

HEINL RADIO BUSINESS LETTER

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No. 1482

WHY CERTAIN NEWS IS WITHHELD BY RADIO AND PRESS

Although there have been no changes of importance lately, Byron Price, Director of the Office of Censorship and J. H. Ryan, Assistant Director, in charge of radio, have issued a lengthy clarifying statement regarding the code governing the dissemination of war news.

"Some of the news is not published in newspapers nor broadcast by radio stations in these critical times", Messrs. Price and Ryan explain.

"The reason is that editors and broadcasters are cooperating with the Government to deprive the enemy of certain information which would help him to kill Americans." * * * *

"Editors and broadcasters are asked to recognize that 'business as usual' will not be in order during the war, but are assured at the same time that there will be no news or editorial blackout because official sources themselves will be making completely privileged disclosures as often as they may be made safely.

"It is the hope and expectation of the Office of Censorship' says the Code, 'that the columns of American publications will remain the freest in the world, and will tell the story of our national successes and shortcomings accurately and in much detail.'"

The specific requests in the Code and the reasons behind them are discussed under the following heads: Troops, Ships, Enemy Attacks, Air Attacks, Planes, Fortifications, Production, Weather, Rumors, Photographs and Maps, and Miscellaneous.

Some of the highlights in these explanations follow:

"Newspapers and broadcasters naturally learn a great deal about troop movements and the identity of regiments overseas. The reasons for withholding this news are, in the main, obvious. No one wants to tell the enemy that certain troop transports are on the high seas, or to advise him that tank or air force units are being concentrated at a certain point. Enemy spies like to report exactly what fighting men are where and what equipment they have.

"At first thought it might seem harmless to say that Willie Jones was with the Nth Field Artillery in Australia. But by picking up such items here and there an enemy agent could piece together the whole story of General MacArthur's manpower, his equipment, and what special training his troops have had."

"If we tell the enemy where our ships are, he will know where to attack them. If we tell him what cargo they are carrying, he will know which ships would be his most valuable prizes. If we tell him that we know where his own ships are, he is likely to move them to our disadvantage."

"The less the enemy knows about the effectiveness of his guns, bombs, and torpedoes the less solid ground he will have for planning future attacks.

"Enemy forces often are out of communication with their bases. Very often they will not know what points have been left vulnerable unless someone tells them.

"Detailed stories about ship sinkings, told by survivors and others, can do immense harm. Information about cargoes and destinations will form an index to our supplies of strategic materials. Information about the precise effect of torpedo hits will tell the enemy how effective his weapons are.

"An attacking submarine can report only incomplete information, and it can make that report only by radio at great risk to itself or by returning to its base, which many submarines never do.

"One of the most important and difficult tasks of an attacking commander is to gauge the effect of his fire. Enemy commanders should not be aided in this task."

"It may be assumed that any air raid on continental United States would be designed for morale rather than military effect. If the enemy can spread panic, he will have accomplished his purpose.

"Radio is asked to be silent not only because radio stations act as beacons to guide enemy planes, but because broadcasting would instantly convey valuable information to the enemy overhead.

"An attacking plane usually flies high and cannot always be certain of its exact route or location. If the enemy is told that his planes were on the target or off the target, or that they followed this or that route, he will make good use of that information next time."

"A major purpose of the Axis war effort against the United States is to cripple or slow down our war production. We are short of certain materials and of certain implements of war. Enemy spies and saboteurs try desperately to find out what materials are most critical, and at what point the production process is most vulnerable.

"Every community where a war industry is located knows something about war production. If all of this were published or broadcast from every community, the enemy would have a blueprint worth many divisions of troops."

"It has long since been established that meteorologists serve as senior officers on enemy naval craft in the Atlantic. A few drops of rain at El Paso, high winds at Kansas City, and a snowfall in Detroit will indicate to enemy ships which parts of the Coast will have rough weather or fog a day or two later.

