

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

## INDEX TO ISSUE OF AUGUST 27, 1943

New Call Letters For All FM Stations November 1.....	1
All You Had To Do In Those Days Was To Ask Terrell.....	2
FCC Modifies Its Rules And Regulations.....	4
Praising Weiss, Chicago Trib. Says Radio Ruled By Fear.....	6
FCC Probe Subcommittee To Meet In Washington Aug. 30.....	7
Is Elmer In The Dog House? Row Over His Broadcasts.....	8
Looks As If Drew Pearson Has Hit It Again.....	9
Trade Notes.....	10

No. 1557

## NEW CALL LETTERS FOR ALL FM STATIONS NOVEMBER 1

There will be a complete reshuffling of call letters for the Frequency Modulation (FM) stations of the United States November 1st. These stations are now 45 in number and all have new designations.

The system just adopted for FM stations will replace the present combination of letter-numeral calls (such as W47NY, W51R, etc.) presently used by FM broadcasters and will conform to the combinations currently used by standard broadcast and commercial television stations. In cases where a licensee of an FM station also operates a standard broadcast station in the same city, he may, if he so desires, retain his standard call letter assignment followed by the suffix "FM" to designate broadcasting on the FM band. Thus, if the licensee of a standard broadcast station with the call letters "WAAX" (hypothetical), also operates an FM station in the same location, he will have the choice of using the call "WAAX-FM" or he may, on the other hand, be assigned a new four-letter call - say, WXRI. Similarly, an FM broadcaster on the West Coast, who also operates a standard broadcast station "KQO", may, if he likes, use the call "KQO-FM" or he may ask for a new four-letter call "KQOF" for his FM station. This choice will remain entirely with the FM operator.

FM licensees may inspect at the FCC a list of the approximately 4,000 four-letter calls which are available for assignments. This number appears ample to supply calls for all additional standard, commercial television, FM stations and non-broadcast classes for some time to come. (The Commission wishes to call attention to the fact, however, that all three-letter calls have already been assigned.)

All call letters beginning with "W" are assigned to stations east of the Mississippi River; all station calls beginning with "K" are located west of the Mississippi and in the territories. A breakdown of the 4,000 four-letter calls available shows approximately 2,900 "K" calls and 1100 "W's" still unassigned.

FM stations are asked to have their requests, indicating a preference in call letters, filed with the Commission by October 1. If no request has been received from an FM licensee by that date, the FCC will, at its discretion, assign a new four-letter call to that station.

It is recommended that FM operators, who wish a new four-letter call, list their first, second and third choices, and in the event two stations seek identical call letters the request first received by the Commission will be honored. All FM stations will use their new call letters on the air effective November 1, next.

Under the old system the first letter of an FM call, either K or W, indicated the geographical position of the station in relation to the Mississippi River, the number designation showed the frequency on which that station was operating and the last letter or letters gave a clue to the city from which the broadcast emanated. (FM stations are licensed in the 43,000 to 50,000 kilocycle band, on frequencies from 43,100 to 49,900 kc., progressing by 200 kilocycle steps.) Thus the call K37LA indicates a station operating on 43,700 kc at Los Angeles; W53D, a station on 45,300 kc. at Detroit, etc.

The Commission's decision to discard the combination of letter-numeral calls for FM stations arose out of several disadvantages and inherent limitations in the system based upon the past experience of FM broadcasters themselves, and the advisability of making the change at this time when transmitter construction is halted because of the war. Licensees of FM stations have found that the letter-numeral system is somewhat cumbersome and does not meet with general public acceptance. In addition, a change in frequency of an FM station under the old system involved a change in its call with consequent confusion to the listening public. Finally, it was felt that as FM broadcast stations were licensed in more and more cities, it would become increasingly difficult to identify the station call with a particular city through the use of an initial letter or letters.

X X X X X X X X

ALL YOU HAD TO DO IN THOSE DAYS WAS TO ASK TERRELL

Back yonder when this thing called radio was new, a reporter assigned to cover its development and naturally pretty hazy on the subject, said: "I am going to get a book and learn something about it."

