

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.

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30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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No. 1461

September 4, 1942.

## EFFORT INCREASED TO JAM UNITED NATIONS BROADCASTS

Germany and Italy are now making unusual efforts to jam the foreign language programs of the United States and Great Britain by deliberately interfering by broadcasting disturbing noises at the same time on the same wavelength. This has been going on in varying degree for a long time, but more recently it began to be very conspicuous, and at the present moment the Nazis and the Italian Facists have large staffs of technicians employed specially on this job. "London Calling", the magazine published by the BBC, states and continues:

"This is one of those very obvious points about propaganda warfare in Europe that are sometimes overlooked outside Europe. A man cannot simply go to a microphone and address the people of Europe as a man can go to the microphone and address the people of the United States or the people of South Africa or Australia. The Axis Governments and their Secret Police are forcibly preventing, or rather trying to prevent, the people of Europe from listening to any radio stations other than Axis ones; and further, the Axis engineers have innumerable stations used solely to broadcast disturbing noises to make broadcasts other than the Axis ones unintelligible. For anyone in Occupied Europe, or in Germany or Italy, to listen to the BBC or to American short-wave stations requires not only an interest and a desire to listen on his part. It requires great courage to take the risk of imprisonment in a concentration camp or even death, and it requires great skill in the actual listening; in distinguishing the speakers' voices amid the miscellaneous noises produced by the Axis jamming stations.

"The way in which the Axis technicians do their jamming is this. Either they turn over to this purpose some ordinary radio station which they do not otherwise require, or else they set up special jamming stations of various sizes. Some of those are large and powerful; some are small; some are small enough to be moved about in vans. The sounds generally used in order to jam are either rapidly repeated morse code, or a rapidly repeated series of musical notes, or a noise like the bubbling of air through water. The Italians use a peculiar guggling noise of their own.

"The carrying power of jamming stations is very varied. Short waves, medium waves, and long waves behave very differently. The areas they affect are different one from another, and each affects a different area at night from that which it affects in daytime. The result is extremely complicated and irregular, but to sum it all up, the effect on the listener almost everywhere in Europe is to make listening at best difficult. There is always some Axis jamming

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station that can interfere with his reception to some extent, probably to a very great extent indeed. Still, determined listeners in Occupied Europe learn to listen to the BBC news and talks even through very intense jamming. A report came to us a month or two ago about a man who had escaped from Germany to a neutral country. He wanted to listen to the BBC news in German, and he asked the man he was staying with to tune his set to London. His host did tune in, but the jamming was so severe that he was going to switch off when the escaped German said: 'No, leave it. It's quite good compared with what I am used to,' and he went on listening to it; and he understood it all in spite of the jamming.

"The BBC in its European transmissions frequently gives advice to its listeners on how best to defeat jamming. There are many technical devices, but in the end the two qualities that enable the listener in Occupied Europe or in Italy or in Germany to listen to the BBC are his skill and perseverance in training himself to understand human speech amid the confused noises of jamming; and his courage in risking imprisonment or death from the Nazi police.

"Now, if the Germans and Italians and Frenchmen, and others, had found by experience that they could trust the Nazi broadcasts, then they would not struggle against such severe practical difficulties, and they would not run such grave personal risks to listen to the BBC.

"And further, the fact that the Axis governments are taking so much trouble, and spending so much money on men and apparatus in trying to jam the BBC, shows how well they now realise that their own broadcasts are just not being believed.

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#### FCC ACTION

Station KPQ of Wenatchee, Wash., has been granted a modification of a construction permit to reduce power from 5 kilowatts to 1 kilowatt and to make changes in directional antenna system.

KICA, Western Broadcasters, Inc., (assignor), Hugh DeWitt Landis (assignee), Clovis, New Mexico, has been granted consent to assignment of license for station KICA for a total consideration of \$16,000.

The Crosley Corp., Cincinnati, Ohio, W8XAL, has applied for extension of special experimental authorization to operate on 6080 kilocycles, 1 kilowatt, sharing time with WLWO, and AO and AI Emission for identification purposes only.

Pacific Coast Broadcasting Co., Pasadena, Calif., KPAS, has applied for modification of construction permit which authorized construction of new standard broadcast station for approval of directional antenna for day and night use as now adjusted and extension of commencement and completion dates.



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Bamberger Broadcasting Service, Inc., New York, N. Y., W71NY, has applied for license to cover construction permit which authorized construction of new high frequency broadcast station.

KMPC, The Station of The Stars, Inc., Beverly Hills, Calif., has applied for modification of construction permit which authorized increase in power, installation of new transmitter, directional antenna and move of transmitter for adjustment of directional antenna system and extension of completion date.

