# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.



INDEX TO ISSUE OF SEPTEMBER 1, 1939.

Television Seen As Aid In Future Warfare 2	
Only a War Would Determine U.S. Radio Control	4
Court Revises System Of Reviewing FCC Appeals	5
Short-Waves Playing Vital Role In Crisis	6
U.S. Ready to Form War-Time Radio Rules	3 √ 8
Fly Alights Lightly At First Press Conference	9
Effect Of Outbreak On U. S. Broadcasts Awaited 10	С
Air Line Equips Planes With Portables 1	1
CBS To Ask Permits For Two New Au <b>6</b> itoriums	

No. 1154

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September 1, 1939

#### TELEVISION SEEN AS AID IN FUTURE WARFARE

While it is doubtful that television could be put to extensive practical use in the event of an immediate European war, it doubtless will be a valuable military aid in the wars of the future. American military experts already are busy! studying its possible applications.

No particular attention has been paid by American manufacturers to date to the military possibilities of television, but this stage in the development unquestionably will be expedited by any major European conflict.

"Although considerable technical progress is to be expected under normal conditions during the next few years, "according to Col. G. L. Van Deusen, of the U.S. Signal Corps, "it is unlikely that any serious attempt will be made to adapt television to military use until government contracts are placed with the manufacturers."

Taking a glance at the future, Colonel Van Deusen observed that several military applications of television suggest themselves, among which are the following:

" (1) For observation within the combat zone, to supplement the reports of military observers and the information conveyed by still and motion pictures. Commanders and staff officers, like other persons, have an instinctive desire to actually see events of interest or importance while these events are in progress, even though other efficient agencies for recording and communicating the details of the event are available A television transmitter mounted in an airplane may enable the commanding general, while seated at his headquarters, to view troop movements, details of actual combat and other important features along the front or within the enemy lines. (2) For adjustment of artillery fire, the camera and transmitting equipment being installed either in an aircraft or in a ground O.P. (3) To aid in the radio control of robot aircraft, aerial bombs or seacraft, the target or objective being made visible to the controlling station by television apparatus mounted in the directed craft. (4)For mass propaganda or training within the zone of the interior. The educational use now made of motion pictures can be reinforced by the more intimate appeal to the audience which is possible with television.

"For military use, as in commercial practice, the television signal may be transmitted over specially designed wire carcuits or by radio. By the use of special conductors, repeaters, and associated equipment on wire lines, television transmission is possible over greater distances than car be covered over a single point-to-point radio channel. The necessary equipment for either wire or radio transmission will be complicated and its use in the combat zone will present many problems.

"If a permanent record of the televised information is desired, it may be recorded on notion-picture film at the receiving station.

"The transmission of televised scenes from a military airplane is possible, although no satisfactory apparatus has been produced for this purpose up to the present by American manafacturers. The space and weight limitations on such an installation should not be serious, once the problem of securing a vell-defined image is solved.

"Until the present frequency band assigned to television can be materially enlarged, the number of channels available in any area will be small. Under present standards (441 scanning lines) the televised scene is resolved into approximately 260,000 picture elements, each of these elements being scanned 30 times per second. These standards have been adopted to insure sufficient detail without objectionable flicker. With single side band transmission, it does not seem that a television channel can be reduced to less than 5 megacycles if interference from adjacent channels is to be avoided.

"There is no suitable place for these television channels in the radio spectrum except at the ultra high frequency and, preferably above 40 megacycles. The upper frequency limit practicable for television is now around 110 megacycles but will undoubtedly be extended with the development of vacuum tubes capable of high power output at greater frequencies.

"Any military characteristics formulated in the present bute of television development must necessarily be of a general thre. The following characteristics appear destrable as a goal special development:

"(1) The equipment should be as rugged and portable as our present field radio sets.

"(2) For installation in any type of aircraft or vehicle the weight and bulk of the equipment should be within the limits imposed by the type of transport.

"(3) The power requirements should be such as can be met by portable self-contained generator units.

"(4) The transmission range should be sufficient for the image to be viewed directly by the party served, e.g., by the firing unit in the case of artillery adjustment or by the commander of the tactical unit for which the airplane or ground station is observing. " (5) The image definition at the receiver should be approximately as good as can be obtained by photographic means under the same conditions.

"(6) The equipment should be capable of prompt installation and satisfactory operation by a trained enlisted crew.

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ONLY A WAR WOULD DETERMINE U.S. RADIO CONTROL

Nothing short of a World War in which the United States would become embroiled would put to a severe test the application of the "emergency" clause of the Communications Act with respect to American broadcasting, according to informed government authorities.

While the Federal Communications Commission, the State Department, the War Department, and other agencies have considered the possibility of governmental control of American radio stations during a war, authorities agree that the issue will be avoided so long as possible!

The Communications Act gives the President far-reaching powers in the event of war or even a national emergency, with respect to radio broadcasting, but it is considered doubtful in Washington that such authority will be used except as a last resert.