"Radio is under a more stringent restriction than newspapers on questions of weather because the transmission of the information is instantaneous. Many American broadcasting stations can easily be heard off shore."

"Editors have been advised to exercise discretion in the publication of enemy propaganda from the short-wave radio and Morse code transmissions."

"The request that there be no disclosure about the movements of the President and of other official personages is based on reasons of safety. The President is the Commander-in-Chief. He and his officers do certain traveling, and it is obvious that the enemy would like to know about it and would like to do what he can about it."

"It is true that some of the facts regarding many things mentioned in the Code will be known to many Americans. But the same is true of almost all war information, including the time and sailing of military convoys. The voluntary Code appeals to newspapers and broadcasters not to spread such information still further."

Anyone who wants a complete copy of the Code, either in order to understand better the wartime problems of newspapers and radio or for his own guidance in helping to keep dangerous information out of circulation, may obtain such a copy by writing the Office of Censorship, Washington, D. C.

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WESTERN NAB GROUP URGES PETRILLO CONFAB

Delegates to the 14th District regional meeting of the National Association of Broadcasters at Denver urged "a round-table discussion" with James C. Petrillo in the big music fight. Gene O'Fallon, NAB Director and Manager of KFEL, Denver, presented the resolution, which read:

"Whereas, the broadcasters of the Rocky Mountain States, proud of their record of fair play and ever mindful of the rights of all groups and individuals, and desirous of insuring that Mr. James C. Petrillo be given an opportunity to state his position, along with all others concerned;

"Wherefore, Be It Resolved, that the members of the 14th N. A. B. district, assembled in Denver do hereby urge that all of the great networks of America, which provide the nation with the world's finest system of mass communication, now arrange for a round-table discussion of this order by James C. Petrillo; and that the networks invite to participate in such discussion, James C. Petrillo, in person; William Green, President of the American Federation of Labor; Philip Murray, President of the CIO; John L. Lewis, influential labor leader; a representative of the Federal Communications Commission; Senator Worth Clark of Idaho; a name band leader; representatives from each of the industries affected, that is, the phonograph and electrical transcription companies; a representative of the radio industry; representative of the Attorney General of the U.S.; a representative of the 200 small radio stations affected; and any

other person who may be directly concerned in this issue;

"And Be It Further Resolved, that such a round-table discussion be arranged with the greatest expedition in order that American listeners may not be deprived of the free, democratic right to hear in their own homes, either by phonographic record or by radio, the songs born in the battles waged by their sons, husbands and sweethearts."

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PALEY TAKES FCC CHAIN REGULATION TO SUPREME COURT

There was a further move to block the efforts of the Federal Communications Commission to regulate network broadcasting this week when William S. Paley made it known that the Columbia Broadcasting System was taking immediate steps to bring the case before the Supreme Court, which earlier this year reversed a prior decision of this Statutory Court on the question of jurisdiction in the same case. The National Broadcasting Company has likewise made it known that steps would be taken upon behalf of NBC to perfect an appeal to the highest tribunal.

Mr. Paley said:

"We are taking immediate steps to bring the case before the Supreme Court, which earlier in the year reversed a prior decision of this Statutory Court on the question of jurisdiction in the same case. We believe any enforcement of the proposed FCC rules would seriously jeopardize the vital role which network broadcasting is playing in the war effort, and we will vigorously defend our right to continue the nationwide service which we are rendering. The text of the Statutory Court decision seems to us to be based upon a narrow legalistic interpretation of the Communications Act, with which we frankly disagree, and which wholly disregards the irreparable damage which might be done to American broadcasting. We are confident that no final determination of this can ignore the fact that our present American system of broadcasting has produced the highest level of audience approval and of public service of any country in the world."

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Reports from Albany are that dissolution papers have been filed by the FM Radio Broadcasting Association, Inc., the trade association of the FM broadcasters. FM development handicapped by the war was said to have been the cause of the dissolution.