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#### ASCAP TO APPEAL WISCONSIN SUITS

The American Society of Composers, Authors and Publishers will take an appeal in the Milwaukee injunction suits against six Wisconsin tavern keepers and dance hall operators. The Society sought to enjoin them from playing ASCAP music but the suits were dismissed last Saturday in a decision handed down by Judge Lewis B. Schwellenbach, of Spokane, Wash., who was called in to hear the cases last June when Judge F. Ryan Duffy disqualified himself and withdrew after declaring that he had been accused of prejudice against the plaintiffs.

ASCAP in its appeal will again maintain that the Wisconsin statute imposing a state tax on music licensing fees is unconstitutional, and that even if the tax were constitutional a state law cannot interfere with a federal statute, in this case, the copyright act.

Judge Schwellenbach upheld the constitutionality of the Wisconsin state law, which requires ASCAP to pay the state 25% of its gross revenues. The court found that neither ASCAP nor the suing publishers had complied with the statute, a fact that had previously been conceded by E. F. Hartman of Chicago, general western counsel for ASCAP, and Robert A. Hess, local counsel, who all along had contended that the Wisconsin law was unconstitutional.

In dismissing the ASCAP suits, which had asked damages of \$250 each in six cases, in addition to the injunctions for alleged playing of copyrighted music without payment of the customary fees to ASCAP, Judge Schwellenbach said:

"I cannot permit this court to be used to further a deliberate violation of a statute of the state of Wisconsin."

Fred R. Wright, legal representative for the Wisconsin Tavern Keepers Assn., which fought the ASCAP suits, moved for the dismissal, claiming that ASCAP had not complied with the law that provides that no one may issue licenses to play copyrighted music in Wisconsin until that person or corporation obtains a license from the Wisconsin secretary of state.

Mr. Wright asserted that the decision, as he interpreted it, meant that ASCAP could not prosecute anybody for playing its music



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in Wisconsin unless it obtained a license from the secretary of state, as the law requires. Hess said he did not believe the decision was that farreaching, but wanted time to study it further, and declared that an appeal would be made as a matter of course.

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### RCA MANUFACTURING CO. ARRANGES \$60,000,000 WAR LOAN

To finance war production contracts, RCA Manufacturing Company, Inc., has arranged with Bankers Trust Company and 34 other banks for a \$60,000,000 credit for a term of three years. Arrangement for this credit has been made under a regulation of the Federal Reserve which authorizes guarantees by the War and Navy Departments and the Maritime Commission of loans made to facilitate war production.

At the time of the announcement of the regulation which became effective last April, the Federal Reserve System stated the objective as follows: "to facilitate and expedite production for war purposes by arranging for the financing of contractors, subcontractors, and others engaged in business or operations deemed by the armed services and the Maritime Commission to be necessary for the prosecution of the war."

This loan is the largest of its kind so far negotiated in the New York Federal Reserve District. The present intent, according to the announcement, is to make use of the entire sum in connection with the performance of war production contracts. The interest rate on the used portion of the credit will be two and three-quarters per cent (2-3/4%) per annum.

New York: Bankers Trust Company, The Chase National Bank, Guaranty Trust Company, The National City Bank, Central Hanover Bank and Trust Company, Irving Trust Company, Manufacturers Trust Company, The New York Trust Company, J. P. Morgan & Company, Incorporated, Chemical Bank & Trust Company, Bank of the Manhattan Company, The Marine Midland Trust Company, Bank of New York, The Commercial National Bank and Trust Company, The Public National Bank and Trust Company  
Chicago: The First National Bank Continental Illinois National Bank and Trust Company, Harris Trust and Savings Bank, and Philadelphia: The Philadelphia National Bank, Pennsylvania Company for Insurance on Lives and Granting Annuities.

Also Indianapolis: American National Bank, Fidelity Trust Company; San Francisco: Bank of America National Trust and Savings Association, Crocker First National Bank. Pittsburgh: The Union Trust Company, Farmers Deposit National Bank, Mellon National Bank. St. Louis: Mercantile-Commerce Bank & Trust Company. Boston: The First National Bank, The National Shawmut Bank. Camden (N.J.): First Camden National Bank & Trust Company. Cleveland: The National City Bank Lancaster, (Pa.): The Conestoga National Bank, Lancaster County National Bank, and Harrison (N.J.): Harrison National Bank.