The first class of radio stations to feel the hand of governmental control following the outbreak of actual hostilities abroad doubtless would be the American short-wave stations. A form of Censorship similar to that proposed in the now-suspended international rules probably would be invoked to prevent any U.S. station from endangering American neutrality.

As these short-wave broadcasts reach an international a linence, they are considered potentially dangerous by American diplomats.

Public pressure on the FCC to crack down on stations which carry pro-Hitler or pro-British broadcasts already has been felt, and it would be intensified as the European conflict became more serious. However, at present while FCC officials are keeping more or less check on the activities of American radio stations there has been no disposition to curtail them.

If and when a war does occur, broadcasters unquestionably will have to watch their step, but they probably will escape the full force of censorship or punishment so long as they use discretion and avoid taking sides too obviously.

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COURT REVISES SYSTEM OF REVIEWING FCC APPEALS

A new system for reviewing the acts of the Federal Communications Commission and other U S. agencies was placed in operation Friday by the District Court of Appeals.

The new system was designed to bring the practice of the Court of Appeals into harmony with the system of civil procedure promulgated last year for all Federal courts.

The court ordered that appeals from FCC decisions be filed within 20 days after effective date of decisions and gave the FCC 30 days after an appeal is filed to present the records of the case. Should the commission fail to include matter believed by the complaining party to be important, it was provided that the party might remedy the omission or request the court to do so.

The court cautioned lawyers to confine FCC appeals to disputed points, giving as an example the proper procedure in an appeal involving the financial standing of an applicant for a radio license. "Matter relating to station interference, or to the type of daily programs," said the court, "would not be essential to the question involved, and should be omitted."

The court in past opinions has thrust aside ponderous records and arguments when it found these to be on points not dirsctly at issue before it.

The old rule of sending a "mandate" to the FCC after the court acts in a case will be abolished instead, the FCC will recoive a simple certified copy of the court's opinion and judgment order.

The general rule for appeals from administrative bodies ordered such cases placed on the court's special calendar. The court acted to preserve the rights of persons who wished to interin such cases but were not given by law the right to do so. So a interveners were ordered permitted to present their positions totain 10 days after the filing of the appeal in which they were interested.

To save the appellate justices from having to read complete records, when cases before them involve only part of a record, it was provided that disputing parties may designate what part of a record shall be printed for study by the court. This was expected to reduce the expense of appeals.

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The Columbia Broadcasting System has announced that the closing time has been extended until 2 a.m. for the basic network and coast stations. This new policy, which keeps the network coone hour longer than its previous sign-off time of one a.m., may the latest hour in its history at which the network has closed. It became effective Sunday, August 27.

#### SHORT-WAVES PLAYING VITAL ROLE IN CRISIS

A new anti-propaganda force is playing a vital role in the current European crisis, according to Washington political observers, and may have a hand in the outcome.

While short-wave broadcasts established a new record for international news transmission in the Czech episode, this time they are believed to be responsible for breaking down the bars of Nazi censorship and thereby influencing the actions of Hitler himself.

Great Britian and France, following the seizure of Czecho-Slovakia, started directing short-wave broadcasts in German into the Reich and, while Nazis forbid Cermans to listen it is doubtful that such a ban was very effective.

President Roosevelt's recent peace plea, moreover, was directed to German listeners, among others, by U.S. short-wave stations, and is believed to have had an effect of inducing the note of caution into subsequent proceedings.

Washington observers believe that the bombardment of news broadcasts from London and Paris and pleas for peace have offset to a large degree the effect of the government-controlled Nazi press and given Germans a true picture of the international situation in place of the one-sided Nazi protrayal.

Reports from American representatives in Germany show Hitler has been unable to check listening in on foreign short-wave broadcasts, or to check the repetition by listeners of what they hear, despite severe penalties.

Hitler has used the radio in every way possible and taken every precaution to make it useful to him and not to others. He saized control of the radio even before he muzzled the press.

When Goebbels set up his ministry of propaganda he got Ginan radio manufacturers to devise a cheep set along specifications approved by the government, which subsequently has been followed by a still cheaper set. These have a short receiving range and no short-wave attachment.

But the number of short-wave sets in use in Germany has increased in recnet months, Commerce Department records show. X X X X X X X X

## REICH ADOPTS RULES TO NATIONALIZE RADIO

Full details of the regulations for the nationalization of the German radio industry were officially published recently. These regulations are issued by General Fellgiebel, who was : recently put in charge of the entire German electrical communications industry, and are part of the Four Years Plan for economic independence.

The industry is required to form twelve groups of manufacturers, each of which will be permitted jointly to manufacture the following sets:

A high-efficiency receiver at a medium price (probably a small super-het.)

A receiver for reception of the local station at high tonal quality and for wired-wireless services.

A "highest-efficiency" set (probably a large super-het.)

A receiver for motor-cars.