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DAVIS IN NO. 1 U.S. RADIO DEFENDER DEBUT HITS MAAS

Without mentioning any names, Elmer Davis, Director of War information, banged back at Representative Melvin J. Maas, of Minnesota, and other critics over the Columbia Broadcasting System last Thursday night thus making his initial appearance as No. 1 radio defender of the Administration. Mr. Davis has been urged for sometime to resume his old role of commentator and become a regular Government spokesman over the air. His broadcast Thursday night, however, evidently was a special appearance to reply to charges made by Representative Maas, Senator Willis, of Indiana, and others who have been heaving brickbats at the Administration's conduct of the war.

Mr. Davis' broadcast was over WJSV in Washington, the same station from which Mr. Maas spoke except that the latter took only 15 minutes whereas Mr. Davis talked for half an hour. When Colonel Maas broadcast a week or so ago, Earl Gammons, Washington Vice-President of Columbia, offered OWI the opportunity to follow Maas immediately but the offer was declined at that time.

Mr. Davis sounded Thursday night to one listener at least, as if he were a trifle warm under the collar. His tone seemed to be more as if he were lecturing the individuals concerned than the usual calm and impartial manner that has made him so popular over the air. Nor did Mr. Davis confine himself to discussing charges against his own particular news field, in which he is an acknowledged authority, but he likewise endeavored to answer such charges as made by Mr. Maas as that there was no unified command in the South Pacific.

Nor in discussing the charges made by Senator Willis from his own State of Indiana did Mr. Davis pull any punches. It was a coincidence that only recently Mr. Willis, a Republican, in a speech mentioned with evident pride the fact that Mr. Davis and several other important New Dealers were from Indiana.

Mr. Davis dealt more extensively with Representative Maas, who he referred to as the South Pacific "traveler" who spoke of "Disasters known to all but the American people".

"I don't know what his definition of a disaster may be", Mr. Davis went on. "He mentioned the battle of Savo Island, which was certainly a severe local defeat; but the enemy's failure to follow up his advantage saved it from being a disaster.

"Anyway, that battle has been reported; we have suffered no disasters or defeats which have not been reported. We have announced to date the loss of every major ship which has been sunk or otherwise destroyed."

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FCC DESIGNATES RCA POINT-TO-POINT RENEWALS FOR HEARING

After examining the applications of R.C.A. Communications, Inc., for renewal of licenses to operate point to point telegraph stations located at Rocky Point, N. Y.; New York, N.Y.; New Brunswick, N.J., Tuckerton, N.J., Marion, Mass., Bolinas, Calif, and San Juan, Puerto Rico, and point to point telephone and telegraph stations located at Kahuku, T. H., the Federal Communications Commission announced today (Friday, November 20) that it was unable to determine whether the granting of such applications would serve the public interest, and has designated the matter for hearing.

Reasons for designation for hearing rest primarily on the desire of the Commission to determine if R.C.A. Communications, Inc., has entered into any contracts or agreements which have the effect of preventing the establishment by other American carriers of international parallel communications circuits, and whether these contracts or agreements would result in undue preference to R.C.A.C. or undue prejudice to other American carriers.

The hearings are also expected to reveal whether any of the outstanding contracts or agreements entered into by R.C.A.C. have the effect of hampering or delaying the institution of additional channels of communication desirable for the successful conduct of the war.

The official notice of the FCC designated the matters for hearing for the following reasons:

"1. To determine if applicant has entered into, maintained, or operated under any contracts, agreements, understandings, or arrangements, written or oral, express or implied, which have the effect of preventing the establishment by other American carriers of communication circuits, contrary to the public interest, convenience, or necessity.

"2. To determine if applicant has entered into, maintained, or operated under any contracts, agreements, understandings, or arrangements, written or oral, express or implied, which have the effect of preventing the practical operation by other American carriers of additional communication circuits, contrary to the public interest, convenience, or necessity.