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## HEDY LAMARR INVENTS RADIO REMOTE CONTROL DEVICE

It was something out of the ordinary when the National Inventors Council of the Department of Commerce was asked to pass upon a radio remote control device invented by Hedy Lamarr, movie beauty. For military reasons the exact nature of the new gadget has not been divulged nor whether or not it has real value.

Bing Crosby, radio and film star, likewise has an interest in inventing. This prompted him to set up the Crosby Foundation, as a private clearing house for inventors.

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## REV. THOMSON NEW CANADIAN BROADCASTING MANAGER

The Rev. Dr. James S. Thomson, CBC Governor and president of the University of Saskatchewan since 1937, has accepted the post of general manager of the Canadian Broadcasting Corp., it was announced by Rene Morin, chairman of the CBC Board, following a meeting of the board of governors. A recommendation that his appointment be confirmed will now go to the Dominion Government for action.

Major Gladstone Murray, head of CBC since its inception, will be left in charge of the creation and development of programs and will have the title of director-general of broadcasting for Canada. Major Murray, however, will continue on his current \$14,000 yearly salary.

Justification for the shakeup is based by the board on the report of the special House of Commons committee, which vindicated criticisms by late Governor Alan Plaunt and suggested relief of Murray's post as general manager. Committee deemed Murray's expense bills "excessive".

An action not recommended by the House committee, but taken by the Board of Governors, is a sizable increase reported to be made in the salary of assistant general manager Dr. Augustin Frigon, who will remain as director of the French network despite important criticisms from the province of Quebec. He will also continue as financial controller of the corporation.

As to the problem of improving French network broadcasts, significance is seen in the fact that Hon. Philippe Brais, of the cabinet of Provincial Premier Adélard Godbout, has been appointed vice-chairman of the War Information Board announced by Premier Mackenzie King this week.

While final decision has yet to be reached on some matters, it is believed that Murray may move his headquarters to Toronto. Change will become effective November 2.

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## NO ISSUE LABOR DAY

Because of the closing of most of the government offices on Labor Day, Monday, September 7, the Tuesday issue of this service immediately following will be omitted.

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## MR. FLY STILL HASN'T FLOWN BACK

There continued to be considerable mystery about the absence of Chairman James L. Fly of the Federal Communications Commission. The general impression was that he had quietly slipped away on a vacation.

If so, he wasn't the only one. The public is given the impression that high government officials are continuously in Washington in the sweltering heat breaking their backs with work trying to win the war.

The truth of the matter is that a large number of them are not even on the job. This writer had the experience on a recent Thursday of calling up 10 government officials in a row and not a single one was in town. In some cases it was frankly stated they were away on vacations. The official explanation however was invariably "away on secret war business".

When Chairman Fly will return is still apparently uncertain. He is said to have told someone on the Hill that he would be gone two months but the opinion around the Commission seemed to be that he would return after Labor Day.

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## LOUIS RUPPEL JOINS CROWELL-COLLIER

Effective October 1 Louis Ruppel, Columbia Broadcasting System public relations head, will become executive assistant to Thomas Beck president of the Crowell-Collier Publishing Company. Mr. Ruppel's new duties will be in a general advisory capacity due to his wide experience in the publishing and radio business.

Mr. Ruppel was formerly managing editor of the Chicago Times where he was credited with being largely responsible for the success and growth of that paper. He was closely associated with Franklin D. Roosevelt when the latter was governor of New York.

Mr. Ruppel has been with Columbia about three years and not long ago there was a report that he would come to Washington as one of the right-hand men to Elmer Davis, director of the Office of War Information and former CBS commentator.

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## RECORDERS AND BROADCASTERS TO STAND PAT ON PETRILLO

According to manufacturers of records and the broadcasters, James C. Petrillo expected them to come to him for terms, but if latest advices are correct they have not done so -- though a month has passed since his edict went into effect banning the making of records by union musicians for broadcasting purposes. It is said that they are well content to await the threshing out of the issues in the courts. The anti-trust suit brought against Mr. Petrillo will be argued in the Federal Court in Chicago Wednesday, February 16

One of the latest references to Mr. Petrillo appeared in an editorial in the current issue of the Saturday Evening Post "Free Labor must Win" which read:

"Free Labor Will Win is the slogan the National Administration suggests for Labor Day, 1942. Everybody agrees. Free Labor must outdistance its best mark of the past or we shall be done with Labor Day forever. To remain free, labor must share the general sacrifices needed for victory.

"Such fervor will be honestly meant, but it will have greater influence if words are accompanied and followed by even more evidence of good faith than we have had in the past. If one bull-fiddle player should arise from the ranks of the American Federation of Musicians to denounce Mr. James Caesar Petrillo's activities, or if one prominent leader of labor should deplore the recent mess at Pontiac, Michigan, where a defense factory was closed because of a jurisdictional dispute among the organizers of chain-store clerks, the effect would be electrical. Labor Day speeches are a dime a dozen, but evidence of understanding that free labor implies responsible labor is more important."