Portables and other "highest-efficiency" sets may be manufactured only if there is a direct demand in the German market or i if they are required for export.

P.A. amplifiers are standardised as 20, 120, and 500 watts; no others may be made.

The regulations stipulate all receivers must be for A.C. with converters, or for A.C /D.C.

Single parts for sets must be chosen from those types which are also suitable for national defence. Single or hand processes must be superseded by mass-manufacture in all cases.

To prevent the selling of old models by dealers at reduced prices, thus causing them losses, the German radio industry has been ordered to continue for a longer period than hitherto the types it is allowed to produce.

There must be complete and immediate removal of all sour as of man-made interference. On account of the television set to all motor-cars must at once fit interference suppressors.

It is ordered that only German materials be used in manufacture to eliminate importation of foreign materials.

Indications are that, aided by the new system of massproduction, Germany will make a great drive for cheap exports. Already the types of value have been reduced from 66 to 23, the variety of loudspeaker types available from 100 to 12, the number of different types of resistance from 1,000 to 17.

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CBS announces that Station KROY, Sacramento, is now a permanent full-time schedule.

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## U. S. READY TO FORM WAR-TIME RADIO. RULES

Governmental agencies are preparing to take whatever steps may be necessary to keep the American broadcasting system neutral in event of a general European war and may even take over frequencies needed for military purposes and direct the operations of all stations should the United States be drawn into the conflict.

James Lawrence Fly admitted at his first press conference that he had been consulted "in a minor capacity" by other Government officials in the State, Army, and Navy Departments who have been studying the question of what to do about radio when war comes.

He declined to predict what course the governmental supervision of America's ether waves may take, but he called attention to the war emergency powers granted the President by the Communications Act. Section 606 gives the Chief Executive broad authority over radio in time of war.

Several proclamations anticipating progressive stages in government control of radio operations have been prepared by military authorities, it is understood, but will be kept secret until called for by the President.

Should the United States become embroiled in the war or the danger become critical, authorities predict, the FCC probably will turn over its administration of the broadcasting system to an emergency war-time board.

Because the military and naval units do not have as large a share of the radio waves as they think are necessary in time of war, many privately-owned stations likely would be called upon to surrender their frequencies, particularly for coastal and interior communications.

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## MILLER PRAISES RADIO NEWS PEPORTING

Praising the public service work of stations and networks in bringing the nation the most comprehensive war-crisis coverage in history, Neville Miller, President of NAB, congratulated the industry in the following statement:

"The broadcasting industry is performing a monumental public service in this war crisis period. Commercial schedules have been abandoned at real financial sacrifice in order that the public interest may be served. No other industry can boast such an unselfish performance. Once again American broadcasters are proving their stewardship. Operations have been of a twenty-four hour basis. Radio staff men and women have stuck to their posts day and night, that the American people may be informed of the startling minute-to-minute developments.

"The comprehensive news reports and on-the-spot-broadcasts have undoubtedly gathered the greatest audience in the history of radio.

In every home in America, from the White House to the most humble, radios are turned on, and weople are listening and hoping that the holocaust may yet be averted.

"Through it all, there is a perceptible growth in public appreciation of the private and competitive character of the American System of Broadcasting which is rendering such a superb service. I congratulate the industry.

"And let me convey the gratitude of the industry to the gentlemen of the press who have cooperated so splendidly with us." X X X X X X X X X

FLY ALIGHTS LIGHTLY AT FIRST PRESS CONFERENCE

James Lawrence Fly, former TVA counsel, took the oath as Chairman of the Federal Communications Commission Friday and shortly thereafter held his first press conference.

Adroitly evading controversial questions, he nevertheless sought to convey the impression that he would be neither hasty in reaching decisions nor dogmatic in enforcing them on the other Commissioners.

While rumors are afloat at the FCC that T.J. Slowie, Secretary, is to be replaced, Mr. Fly insisted that he has no plane for a "purge" or "housecleaning" such as his predecessor, Frank R. McNinch, attempted. Each case will be considered on its individual merits, he said.

He expects to announce shortly, however, the appointment of a special assistant to the chairman, a lawyer, who will act as his individual advisor. This is a new position.

"I hope to do this job right", he said. "I did not run for it on any dogmatic platforms nor seek the job on any basis issues. There are many problems before the commission that deserve very serious study."

He declined to comment . or express an opinion on any of these problems.

Explaining that he was speaking as a radio listener rather than as Chairman of the FCC, Mr. Fly commended the radio networks and broadcasting stations for their "great public service in covering the European crisis. Rodining Chairman McNinch sat with him during the conference, and at a previous meeting of the FOC he was accompanied by Benjamin Johan, one of the New Deal Aids. There was some speculation that Johan is the man who Mr Fly has asked to act as his special counsel.