"3. To determine if the applicant has entered into, maintained, or operated under any contracts, agreements, understandings, or arrangements, written or oral, express or implied, which result in an undue preference to applicant or an undue prejudice to other American carriers in the rendition of any communication service, contrary to the public interest, convenience or necessity.

"4. To determine if the applicant has entered into, maintained, or operated under any contracts, agreements, understandings, or arrangements, written or oral, express or implied, which tend to create a monopoly of communication service, contrary to the public interest, convenience or necessity.

"5. To determine if the applicant has taken any action designed to prevent, restrain, burden, or impede the establishment or successful operation by other American carriers of additional circuits or channels of communication, contrary to the public interest, convenience, or necessity.

"6. To determine if the applicant has entered into, maintained, or operated under any contracts, agreements, understandings, or arrangements, written or oral, express or implied, which have the effect of hampering, delaying, obstructing, or in any manner prejudicing, contrary to the public interest, convenience or necessity, the institution of additional channels of communication desirable for purposes of national security and the successful conduct of the war.

"7. To determine whether in the light of the evidence adduced on the foregoing issues, public interest, convenience or necessity would be served by a grant of the applications herein designated for hearing.

"The applications involved herein will not be granted by the Commission unless the issues listed above are determined in favor of the applicant upon the basis of a record duly and properly made by means of a formal hearing.

"The applicant is hereby given the opportunity to obtain a hearing on such issues by filing a written appearance in accordance with the provisions of Section 1.382(b) of the Commission's Rules and Regulations. Persons other than the applicant who desire to be heard must file a petition to intervene in accordance with the provisions of Section 1.102 of the Commission's Rules and Regulations.

"The applicant's address is as follows:

"R.C.A. Communications, Inc.
66 Broad Street
New York, N. Y.

"Dated at Washington, D. C., November 20, 1942.

"By the Commission"

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WPB RADIO AND RADAR BRANCH FUNCTIONS

The recently appointed Radio and Radar Branch, of which Ray Ellis is the Government's presiding officer, is now an active part of the War Production Board. Its members are:

Max Balcom, Sylvania Electric Products, Inc., Emporium, Pa.; M. Cohen, F. W. Sickles Co., Springfield, Mass.; W. P. Hilliard, Bendix Radio, Baltimore, Md.; W. F. Hosford, Western Electrification Mfg. Co., New York, N. Y.; E. E. Lewis, Radio Corporation of America, Camden, N.J.; Percy L. Schonen, Hamilton Radio, New York, N. Y.; Al Wells, Wells-Gardner Co., Chicago, Ill.

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ARMY URGES BROADCAST PERFORMERS TO USE MORE CARE

A letter has been sent to radio and other performers by Lieut. Col. Edward Kirby of the Public Relations Bureau of the War Department, which reads in part as follows:

"What was funny soldier humor before, is not so funny now. The Army hasn't lost its sense of humor - men still laugh in the face of death, and crack good American jokes huddled in the Arctic Circle, or sweltering in the African heat. That's as it should be, and ever shall be.

"From time to time on various shows, originating from camps, soldiers are used for 'interview' purposes, when, as a matter of fact, they are used as mere stooges, or forced to 'act out lines' in competition with professional line readers, and made unwittingly, to appear as somewhat stupid and dull, when, as a matter of fact, in their line of business, they are far from it.

"Other times, the soldier's normal interest in 'girls' is emphasized and stretched to an unwholesome and unwarranted degree by writers who see only the all-male soldier audience, forgetting about the all-family audience at home.

"When such material reaches the home by radio from Army property, it is resented by great numbers of peoples, and by great numbers of soldiers who dislike being reflected to their home folks and to the world at large in this manner. Our mail is a clear reflection of this.