"Don't be foolish", said Lynne M. Lamm, a veteran Washington correspondent, "if you want to know anything just call Terrell."

And plenty did just that thing including no less a personage than a former Secretary of Commerce and President of the United States - Herbert Hoover. Also, if a broadcaster wanted to share time, change a frequency, or step up the power a little, he likewise called Mr. Terrell. If it happened to conflict with some other station, Terrell, in his nice Southern way, would suggest that the two stations get together and if they could work out something agreeable to each other, it would probably be all right with the Commerce Department. And it usually was.

The writer, recalling those good old days, asked one of the outstanding radio authorities of the United States if, outside of war activities, approximately the same thing could not be done today without the hundreds of FCC employees and hundreds of thousands of dollars of overhead, and he said "Sure, the whole thing



is political. The FCC has become one of the biggest political Christmas trees in the entire Government service. With Secretary Hoover on the job, Judge S.B. Davis, his Solicitor General, now gone to his reward, and a few of the faithful like Terrell, we could run the thing as good now as we ever did. In those days we didn't even have a law to back us up."

The Terrell referred to, of course, is the one and only William D. Terrell, the first radio inspector in the United States, who will retire at the end of the month after 40 years in the Government service.

In recognition of his splendid service, the FCC addressed the following letter to him:

"Dear Mr. Terrell:

"On the occasion of your voluntary retirement from government service August 31, 1943, may I convey to you on behalf of the Commission and its staff, as well as personally, our sincere best wishes and our hope that you will continue to enjoy for many years to come health, happiness, and the satisfaction of important work well done. We know that the friendships cemented during our association with you will endure, and that you will continue to hold the respect of all concerned with radio which you have earned during your forty years of meritorious service to your government.

"In 1911, when you became the first United States Radio Inspector, you had already had twenty-two years of pioneer communications experience including eight years of government service. Thereafter, as Chief of the Radio Division of the Department of Commerce, you contributed more than any other government official toward the early growth of broadcasting and of high-frequency communication. Since 1932, as Chief of the Division of Field Operations of the Federal Radio Commission, and as Chief of the Field Division of the Federal Communications Commission, you have devoted yourself unremittingly and unsparingly to the duties of your office.

"We especially wish to thank you for your last two years on active duty, undertaken at our request and with the approval of the President after you had passed seventy, the statutory age of retirement for Federal employees, thus giving us the benefit of your expert advice and assistance during the most difficult period of adjustment to war conditions when your help was urgently needed.

"As tokens of your accomplishment and of the esteem in which you are held in your profession, you were elected a Fellow of the Institute of Radio Engineers in 1929 and made an Honorary Member of the Veteran Wireless Operators' Association. You have represented this Government with distinction at many national and international meetings, including the International Radiotelegraph Conference, London, 1912; National Broadcast Conferences called by the Secretary of Commerce, 1922, 1923, 1924 and 1925; International Telegraph Conference, Paris, 1925; International Radio Conference, Washington, 1927; Safety of Life at Sea Conference, London, and European Broadcasting



Conference, Prague, 1929. In all these lines of duty, you have brought credit to yourself and the government.

"Not the least of your services has been the selection and training of younger men who will now carry on the tradition of competence and integrity which you have established, and who will seek to maintain the high standards you have set. I know these men join with the Commissioners in appreciation and cordial best wishes.

"BY ORDER OF THE COMMISSION

(Signed) James Lawrence Fly  
Chairman"

X X X X X X X X X X

### FCC MODIFIES ITS RULES AND REGULATIONS

The Commission has modified its Rules Governing Fixed Public Radio Services, Part 6, deleting the reference to the term "A-3 emission" (telephony) in the definition of "radiotelegraph" in Section 6.9, and adding a new Section 6.11 to incorporate this stricken material and to permit the use of A-3 emission for the control of the transmission and reception of facsimile material. At the same time the Commission deleted from Section 6.10 the reference to emissions which are used for telegraph services, and incorporated the stricken material in a new Section 6.12.