EFFECT OF CUTBREAK ON U.S. BROADCASTS AWAITED

American broadcasters were uncertain this week-end as to what effect the outbreak of the European conflict will have on American broadcasts to and from the foreign capitals. Meanwhile, however, telephonic communication between this country and Europe was cut off.

The American Telephone and Telegraph Company was notified that the British Postoffice, which operates the British end of the service, had advised the company's New York office that it would accept calls only to the Bank of England, the N.Y. Times reported. No reason for the suspension of service was assigned. The A T.& T. has a circuit to France, which was accepting only official and banking calls.

Officers of the company pointed out that virtually all European calls clear through London. Thus the suspension of service, should the British Government so desire, could be complete. The British exchange is the central point for telephone calls on the Continent, it was explained, since all calls, except for one exchange in France, clear through the British capital.

Now York offices of various radio and cable companies serving London were notified that the British Government had begun censorship of all messages. Commercial Cables disclosed that for several days past French censorship has prohibited the reception in that country of either commercial or private messages in code or cipher. Commercial Cables reported that its service was normal but that it would have to submit to the censorship, thus delaying transmission.

Radiomarine Corporation reported that all message traffid was normal but that "no code messages are accepted in Great Britain France and Poland." The International Telephone and Telegraph Company reported normal cable service.

The Mackey Radio and Telegreph Company said that its service was normal on all circuits, but this company does not serve London. A representative of Mackey said that it had not been notified of any censorship in Poland. RCA Communications, Inc, said that there had been no interruption in its service.

So far the broadcasting systems report that they have not been affected, the <u>Times</u> stated. Transoceanic broadcasting facilit ties of the National Broadcasting Company and of the Columbia and Mutual systems are scheduled for today, but the companies are stid to have had no assurance that the programs would go on.



## 9/1/39

Columbia could not pick up London during its mid-afters in noon comment period and was off the air for seventeen minutes before contact was re-established with its London representative. A check-up on short-wave channels, however, indicated that the stations were on with substitute musical programs. A representative of Mutual said that there was no indication yet of a cut-off of service.

It was agreed generally in broadcasting circles, that if the service was not cut off eventual y, there might be a curtailment of broadcasts from Europe.

Mex Jorden, chief of NBC steff in Europe, in a broadcast from Berlin yesterday afternoon, said:

"Allow me to report alarming reports that reached here from across the borders, "Telephone communication with abroad becaue entangled once more. No calls were accepted to London, except these of the government. One could not get through to Paris, either. Broadcasting had been stopped from Great Britain to foreign countries."

A representative of the National Broadcasting Company yointed out that, in the eventof war, if the cables were prevented from carrying programs and if the British Broadcasting Corporation and the German broadcasting system were ordered by their governments not to carry programs from London or Faris, that it would put an end to American rebroadcasts, so far as London and Berlin were concerned.

In the case of Berlin, it was pointed out, the NBC cooperates with the German broadcasting system, but all programs enanating from Berlin come by short wave and none by cable, which is not the case with England.

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#### AIR LINE EQUIPS PLANES WITH PORTABLES

Eastern Air Lines announced this week that portable battery-powered radios with airplane wave mayne's had been installed on planes of its fleet to bring to passengers the latest news service bulletins. Reception is reported to be excellent under most atmospheric conditions.

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DUE TO GOVERNMENT OFFICES IN WASHINGTON BEING CLOSED OVER LABOR DAY, MONDAY, SEPTEMBER 4, THERE WILL BE NO ISSUE OF THIS SERVICE TUESDAY, SEPTEMBER 5.

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#### - 11 -



9/1./39

#### CBS TO ASK PERMITS FOR TWO NEW AUTITORIUMS

Columbia Broadcasting System will apply for permits to build two 400-seat auditoriums at Columbia Square, Hollywood, it was announced this week. The auditoriums will be built to take care of the extraordinary demand for tickets for broadcasts, which has taxed the facilities of the present 1,000 seat theater beyond capacity. The two new auditoriums will be similar to the three other Columbia Square buildings both in design, which is functional and modern, and in color, which is blue and gray with chromium trimmings.

However, there will be an unusual innovation in the interior of both, with the monitor rooms and sponsors' booths being located behind the footlights; the latter booths built over the monitor rooms. The building will be one story high, with an additional half-story over a part of it, in which dressing rooms for the casts and rest rooms will be located.

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## RADIO TRAFFIC BOOSTED BY CRISIS

An increase in traffic communication between the United States and Europe, as a result of the world crisis, was reported this week by the Radio Corporation of America. The Radiomarine Corporation of America alone estimates its traffic has shown a gain of 20 per cent.

It has been noted, says the <u>N.Y. Times</u> that ships flying the flags of Germany, France and England are not using their shipto-shore transmitters, so as to avoid any indication of their positions at sea. While the messages are going out to these vessels as usual, no verification of their reception is given. It is believed, however, that the receivers on ship-board are picking up the bulletins on developments in Europe being sent out by the communications company.