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## DO SENATORS GET AS MANY LETTERS AS RADIO STATIONS?

Broadcasters might compare their station response to the mail received by the more important United States senators. The latter information has been made public for the first time by Senator Tydings (D) of Maryland. The purpose, he said, was to "show what Senators claim they are receiving in the way of mail, and what they have actually received over a period of seven weeks".

Senator Tydings' table covered senatorial mail receipts from January 8 to February 28, inclusive, a period in which, he said, the mail was running a little below normal and far below receipts of the last few days when constituents by the tens of thousands have been writing on labor, the war effort and economy.

The table showed that in the 51 days, the total for all Senators was 452,710 letters.

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Senator Brooks (Republican), of Illinois, led the list with 20,486 pieces of first-class mail, or an average of 401 letters a day. He was more than 33 1/3 per cent ahead of his nearest competitor, Senator Mead (Democrat), of New York, who received 13,295 letters, or an average of 260 a day.

Others were Senators Connally, of Texas, 219 letters a day; O'Daniel, of Texas, 204 letters, Walsh, of Massachusetts, 184 letters; Pepper, of Florida, 180 letters; Tydings, 163; Wagner, of New York, 156, and Byrd, of Virginia, 154. All of the last named are Democrats.

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#### WHO THOUGHT UP THE QUIZ SHOW?

Raising that point John Hutchens, Radio Editor of the New York Times, last Sunday wrote: "This isn't the \$64 question but it is one many people have tried (unsuccessfully) to answer".

"It was five years ago that questions and answers became a real factor in network broadcasting", Mr. Hutchens continued, "beginning with the arrival of 'Professor Quiz' on a national hook-up in the spring of 1937. Last fall, according to trade rumors along Radio Row, the quiz show momentum was due to expire. It did not. Even now, with some of the quiz programs on Summer vacation, you can turn the dial at almost any hour between 10 A.M. and midnight and hear some one asking some one else a question.

"There is a legend that a man from Rockford, Ill., once went to Chicago and tried to sell an idea for an interview program, long before 'Vox Pop' started asking questions and getting answers in 1932. He was told to go home to Rockford. There ought to be a plaque for him some day.

"Two thousand dollars a week is a large budget for even a leading half-hour quiz show, as compared with \$10,000 for a variety program that might not rank appreciably higher in the audience survey ratings.

"For this comparatively small outlay the return in popular interest is enormous. The 'Truth or Consequences' office says that in less than two years it has received 800,000 letters submitting questions and consequences. Eight million questions have been sent to the Chicago headquarters of the Quiz Kids. Fifteen thousand letters a week pour into the 'Information Please' office, averaging four questions each.

"The Quiz Kids have been a phenomenal hit, after overcoming a popular belief that no group of children could be so intellectual, and that the program must surely be faked. If they had any doubts about it, a group of University of Chicago professors learned better. In a test which, fortunately for the professors, was not broadcast,

the Quiz Kids won by a score of 275 to 140. Later the professors turned the tables on the kids and won by five points."

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# WOULD SHORT-WAVE JAPS "GOLDEN LESSON" BACK TO THEM

A writer in the Washington Post, Clarke Kawakami, suggests that our short-wave stations continuously flash the Japan "golden lesson" back to them as a reminder of their present conduct. For this he gives the following explanation:

"In 1882 the Emperor Meiji, whom all Japanese revere as one of the greatest and wisest rulers in their country's history, issued a rescript laying down five basic principles of conduct to be followed by all officers and men of Japan's fighting services. That document, about 2000 words in length, has for 60 years been the official Bible of the Japanese army and navy, and even today every soldier and sailor in the Mikado's forces is expected to know it from memory.

"Although officially entitled Gunjin Chokuyu or 'The Imperial Precepts to Soldiers and Sailors,' the rescript is more familiarly referred to among Japanese as the Kinka Giokujo or 'golden lesson and precious-stone rule.' In simple, ringing words that even the dullest farm-boy recruit can understand, it exhorts members of the armed forces to cultivate the five virtues of loyalty, propriety, valor, righteousness and simplicity. In short, it is Bushido, the ancient 'way of the warrior,' dressed in modern garb.