"The American soldier today is a pretty serious young man, hardened by training, ready to risk his life in any quarter of the globe for those he leaves behind. He is proud of his best girl, proud of his country, proud of his uniform. He laughs at hardships, wise-cracks at the other guys, and looks for humor in every situation.

"We think he'd prefer it if radio reflected something more of this spirit to his people back home - and less of the other."

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FCC ACTION

The Federal Communications Commission on November 11 took the following action:

KHSL, Golden Empire Broadcasting Co., Chico, Calif., granted modification of construction permit for installation of directional antenna for day and night use, and increase in power (as modified); for extension of completion date to December 16, 1942; KGER, Consolidated Broadcasting Corp., Ltd., Long Beach, Calif., granted modification of construction permit (as modified, for new equipment, increase in power, installation of directional antenna for night use, and move

of transmitter) for extension of completion date to December 12, 1942; KOL, Seattle Broadcasting Co., Seattle, Wash., granted license to cover construction permit for increase in power and installation of directional antenna for day and night use, as modified, granted authority to determine operating power by direct measurement of antenna power; W8XCT, The Crosley Corp., Cincinnati, Ohio, granted modification of construction permit (as modified, for new experimental television broadcast station) for extension of completion date only, from October 28, 1942, to April 28, 1943.

Applications Received: WPTZ, Philco Radio and Television Corp., Philadelphia, Pa. (resubmitted) modification of construction permit which authorized construction of new television broadcast station for extension of completion date to 6/1/43; WIBG, Seaboard Radio Broadcasting Corp., Philadelphia, Pa.; modification of construction permit (as modified) which authorized installation of new transmitter, directional antenna, move transmitter and studio, change hours of operation, and increase power for extension of completion date from 11/40/42 to 90 days after date of grant and change in type of transmitter (990 kc.); WMJT, The Journal Co. (The Milwaukee Journal), Milwaukee, Wis., modification of construction permit (as modified) which authorized construction of new commercial television station for extension of completion date from 10/27/42 to indefinitely; KFXM, J. C. and E. W. Lee (Lee Bros. Broadcasting Co.), San Bernardino, Calif., amended to request modification of license for change in hours of operation only; WNAC, The Yankee Network, Inc., Boston, Mass., extension of special service authorization to operate with power of 5 kilowatts using directional antenna at night for the period ending 10/1/44.

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CENSUS REPORTS ON RADIOS IN WHITE AND NON-WHITE HOMES

The number of home radios in white and non-white households in the United States is shown in statistics released yesterday (Thursday) by Director J. C. Capt of the Bureau of the Census, Department of Commerce. The census figures show that 86.8 percent of the 30,721,944 white households reporting on this item had a radio, as contrasted with 43.3 percent of the 3,168,562 non-white households. In general, the differences between the two groups were largest in the States where the non-white population is mainly rural, and smallest in the States where most of the non-white population is urban.

This release supplements the release Series H-13 No. 1, which presents data on home radios for States by urban and rural areas.

OCCUPIED DWELLING UNITS WITH RADIO, BY COLOR OF OCCUPANTS: 1940

| | All Occupied Units: | Households Occupied by White: | Households Occupied by Non-White: |
|---------------------|------------------------|----------------------------------|--------------------------------------|
| Reporting on Radio | 33,890,506 | 30,721,944 | 3,168,562 |
| With Radio - Number | 28,048,219 | 26,674,737 | 1,373,482 |
| " " - Percent | 82.8 | 86.8 | 43.3 |
| Total | 34,854,582 | 31,561,126 | 3,293,406 |

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 :::: TRADE NOTES ::::
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Having been obliged to give up its quarters in the Normandy Building in Washington, and desiring to fortify itself against a similar situation in the future, the National Association of Broadcasters has decided to have its own building in Washington. Several sites are now under consideration.

 Station KWBW, Hutchinson, Kansas, owned and operated by the Nation's Center Broadcasting Company, will become affiliated with the NBC network on Sunday, November 22nd. NBC, then will have 140 outlets.