Not only is a considerable increase in radiogram service reported, but a similar heavy traffic in the transmission of radio pictures for newspapers and the handling of radio programs between Europe and this country over R.C.A. circuits. X X X X X X X X

DUE TO GOVERNMENT OFFICES IN WASHINGTON BEING CLOSED OVER LABOR DAY, MONDAY, SEPTEMBER 4, THERE WILL BE NO ISSUE OF THIS SERVICE TUESDAY, SEPTEMBER 5.

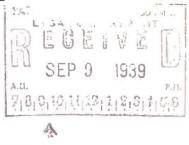
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## HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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INDEX TO ISSUE OF SEPTEMBER 8, 1939

F.D.R. Decries Censorship As FCC Tackles Problem
Networks Move To Cooperate With Administration
FCC Getting Lots Of Advice On What To Do4
McNinch Retained By Justice Department5 G.E. Building Frequency Modulation Station
Amateur Broadcasts From Europe "Blacked Out"
Radio To Participate In Business Boom
German Listeners Feel Full Blow Of Censorship
Trade Notes
Swiss Ban Broadcast By League Of Nations10
Chicago Bids "Sport" Herrmann Reluctant Farewell
August Network Billings Above 1938

No. 1155

## F. D. R. DECRIES CENSORSHIP AS FCC TACKLES PROBLEM

Shortly after the White House released a statement asserting that President Roosevelt will not permit the invoking of censorship of radio unless the United States goes to war, the Federal Communications Commission this week tackled the task of adopting a general policy for stations to follow to insure American neutrality.

Following an all-day meeting in which the matter was argued with some fervor, James L. Fly, Chairman of the FCC, announced that a committee had been set up to study the problem further and make recommendations to the full Commission.

Besides himself, the Committee comprises Commdr. T.A.M. Craven and Thad H. Brown.

Chairman Fly stated that he considered the FCC's problem two-fold. The first objective, he said, is to prevent broadcasts that are unneutral in the sense that they are conducted in behalf of a belligerent or supply war-connected information.

The second and more dangerous problem, the Chairman added, is how far the Commission can and should go in interpreting what programs are "in the public interest".

The Commission is sharply divided on this latter issue, it is understood, as some members believe that the FCC should crack down on any station that carries comment by an unneutral observer. Other members insist that such regulation would amount to censorship, which is not allowed under the Communications Act.

There were indications both at the FCC and in the White House statement that amateur stations may be the first to feel the curbing hand of the Federal Government and that international shortwave stations will not be far behind. These stations are considered potentially dangerous to American neutrality, it was explained, because their reception is chiefly foreign.

A statement made by Stephen Early, Mr. Roosevelt's secretary, was in reply to a question about the President's warning the day before lest the United States find itself the clearinghouse of propaganda and information work of agents of the belligerent nations.

Plans exist for the control of communications should this country go to war, Mr. Early admitted, but reminded that this was a time of peace for the United States.

9/8/39

He said the Government was keeping a close tab on the radio to see how the young industry met the problems of American neutrality in a time of great international stress. The press, he said, has gone through periods of war and neutrality, but the radio is a "rookie rather than a veteran".

"There is a general feeling", Mr. Early said, "that radio, because of its youth, is coming into a time in history that is new to it. If we find that the child has been reared so it is wellmannered, it will be left to run its own business. If it proves to be a bad child there will be a disposition to teach it some manners. Certainly there have been no moves in this direction yet."

A declaration by Mr. Early that the shortwave and international broadcast fields should be carefully watched was borne out by FCC experts who said that the problem of apprehending small radio sets broadcasting information about ship or merchandise movements, for example, would present serious difficulties.. Extensive monitoring of the ether waves, they indicated, would be necessary.

The FCC only a few weeks ago attempted to impose restrictions on the broadcasts of international stations. A rule that specified that programs must be of a cultural nature, intended to build up goodwill for the United States, aroused such a storm of protest that it was suspended indefinitely.

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NETWORKS MOVE TO COOPERATE WITH ADMINISTRATION

Changing their policies of war coverage over night, the major networks this week moved to cooperate with the neutrality efforts of the Administration by curtailing war news broadcasts to avoid what was termed a "war of words".

Broadcasts from European capitals henceforth will be carried only when the network's representatives abroad report that they have news of transcending importance to announce. Likewise news bulletins, unless of extraordinary importance, will be broadcast at regular intervals rather than intermittently during programs.

This new policy was induced by several developments since the outbreak of the European conflict, it is understood. The first was the imposition of a strict military censorship upon broadcasts from the waring capitals. The second was a desire of the American broadcasters to avoid any suggestion of unneutrality. And a third was a complaint from listeners against too intensive reporting of unimportant developments.

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## FCC GETTING LOTS OF ADVICE ON WHAT TO DO

While the Federal Communications Commission ponders the ticklish problem of how to keep American radio stations neutral and at the same time avoid censorship, lots of advice from persons of varying prominence is pouring into the FCC offices.

