transmitter supervision during the indeterminate duration of the war. These could be qualified men, approved by the station owners who employ them, and carefully schooled in the duties they have to perform. They might not know all the incidental and erudite answers to the government examination, but it's our theory that no station owner who has a fat amount of money wrapped up in his transmitting equipment - with no prospect of immediate replacement - is going to let any non-qualified nimcompoop play around with it. And if a class of 'special' operators is authorized, we feel sure the leading technicians' unions will not hesitate to relax their standards accordingly, admitting these temporary men to membership from the present until, say, six months after the war smoke starts to clear.

"Idea No. 3 deals with the growing bugaboo of tubes. The BVC intends suggesting to Committee IV that it give thought to the establishment of a clearing house that would assure broadcasters quick delivery of these vital items - by virtue, naturally enough, - of a high priority rating."

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CIVIL LIBERTIES DEFEND PRESS-RADIO STATIONS

The American Civil Liberties Union came out in favor of newspaper-owned radio stations saying:

"The fact that newspapers are engaged in dealing with information and opinion", the union said, "should not disqualify them as applicants for radio licenses". The union added, however, that the Federal Communications Commission should take "extreme care to see that as a practical matter no monopoly in the presentation of news and opinion is created."

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TELEVISION IN WARTIME

"Every New York City police station now has a television receiver over which come instructions and demonstrations for air-raid wardens", O. H. Caldwell writes in Radio Retailing. "The instructors are thus able to conduct their demonstrations in a central place, and neighborhood groups all over the big city can watch and hear them - saving time and traveling for all."

"Had television been permitted to go ahead when it was ready, the electronic picture-screen might now be serving the public in many ways as an invaluable wartime aid."

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DISCOUNTS SMALLER STATION CLOSING DOWN RUMOR

Denying the rumor that shortage of tubes and operators will soon lead Washington forcibly to close down all smaller radio stations, a Broadcasters Victory Council bulletin says:

"The facts leading up to this supposition, alas, are quite true. Transmitting tubes are becoming rare as Gutenberg Bibles, almost, and the broadcasting industry's reservoir of veteran engineers dwindles with each draft call. But we've encountered no plan as yet to take the smaller stations off the air, nor do we think that such a move would help very much. Some of them, naturally, may be forced off when they run out of spare tubes, or can't assemble a qualified staff. We have it straight from FCC Chairman Fly - and five'll get you five hundred that he knows - the Commission has never given thought to such a move."

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FCC ACTION

Applications Granted: General Electric Company (area of Schenectady, N. Y.) Portable mobile, granted construction permit for new experimental television relay station to operate on frequency 312,000-324,000 kilocycles; 25 watts (peak) power; to communicate with television broadcast station WRGB; Associated Broadcasters, Inc., Indianapolis, Ind., granted construction permit for new station to operate on 47,300 kilocycles, with a service area of 8,400 square miles, subject to Civil Aeronautics Authority approval of antenna site; K31LA, Columbia Broadcasting System, Inc., Hollywood, Calif., granted modification of construction permit for approval of directional antenna system for a coverage of 34,000 square miles and for approval of transmitter; K37LA, Earle C. Anthony, Inc., Los Angeles, Calif., same as for K31LA above.

Applications Received: WGAR, The WGAR Broadcasting Co., Cleveland, Ohio, construction permit amended to omit request for move of transmitter, change type of transmitter, change requested power from 50 to 5 kilowatts and make changes in directional antenna for day and night use; WEMV, The WGAR Broadcasting Co., Portable-Mobile, construction permit to make changes in equipment, change in frequencies from 15607, 157575, 159975 and 161925 to 156750, 158400, 159300 and 161100 kilocycles and change emission from A3 to special for frequency modulation.

Also, Larus and Brother Co., Inc., S. E. of Richmond, Va., construction permit for a new relay broadcast station to be operated on 1646, 2090, 2190, 2830 kilocycles, 35 watts.

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CHICAGO EDUCATORS FIND FM IS AID TO SCHOOL WORK

The educational value of FM programs in conjunction with regular school work has recently been recognized by the Chicago Board of Education and, according to George Jennings, Acting Director of the Board's Radio Council, one Chicago high school and four elementary schools listen to programs of W59C, The Chicago Tribune FM station, both in assemblies and individual classes.

Praising the high quality of FM transmission, Jennings added that many FM programs are recommended in a weekly program bulletin prepared by his Council. Each Friday afternoon, for example, all 1,100 students at the Goudy Elementary School on Chicago's northside hear the Philadelphia Symphony concerts which are received over FM in each of 24 classrooms. History-making broadcasts are also presented to the children, such as the U. S. declarations of last December and subsequent events of importance.

The Chicago Board of Education is now completing its own FM station, WBEZ, designed to supplement regular instruction courses in the local schools.