The modified sections and new sections read as follows:

"Section 6.9 Radiotelegraph - The term 'radiotelegraph' as hereinafter used shall be construed to include A-0, A-1, A-2 and A-4 emission."

"Section 6.11 Use of A-3 Emission by Radiotelegraph Stations - The licensee of a point-to-point radiotelegraph station may be authorized to use type A-3 emission for the purpose of transmitting addressed program material as set forth in Section 6.51 and for the purpose of controlling the transmission and reception of facsimile material."

"Section 6.10 Radiotelephone - The term 'radiotelephone' as hereinafter used shall be construed to include type A-3 emission only."

"Section 6.12 Use of A-0, A-1 or A-2 Emission by Radiotelephone Stations - 'The licensee of a point-to-point radiotelephone station may be authorized to use type A-0, A-1 or A-2 emission for test purposes or for the exchange of service messages."

\* \* \* \* \*

The Commission also adopted a new Section 2.66 of its General Rules and Regulations to require written notice to the FCC Inspector in Charge of the district in which a radio station operates two days prior to the voluntary removal of that station, temporary or permanent discontinuance of operation, and within two days subsequent to involuntary discontinuance of operation. Radio stations in Alaska are excluded from this requirement.

The new Section 2.66 reads:

"2.66 Discontinuance of Operation. Unless otherwise required by the rules governing the particular service in which a radio station operates, the licensee of each fixed or land radio station, except stations operating in Alaska, shall notify the inspector in charge of the district where such station is located of any of the following changes in the status of such station at least two days before such change:

- (a) Temporary discontinuance of operation for a period of ten days or more;
- (b) The date of resumption of operation after temporary discontinuance of operation for a period of 10 days or more;
- (c) Permanent discontinuance of operation.

"Provided, however, where any such discontinuance of operation is not voluntary and results from causes beyond the control of the licensee notice thereof shall be given not later than two days after such discontinuance of operation.

"In all cases of permanent discontinuance of operation the licensee shall, in addition to notifying the inspector of intention to discontinue operation, immediately forward the station license to the Washington, D. C., office of the Commission for cancellation."

\* \* \* \* \*

Concurrently, the Commission revised Section 1.361 of its Rules of Practice and Procedure so as to eliminate any reference to specific forms. Footnotes to Sections 1.361 and 43.1 have also been adopted to emphasize relationship to the two sections.

Section 1.361 now reads:

"Sec. 1.361\* Financial Statements - Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of the licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed as provided in Section 1.121."

\* See also Section 43.1 of the Rules and Regulations which requires the filing by licensees and permittees of all classes of broadcast stations of reports as to ownership, operation, interests therein, contracts, etc."



An asterisk inserted immediately after "Section 43.1" refers to the following footnote;

"\*See also Section 1.361 of the Rules of Practice and Procedure which requires the filing by each licensee of a Standard broadcast station of financial statements."

X X X X X X X X

# PRAISING WEISS, CHICAGO TRIB. SAYS RADIO RULED BY FEAR

Referring to the attempt of the Los Angeles Democrats to throw a scare into the broadcasters, the Chicago Tribune, which itself owns the famous Station WGN, said editorially:

"Thru the courage of Lewis A. Weiss, General Manager of the Don Lee broadcasting chain in California, an attempt by the Democratic politicians of that State to censor radio criticism of the New Deal has been brought to public attention.

"The Los Angeles County Democratic Committee took action, thru letters to the broadcasting chain and to sponsors of some of its programs, to suppress radio commentators who have been critical of the New Deal. The Committee made a particular drive against Fulton Lewis, Jr., whose factual reports, based on his own investigations, have exposed numerous administration blunders.

"The Committee was blunt in stating the grounds for its opposition to Lewis. It is out after his scalp because he and other commentators 'are expressing views diametrically opposed to the ideals and aims of the Democratic party and of its leader, President Franklin D. Roosevelt.'