This week no less a personage than Elliott Roosevelt, son of the President and a Texas chain broadcaster, suggested that the FCC try to control the rebroadcasting of war propaganda from abroad, while Dean Carl W. Ackerman, of the Columbia University Graduate School of Journalism, warned the FCC against censorship.

Dorothy Thompson, after being cut off the air by Station WKW, St. Louis, wrote a blistering column suggesting that the broadcast of war news, especially news comments from waring European countries, be curbed in this country.

Neville Miller, President of the National Association of Broadcasters, disturbed by divergent rumors and inquiries from NAB members, conferred with James L. Fly, Chairman of the Commission, at some length.

Dean Ackerman's telegram to the FCC was prompted by the suggestions of radio control by Miss Thompson and young Roosevelt.

"I trust", Dean Ackerman's telegram said, "that the Federal Communications Commission will take no action which will in any way interfere with the free flow of information by radio, newspaper, press associations or otherwise from all parts of the world to the United States, whether it is propaganda for or by foreign governments, or whether it is propaganda distributed by American citizens with foreign viewpoints. Propaganda either labels itself or is exposed by the truth which free communication insures."

He declared that as long as this country was not involved in the European war, the interest of every free citizen should be centered in the complete and unmodified freedom of the instrumentalities of communication. He went on:

"There may be many points of view expressed on the radio, and some practices of the radio broadcasting companies or the newspapers to which I may be inclined to take vigorous exception; nevertheless, this is not the time or occasion for any citizen to set himself up as a dictator of the kind of liberty he approves.

"The people of this country are not boobs. They have sound common sense and are able to reach honest American conclusions after they have listened to or read news dispatches and comments, considered the facts and applied discriminating judgment to the facts and opinions as presented by the different sides in this European war.

"I am in favor of maintaining peace and democracy by maintaining our liberties. I am unwilling to have either Elliott Roosevelt or Miss Thompson decide for me what they consider to be the amount of freedom which may be allotted to me as a citizen."

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- 4 -



9/8/39

## MCNINCH RETAINED BY JUSTICE DEPARTMENT

Attorney General Murphy announced this week that the Department of Justice has retained Frank McNinch, formerly Chairman of the Federal Communications Commission, as an expert in communications problems to advise the Department in connection with the telegraph, telephone and radio complexities involved in the Western Union suit and other litigation in the Department.

Mr. McNinch is expected to submit his confidential report to President Roosevelt on the Federal Communications Commission within a few days.

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#### G. E. BUILDING FREQUENCY MODULATION STATION

Equipment is now being built for the construction of a new broadcast station in Schenectady that will operate on the recently announced frequency modulation system developed by Major Edwin H. Armstrong, according to an announcement by C. H. Lang, Manager of Broadcasting of the General Electric Company.

The transmitter for the new station will be located in the building now housing General Electric's television transmitter atop the Helderberg Mountain, 12 miles from Schenectady. It is expected that the new station will go on the air this Fall, according to Mr. Lang.

General Electric has been conducting frequency modulation tests for some time on its 150-vatt ultra short-wave station W2XOY, located atop the State Office building in Albany. Federal Communications Commission officials spent two days in Schenectady and Albany this Spring to witness a demonstration of the new system of radio broadcasting.

These tests and subsequent ones have shown that at least 96 percent of all natural and man-made static is eliminated in the new system. Coverage is limited to approximately twice the distance between the transmitting antenna and the horizon, which, according to General Electric engineers, should provide good reception for about 100 miles from the Helderberg transmitter.

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The average rating of all evening radio shows increased last Winter from 8.8 percent to 9.3 percent, according to a comprehensive report on radio program audience which the Comprehensive Analysis of Broadcasting has just distributed to its subscribers. The number of evening shows rating 10 percent or higher increased from thirty-nine to forty-four and the number of daytime programs rating over 5 percent was almost twice as great as during the previous Winter.

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## AMATEUR BROADCASTS FROM EUROPE "BLACKED OUT"

Washington's amateur eavesdroppers have been tuning their short-wave radio sets to European wavelengths constantly in the last few days, but so far they have gleaned little that was not already known.

As soon as the war began, they reported, amateur stations in all warring countries went off the air. American stations in the Philippine Islands and at Java, and a few amateurs in the international area at Tangiers in North Africa, are now the only contacts between amateurs here and on the other side of the world.

Some messages apparently coming from the German command and directed to sections of the Army and Navy were picked up by K. J. Cranford, of Bradbury Heights, Md., but he would not say what they were, as all amateurs are sworn to regard such private communications as confidential. The information was not of sensational importance, he said, but of a routine nature.

Although amateurs agree that chances of picking up and decoding such messages are slight, they pointed out that under favorable conditions messages from small field transmitters in Europe theoretically could be received here.

Conditions have not been good in the past weeks, they said, but they are now improving daily.