"It is pertinent, then, to re-examine the Imperial Rescript and to hold it up before the whole world as evidence that Japan's fighting men, under their present leadership, are violating almost every tenet of the code they are sworn to obey. As a propaganda weapon to undermine Japanese morale, nothing that our political warfare experts can devise would be half so effective as this small document. It need only be read in the Japanese original, without comment, at the close of every short-wave broadcast beamed to the Far East. No Japanese listener could fail to catch the point."

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# 20 PROGRAMS TAKE 125-STATIONS UNDER NBC'S NEW PLAN

Twenty national programs, sponsored by fifteen different advertisers, have now signed under the National Broadcasting Company's Full-Network Plan and have contracted for the NBC network of 125 stations. The company announced:

"By taking 125 stations, a number of these advertisers will effect an immediate saving; some will be increasing their former station lineup to a larger extent with slight increases in expenditures, and others are making substantial budget increases in order to use 125 stations. We fully expect that before long most of our evening advertisers will be using 125 stations."



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## RADIO WORKS WITH THE ARMY

Elliott M. Sanger, General Manager of Station WQXR, wrote the following letter to the Editor of the New York Times:

"This is in reply to the letter written you by Miss Joan Hansen about radio helping during blackouts.

"From the description of the programs Miss Hansen evidently was listening to WQXR. The reason she received no blackout instructions from us or any other station is because the radio stations were not ordered by the Army to do so. There is complete co-ordination between radio and the Army during practice blackouts in preparation for actual raid conditions. The plan of the recent unannounced blackout apparently was to rely upon siren warnings, without any help from the radio.

"Miss Hansen may be sure that the radio stations of New York are a vital part of the air raid precautions system and when blackout instructions via radio are needed she will get them."

Miss Hanson's letter follows:

"I should like to suggest a rather elementary addition to the procedure adopted in blackouts here, whether practice or grimly necessary.

"Tonight at 9:30 the sirens began to shriek and a bland voice on my radio told me that I ought to join the roster of distinguished people who use a soothing lotion after shaving. While the siren moaned on the same or another suave voice told me I should have the treat of listening to the music of Old Vienna.

"This gave me an authentic shudder, and I'd already put the lights out. As I am equipped with adequate blackout facilities, I am typing this at 9:40 and the radio has just finished a spirited polka and is giving me an equally spirited minuet.

"If the blackout is seriously meant, couldn't the radio stations be informed, all within a minute, and announce it to their listeners and then continue with their inspiring tunes?"

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Speaking of mail, Arthur J. Metzler of WOR's Mail Room said:

"One listener wrote to us: 'I am an ardent listener to your station, but lately I've missed your program, "The Witches Tale". That show has been off WOR for almost five years. Another was addressed to 'Lone Ranger, Many Apples, Many Sodas.' We finally figured out the writer meant, 'Minneapolis, Minnesota.'"

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 ::: TRADE NOTES :::  
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The Sparks-Withington Company, manufacturer of radio and allied appliances, issued its report for the fiscal year ended on June 30. It showed a net profit of \$679,845, after charges and reserves for Federal income taxes and a provision for war-time and post-war adjustments. This is equivalent to 73 cents each on 900,674 shares of common stock, after annual dividend requirements on the 6 per cent preferred shares. For the year to June 30, 1941, net income was \$96,591, or 8 cents a common share.

The directors have declared a dividend of 25 cents a share on the common stock, payable on Sept. 15 to stockholders of record of Sept. 5. This is the first payment on this stock since 1931.

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Liberty Broadcasting Corp., operating Radio Station WAGA, Atlanta, Ga., engaged in selling the use of its radio transmittal facilities and power, stipulated with the Federal Trade Commission to cease representing that WAGA has more listeners in Atlanta than any other radio station or that, when operating as authorized in its construction permit, it can be heard without interference over the entire State of Georgia; or misrepresenting through exaggeration the number of prospective purchasers who listen to the station.

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Every time the Germans sink a ship they strike two strokes on a gong. This is broadcast to their enemies by short-wave. Recently the gong strokes announced 18 ships sunk in one evening.

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In a booklet entitled "A March ... and a dance," CBS has reprinted two letters to the Editor of the New York Times. One was from Frances Morehouse, of Shafer, Minn., in which she criticized the wartime activities of the radio industry. The other was a reply by Davidson Taylor, Assistant Director of Broadcasting for CBS.

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An amendment to make clear that maximum prices for all radio apparatus and parts covered by Price Regulation No. 136 are those charged by sellers on March 31, last, was issued by OPA.

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The Vacuum Tube Division of the General Electric Radio, Television and Electronics Department will henceforth be known as the Electronic Tube Division, according to a recent announcement by Dr. W.R.G. Baker, Vice President in charge of the Department.