"The Committee's representations were made privately. When Weiss made them public, denouncing them as 'undemocratic and even brazen', the politicians began to back away. They asserted that there was 'no intention of intimidating any one.' The Committee had, of course, asserted that sponsors should be held jointly responsible with a commentator for any of his remarks. It had demanded that Lewis' sponsor instruct him that when he made 'misstatements' about government bureaus he must devote five times as much time to presenting the New Deal alibi as he did to presenting the original facts.

"This outrage cannot be regarded as merely the spontaneous action of a local Democratic organization. The Los Angeles Democrats were following the official party line of the New Deal. The Federal Communications Commission, the OWI, and other administration agencies are also trying to make the radio stations of the country official expounders of administration policies.

"The radio industry is ruled by fear, the fear that if it offends the administration the licenses of its stations will be revoked. The FCC has shown in the past that it will not hesitate to take such action on trivial excuses, when it is politically desirable to do so.

"There will never be a free radio in this country until the right to operate radio stations is confirmed by Congress, to be revoked only for abuse of that right, proved in the courts. Radio stations today are legally in the same class with saloons. The stations are kept under license in order that they may be subject at all times to the intimidation of the licensing authority."

X X X X X X X X

## FCC PROBE SUBCOMMITTEE TO MEET IN WASHINGTON AUG. 30

A subcommittee of the Cox Federal Communications Commission investigation will meet at the Capitol next Monday, August 30. It will be headed by Representative Louis E. Miller (R), of Missouri, and the sessions are expected to last two or three days.

At the New York sub-committee hearings, Lido Belli, Italian-language broadcaster and radio-time broker, testified that he had been forced off the air by Office of War Information officials and obliged to give over control of his business to a man suggested by them. Mr. Belli said that in eleven months off the air he had lost \$90,000. His business is that of purchasing radio time "in bulk" from Station WBNX and selling advertising time to his clients.

Renzo Nissim, a former OWI aide, who took over the business of Belli, admitted that he had been a former member of the Fascist party in Italy. Mr. Nissim said he had been consulted by Lee Falk, OWI foreign-language-radio chief, before receiving an offer from Lido Belli. Mr. Belli had testified that it was at Mr. Falk's suggestion that he agreed to take on Mr. Nissim, and to let Mr. Nissim dismiss his current employees and hire new ones that would be acceptable to the OWI. Mr. Nissim said later that he had employed and dismissed, but consulted the OWI first. As to program content, he said Mr. Falk wished foreign-language broadcasts to be "anti-Fascist, pro-democratic".

His enlistment in the Fascist party, Mr. Nissim said, was for the purpose of obtaining employment as an assistant professor at a university in Florence, Italy.

"So you joined the Fascist party there so you could get a job?" Representative Cox interposed.

"Yes", Mr. Nissim answered.

"And when you decided to come to the United States you gave it up so you could get a job here?" Mr. Cox continued.

"Yes", said the witness.

William I. Moore, Assistant to the Manager of Station WBNX, told of Mr. Falk's having said, "in essence", that unless the foreign-language broadcasters got rid of "unsavory personnel" they would lose their licenses.

Duccio Tabet, a censor and translator of Italian programs for radio station WOV, who came to this country in 1940 as a political refugee, who admitted he was a former officer in the Italian army and at one time a member of the Fascist Party, testified yesterday he censored religious programs and at one time paraphrased part of the Lord's Prayer "to prevent misinterpretation".



Tabet said that the line: "Forgive us our trespasses as we forgive those who trespass against us" was paraphrased to read: "Let us forgive those who enacted by anger or driven by the hidden force of Satan have attempted to offend us."

Tabet's explanation was that it was his job to "prevent anything against the war effort from going on the air."

He said he helped to formulate the censorship code for that station and that one of the rules of the code read: "When one talks of peace he must in every case first state that the victory of America is necessary for humanity to find its peace."

In line with this policy, he testified, the quotation "Peace on earth, good will toward men", which was broadcast at Christmas time was paraphrased to read: "Peace on earth, good will toward men and victory for America."