One amateur reported that German property in South Africa is being picketed.

Earl A. Merryman of 4905 Quarles Street, N.E. reported he had picked up a conversation between Johannesburg and a Chicago amateur in which the man from South Africa reported the picketing.

Mr. Merryman said he had made contact with an amateur in Spain who appeared anxious "to know as much about the European situation as we do". The Spaniard reported, according to Mr. Merryman, that scarcely any news of the war and conditions was available in Spain.

Meanwhile, Roy C. Corderman, emergency co-ordinator for the American Radio League, called a meeting of local radio amateurs September 18th in the District Red Cross Chapter Building. The session will take up problems which might arise in the Washington area during the various types of emergencies.

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Three Washington girls have sued the Western Union Telegraph Co. in the District for \$30,000 damages, claiming that a cheery birthday message was delivered to a widowed friend to whom they wired condolences.

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#### RADIO TO PARTICIPATE IN BUSINESS BOOM

While opinions differ as to the immediate effect of the European War on advertising in this country, experts agree that radio will participate in whatever business boom may occur in the United States.

At present there is a great deal of confusion in both industrial and advertising circles, but this is expected to give way to steadily increasing sales and higher prices as the war progresses - so long as this country remains neutral.

The radio manufacturing industry is expected to prosper with expanded sales in the United States and neutral countries. The market in Europe, however, is uncertain.

New York advertising agency men are quoted by <u>Variety</u> as predicting an industrial boom in which radio will have its share after "a brief period of uncertainty and confusion".

The <u>New York Times</u> business editors state that national advertisers are talking of short-term commitments in order to be ready for any changes in the market.

"Theoretically, newspapers, spot radio, direct mail and the weekly magazines would appear likely to benefit. Network radio will have to undergo some adjustment, as advertisers have started to complain about their programs being interrupted for news flashes. Yesterday, however, several networks began to cut down on European broadcasts, and it is likely that only the most important news flashes will be interjected into regular broadcasts. Newspaper advertisers have begun to strive for news headlines tying in with the war, and it is likely that this type of copy will become more frequent."

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BROADCASTERS CONFER ON WAR "COVERAGE"

Disturbed by military censorship abroad and hints of governmental control of radio in the United States, American broadcasters have been holding conferences in New York this week in an effort to agree on a general policy of "covering" the war.

The parleys have been attended by David Sarnoff, President of the Radio Corporation of America; William S. Paley, President of the Columbia Broadcasting System; Lenox R. Lohr, President of the National Broadcasting Company; Alfred J. McCosker, President of WOR, and a group of other executives. The Program Directors of the key New York stations met yesterday at CBS headquarters. Reports coming out of the meetings indicate that the officials are in general agreement that American broadcasting should return to its normal schedules as quickly as possible. Those opposed to this view contend that radio is confronted with its first chance to cover a war in the "public interest, convenience and necessity", and should do it in "a big way". It was made clear yesterday, however, that this is the opinion of a minority.

"The majority of officials advocate normal procedure and in such a policy they see less danger of upsetting neutrality", according to the <u>New York Times</u>. "Furthermore in urging withdrawal from European microphones, the broadcasters point out that foreign censors are stripping 'live news' from the radio so that most of the offerings from overseas are of little interest.

"The American station owners assert that it is not good business to pay \$10 a minute for commentary from Europe when the commentator is permitted to chat only about the moon and the weather. Foreign governments have restricted all broadcasts to guard against a commentator innocently dropping information to the enemy relative to conditions within a city."

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#### GERMAN LISTENERS FEEL FULL BLOW OF CENSORSHIP

While all radio listeners are affected by the military censorships invoked by warring European nations, German listeners are the only ones who are virtually cut off from the worlr or tune in foreign stations at the peril of their lives.

According to reports circulating in Washington, the Nazi regime, after announcing that listening to foreign stations constitutions treason, has placed an almost prohibitive tax on all radios and confiscated sets capable of tuning in foreign shortwave stations.

This Nazi ban has already had an effect on U.S. short-wave broadcasting.

A decree published in Germany last Saturday fixing prison terms and the death penalty for those who listen to and repeat what they hear on foreign shortwave has caused the National Broadcasting Company's International Division to suspend indefinitely the "Mail Bat", one of the oldest and most popular of German shortwave programs.

The "Mail Bag", conducted three times each week by John J. Marsching, was part of NBC's weekly seven hours of directional beaming to Germany. The principal part of the total is made up of factual news broadcasts. TRADE NOTES

Orville S. McPherson, President and publisher of the <u>Kansas City Journal</u> has become one of the Vice-Presidents of the <u>KCMO</u> Broadcasting Company by virtue of acquisition of an interest in the company. "I have always believed newspaper and radio were complementary services to the community", Mr. McPherson said. "Each has its own particular field of operations and are noncompetitive."