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TRADE NOTES

The OFF's priority list, which is intended to evaluate the importance of all current drives, appeals and campaigns originating in Washington, will be available to the industry about the middle of April, the Broadcasters Victory Council learns.

Vincent F. Callahan, who has been serving as Chief of the Press and Radio Sections of the Defense Savings Staff of the Treasury Department, has been named Director of Press and Radio.

Charles J. Gilcrest, formerly Radio Editor of the Chicago Daily News, Assistant Chief of Radio, has been named Chief of the Radio section.

The following employees of the Federal Communications Commission have joined the armed service:

Robert G. Seaks, secretary to Chairman Fly, now a lieutenant (jr. grade) in the Navy, stationed at Philadelphia; DeQuincy V. Sutton, broadcast accounting, 1st Lieut. in the Signal Corps, at Washington; William C. Boese, senior engineer in charge of FM and television broadcast matters, 2nd Lieut., Signal Corps, Army War College.

James S. Knowlson, Director of Industry Operations, said that, while the War Production Board is relying on the voluntary support of the war production program by industry, the Board is prepared to use the punitive provisions of the Second War Powers Act swiftly and without hesitation whenever necessary to insure compliance with WPB regulations, including all priorities rules and orders.

The third installment of the Don Lee television defense programs over W6XAO last Saturday night featured the film "How to Fight the Fire Bomb", showing how incendiary bombs are made and how damage from this war hazard can be limited.

It is announced that Charles H. Singer, Technical Supervisor of WOR-W71NY, in collaboration with Bell Laboratories engineers, has worked out a tube conditioning unit doubling the life of tubes. Mr. Singer has written an extensive article on the care of transmitting tubes for station engineers which is featured in the March edition of Communications.

The West Coast, and especially the San Francisco Bay area, is headed for a full-sized broadcasting boom, according to Phillips Carlin, Vice-President in charge of Program Production for the Blue Network, who was in San Francisco last week on a flying visit to Pacific Coast metropolitan radio centers.

New description of a sponsor offered to the radio trade from Chicago by Variety, is this one by a small agency there:

"A sponsor is a man who doesn't like anything until he buys it; and then he hates it."

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WIVES AND MOTHERS THANKFUL FOR AUSTRALIAN RECORDINGS

Alfred J. McCosker, President of WOR, who sent recordings of a recent Australian broadcast to the relatives of the six American soldiers heard, received some appreciative letters.

Mrs. S. Strizver, of 2185 Morrison Ave., Union, N. J., mother of Private Morton Strizver wrote: "I just received your most welcome record and am surely the happiest mother in the world, with a record of my son's voice, now that he is so far away. I will be playing it all day long, until it is worn out. My heart goes out to all mothers, but we all have to be brave and stand behind our boys in the front until we win this war; and we will win because we have all that is decent and right fighting for us."

Mrs. John Koenig, of 460 Walnut St., Yonkers, N. Y., wife of Private John Koenig, said: "The whole Koenig family wants to thank you for the wonderful record you sent us. My mother-in-law, Mrs. Philip Koenig, received the record and has given it to me, and it has been the most wonderful Easter gift I could receive."

Mrs. Helen Evans, of 50 Church St., mother of Private George Evans, missed the broadcast but was pleased to have her own recording. She said: "My mother heard the broadcast and you can imagine how thrilled she was to hear her grandson's voice from Australia. I do want to thank you for the recording, it sort of gave me the shivers when I heard my boy talk and needless to say, Thursday was not a good working day for me at the store. Tomorrow we are having a family gathering to hear the record, and George's voice is about the grandest thing that we all will welcome."

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FM PROVES BOON TO DEAF

A recent communication to FM Broadcasters, Inc., the national trade association of FM stations, from a Columbus, Ohio, executive gives an interesting description of a deaf person's reaction upon hearing an FM receiver for the first time. He writes:

"My hearing is a bit dull. In quiet surroundings I have to employ a hearing device. When listening to the radio, it is necessary for me to sit right next to the receiver - or turn up the volume so high the curtains flutter and the furniture begins to dance around the room. But when I heard an FM receiver, I thought by some miracle my hearing had been restored to normal. The demonstration was held in quite a large room, with heavy drapes and a thick rug to swallow up sound. (That's the kind of setting which proves toughest on my hearing acuity.) Oh, yes, the ceiling was high. And that didn't help any, either.

"Point of it all is that I heard the complete FM demonstration without hearing aid, as well as anybody in the room - yet I was sitting a good fifty feet or more away from the speaker cabinet - I could hear perfectly the full rich tones of the piano - high notes and low notes equally well. That goes for the music of the other instruments that were broadcast, too. The announcer's voice was clear and distinct - so effortless to listen to."

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