Tabet added that the paraphrasing of the Lord's Prayer had never been broadcast because in his capacity as censor he deleted it.

X X X X X X X X

#### IS ELMER IN THE DOG HOUSE? ROW OVER HIS BROADCASTS

Elmer Davis seems to no more get out of one mess than he is in another. Now a controversy is raging over whether or not he is trying to strong-arm the networks into giving him time on Sunday nights to resume his Administration broadcasts. Before his trip abroad, Elmer broadcast on Friday nights but the former CBS ace newscaster says that was too much of a chore after a hard day's work.

As will be remembered, the Republicans threw several dead cats at the broadcasts of Mr. Davis and are not expected to show any more enthusiasm if he returns. The entire matter is expected to be put up to the new formed OWI Radio Committee of which Lewis Allen Weiss, Vice-President of the Don Lee network, is Chairman.

All of which leads up to a big question as to whether or not Mr. Davis is in the presidential dog-house raised by the Washington Post in an editorial earlier in the week, "Where's Elmer Davis?" which read:

"No previous Anglo-American conference has had so much publicity as the current meeting at Quebec. The press is in attendance and free to report the proceedings while they are in progress. The principal participants have been openly feted and photographed. So newsworthy was the occasion considered by the British that their Minister of Information, Brendan Bracken, came all the way to Canada to participate in his official capacity. But his counterpart in the United States, Elmer Davis, has been conspicuous only by his absence.

"Mr. Davis' attendance at the Quebec conference would have been altogether logical. Who can be better fitted to give guidance and help to the American correspondents there than the Director of War Information? Yet the link between our newsmen and the conferees has been presidential Secretary Stephen Early. Able though he is, this is not his job. One cannot help wondering why Mr. Davis was left on the outside. It scarcely seems reasonable to ascribe his absence to his own volition.

"President Roosevelt sometimes moves in mysterious ways. In this instance he appears to have forgotten about Elmer Davis altogether or deliberately to have ignored him. The neglect can scarcely serve to enhance the already somewhat battered prestige of OWI. It lends weight to the contention of some critics that the agency has no essential function to perform. Certainly it cannot perform its function effectively if it does not enjoy the full confidence and intimacy of the President. Prime Minister Churchill has given an object lesson in how to make use of an Office of War Information. Mr. Bracken serves at his right hand. Mr. Davis should occupy the same position in relation to the President. In denying it to him, Mr. Roosevelt deprives himself of an exceedingly valuable aid and instrument."

X X X X X X X X

LOOKS AS IF DREW PEARSON HAS HIT IT AGAIN

The flash this morning (Tuesday) that Mrs. Roosevelt was in New Zealand came pretty close to the prediction of Drew Pearson, Blue's famous commentator last Sunday night that Mrs. Roosevelt would take a trip around the world visiting our troops.

Mr. Pearson's hitting it so close seemed to be taken as one more instance of his many predictions coming true. Another theory was that maybe Drew had gotten wind of Mrs. Roosevelt's flight, had considered press censorship and the First Lady being "a military secret", a lot of eye-wash and being pretty close to the throne, had taken a chance on breaking the story.

Anyway it appears to be another big scoop not only for Pearson but for the Blue Network and radio generally.

Mr. Pearson in his Blue Network broadcast Sunday night (August 29, 7 P.M., EWT) will give his answer to "Will FDR Run Again?"

X X X X X X X X

The enemy shooting a radio announcer didn't make much of a hit with Claude Mahoney, Washington Blue network news commentator.

"If you don't like me, shut me off or tell me so", Mr. Mahoney said to his listeners, "but please don't shoot me."

X X X X X X X X



::::  
 :::: TRADE NOTES ::::  
 ::::

Leon Henderson's salary as a commentator is \$100,000 a year, according to Igor Cassini of the Washington Times-Herald. If that is true, it was a lucky break when they separated Leon from his \$15,000 Price Administrator job.