 Owners of idle stocks of copper and steel, and their alloys, who sell directly to authorized war producers, are now required to report such sales by an amendment to that regulation (No. 13 Priorities Regulation). When a sale is made of copper from inventories previously reported to the War Production Board, 200 Madison Avenue, New York, N. Y., the seller must now send a copy of the invoice to that address.

 Philco Corp. announced a dividend of 10 cents per common share payable December 12 to stockholders of record November 28. This brings total dividend payments for the year to 55 cents per share.

 Results of the election held recently by NBC network affiliates, to select representatives on the Stations' Planning and Advisory Committee, were:

The districts and their elected representatives are:
 1. Paul W. Morency, WTIC, Hartford, Conn.; 2. G. Richard Shafto, WIS, Columbia, S. C.; 3. James D. Shouse, WLW, Cincinnati, Ohio; 4. Harry Stone, WSM, Nashville, Tenn.; 5. Stanley E. Hubbard, KSTP, Minn.-St. Paul, Minn.; 6. G. E. Zimmerman, KARK, Little Rock, Ark.; 7. Sydney S. Fox, KDYL, Salt Lake City, Utah; 8. Arden X. Pangborn, KGW, Portland, Ore.

 All transactions between private persons or companies involving U. S. Patents and copyrights in which any foreign country or foreign national has an interest now are subject to control by Leo T. Crowley, Alien Property Custodian. Heretofore, this control has rested in the Treasury Department.

 Emerson Markham, in charge of farm and science broadcasting for General Electric, has also been appointed Manager of the frequency-modulation (FM) radio station W85A. The General Electric FM station now broadcasts seven hours a day, from 3 to 10 P.M.

Mr. Markham was born in Binghamton, N. Y., and attended John B. Stetson University, Deland, Florida.

The first test radiophoto over a new circuit between Stockholm, Sweden, and New York, was received earlier in the week by R.C.A. Communications, Inc. in cooperation with the Swedish Telegraph Administration. The picture showed King Gustaf and guests at Solliden Castle, including Crown Prince Gustaf Adolf, Prince Eugen and Prince Wilhelm. To reach New York the short-waved radiophoto travelled 3,976 miles. It required 6 minutes for transmission.

Other radiophoto circuits now operated by R.C.A. Communications, Inc., link New York with London, Moscow, Cairo and Buenos Aires. Pictures from Melbourne and Honolulu are received at the RCAC, San Francisco terminal.

Cloyd Marshall, electrical engineer and former manufacturer of radio condensers, who retired in 1927, died on Saturday in his home in Hollywood, Calif., after a short illness. His age was 74.

At the St. Louis Exposition of 1904, he was in charge of the electrical exhibits. For a time he was General Manager of the United Wireless Company. In 1914-27, Mr. Marshall was Vice-President and General Manager of the Dubilier Condenser Corporation in New York and New Jersey.

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NEW WOR RECORDING STUDIOS COMPLETED

The new WOR Recording Studios have just been completed. The new studios, located on the 18th floor of 1440 Broadway, are modern in design and offer the latest in acoustical properties, lighting installations, and recording equipment.

The studios were designed under the supervision of sound control experts. The walls were built with obtuse angles which control reverberation, and help eliminate reflections without the loss of desirable brilliance so necessary to the production of high fidelity recordings.

Scully Recording Lathes are used. The Recording Studio has one audition room centrally located and immediately accessible from the cutting rooms, control rooms and studios.

The studios have fourteen channels available at all times. These channels are chiefly used for recording programs "off the line" or "off the air". All fourteen channels are quickly interchangeable.

The dubbing equipment is installed in a specially designed and acoustically treated room which is isolated from the rest of the studios. The equipment consists of four dual speed, constant velocity turntables and reproduction is achieved through the use of four high fidelity lateral-vertical reproducers.

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