A party will be given by Frank M. Russell, Vice-President of the National Broadcasting Company in Washington, Tuesday August 30th at the Hotel Statler to meet Morgan Beatty, NBC's London commentator.

In the 181-day period from January 1 through June 30, 1943, 8,412 CBS broadcasts were devoted to some phase of the war, according to a report released by the network's Research Department. Since some of the broadcasts treated more than one war topic, 10,237 different war items were included in these 8,412 broadcasts, totaling over 1,700 hours.

WDAK, Columbus, Ga. will become affiliated with the Blue Network as a supplementary station to the South Central Group effective Sept. 1, or as soon as lines become available.

In spite of materials shortages and the ban against recording by the American Federation of Musicians, the recording industry expects a commercial sale of between 75,000,000 and 90,000,000 discs this year, according to Variety. In view of the barriers to recording and production, both of which are more than a year old, the Government clamp on shellac dating from April and the AFM ban from August 1, 1942, such sales figures are way over expectations. Estimate is based on sales of the first six months of this year.

Ben S. Fisher, former Assistant General Counsel for the Federal Communications Commission, was inducted as president of the Sigma Chi fraternity in Chicago Tuesday.

A native of Anderson, Ind., Mr. Fisher was graduated from the University of Illinois Law School in 1914, and came to Washington about 13 years ago where he is now a member of the law firm of Fisher & Wayland.

KEYS, Corpus Christi, Texas; KGBS, Harlingen, Texas; and WCED, DuBois, Pennsylvania, will soon join the Columbia network.

Reports from Stockholm has reported that a pilotless German "mystery plane" crashed on the Danish island of Bornholm this week and investigation revealed "certain technical details" indicating the plane was steered by radio from the ground.

Giving paper shortage as the reason, the Philadelphia Record and the Philadelphia Inquirer are omitting their weekly radio columns. They will, however, continue to print the daily and Sunday radio logs.

8/27/43

The Federal Communications Commission has authorized Western Union Telegraph Co. and Postal Telegraph Cable Co. to file tariffs discontinuing so-called Gift Money Order service during the war period. In abolishing this service, the Commission noted that it was "somewhat of the same nature as congratulatory and greeting messages" which have been discontinued by the telegraph carriers as non-essential services for the duration of the war.

Money order service at reduced rates will, however, still be available to or from members of the armed forces.

Gift Money Order service is a special type of money order whereby the telegraph company delivers to the payee a special gift-order form indicating that the money is to be used for the purchase of a gift desired by the recipient. The service furnished is the same as that given under the regular money order classification, except that a regular money order does not specify the use to be made of the money so sent.

-----  
It came as a surprise to Joe Seiferth, but President Roosevelt did turn down his invitation to appear at the World Premiere of Icecapades of 1944 which Station WJZ will sponsor. September 14th. Joe, audience promotion manager, whose policy is "nothing but the best for WJZ", in his invitation to the President said, "We expect to receive \$50,000 per loge for radio, motion picture and stage artists - but we can raise \$100,000 per seat, making a total of \$1,400,000, if you and your party will be able to attend on that night.

Maj. Gen. Edwin M. Watson, Secretary to the President, assured Joe that the refusal of the invitation "indicates no lack of sympathetic interest by the President, who joins with me in wishing you every success in this very patriotic undertaking." Seats at the Icecapades Premiere at Madison Square Garden will be sold to war bond purchasers, with WJZ expecting to raise at least \$5,000,000.

-----  
Leading all industries in the uptrend was the amusement group which showed a 49.3 percent increase, reflecting in part the enormous wartime public spending power, according to the survey published in the current issue of The Exchange Magazine. Only the steel iron and coke industry, of the 19 general groups tabulated, showed a decline.

Net income of amusements for the year was \$20,402,000. Next was the automotive industry \$129,365,000, showing a 29.2% increase.

-----  
SIMPLE

Travel rationed,  
Where to go?  
Stay home with  
Your radio.

- From CBS Radio Beams

X X X X X X X X X X X X