The National Broadcasting Company's Television Department is planning an extensive series of interpretive telecasts of the European War. The NBC television war series, according to Alfred H. Morton, NBC Vice-President in Charge of Television, will deal with the inner meaning of the struggle, its economic background and the significance of its military moves. Mr. Morton added that television could present such interpretive information more comprehensibly than any other means of mass communication.

The New York Philharmonic-Symphony enters its tenth consecutive year of broadcasting over CBS Sunday, October 15th. John Barbirolli, young English conductor, returns for his third season as permanent director of the orchestra. Guest conductors this season will be Georges Enesco, Rumanian composer, conductor, and violinist; Albert Stoessel, American conductor of the Oratorio Society; Serge Prokoffieff, Russian composer, conductor, and pianist; and Ernest Schelling, director of the Young People's Concerts.

Almost four years to the day from its inception, the Radio Corporation of America's Magic Key program will take a "breathing spell" following the final show in the current Summer series on Monday, September 18th.

American consular reports on the radio markets in the following countries were issued this week by the U.S. Bureau of Foreign and Domestic Commerce: El Salvador, Poland (supplement), British Guiana, Fiji Islands, and British Solomon Islands.

Opposition to radio advertising of alcoholic beverages was expressed this week by Capt. W. S. Alexander, Administrator of the Federal Alcohol Administration, in an address before a convention of the National Alcoholic Beverage Control Association, at Bretton Woods, N. H. It is wrong in principle, he said, and "in practice it is piling up mountains of trouble for the short-sighted manufacturers who use it." Editor & Publisher last week devoted the whole of its "Shop Talks at Thirty" to a discussion of the effect of intensive radio coverage of the war on the newspapers.

101 Columbia stations have designated their own Educational Directors as part of a plan for expanding CBS educational programs, completed by Sterling Fisher, Director of Education for the network. Three new Regional Directors have been appointed to coordinate the educational broadcasts of the 101 stations. The new Directors are: Lloyd G. de Castillo, Program Director of WEEI, Boston, for New England; Mrs. Lavinia S. Schwartz, Education Director of WBEM, Chicago, for the Middle West; and Mrs. Frances Farmer Wilder, KNX, Hollywood, for the Pacific Coast.

Polish was added last week to the crisis news broadcasts in foreign languages over short-wave stations W2XE and WCAB of Columbia Broadcasting System. The special announcer on Polish programs is Jan Drottojowski. With the addition of Polish, seven languages are now used on these foreign broadcasts - German, French, Italian, Spanish, Portuguese and English. Fourteen foreign speaking announcers are at CBS short-wave microphones during the emergency.

J. Francis Harris, of Mamaroneck, N.Y., became a Vice President of R.C.A. Communications, Inc., in charge of Japan, Manchukuo and China last week. He has been Manager in Tokyo for several years and is now on his way back to Japan after a brief visit in this country. He will make his headquarters in Tokyo, but the Shanghai office, hitherto independent, will be placed under his supervision.

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## SWISS BAN BROADCAST BY LEAGUE OF NATIONS

Although negotiations to transfer the League of Nations holdings in the Radio of Nations are not yet concluded, the Swiss Government has banned further League broadcasts or the use of the station for political messages, according to a Geneva correspondent of the <u>New York Times</u>.

Secretary General Joseph Avenol, addressing the League staff last week, intimated there would be large scale reductions shortly. More than 100 members are already mobilized and others hope to find work with the Red Cross and similar organizations.

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## CHICAGO BIDS "SPORT" HERRMANN RELUCTANT FAREWELL

Although he met his untimely death more than two months ago, eulogies still continue for "Sport" Herrmann, of Chicago, who managed the early radio shows and who was a friend of the radio industry generally. The final tribute was a memorial card just received from Commander E. F. McDonald, Jr., President of Zenith, in whose company Mr. Herrmann was a Director from the time of its organization. The card bore a lifelike picture of "Sport" and his beloved dog "Brownie". Also the following farewell written by Commander McDonald:

Yes . . "Sport" has been called away from this earthly life.

A taxicab accident in Wisconsin which occurred on July 1st, 1939 took him from us.

YOUR FRIEND AND MY FRIEND . . . a man among men . . . "Sport" still lives in his good deeds.

He made his home in Chicago, but in spirit he was a true cosmopolite. He had warm friends, not just acquaintances, in nearly every part of the world.

His nickname, "Sport", given him early in life, reflected indeed his love of honest, clean sports of all kinds . . . yachting, hunting, fishing, athletics . . . these were his hobbies.

On his letterhead he had inscribed the simple legend "U. J. Herrmann, Citizen", an expression of his pride in having been born an American citizen and of having served as a Commander in his country's naval forces.

"Though amply blessed with this world's goods . . . the fruits of his own hard struggles . . . he remained a simple man in life and habits. He measured his own and others' success not in terms of dollars but by the yardstick of human kindness and personal qualities.

"Sport's" humanity, his understanding nature, his kindly and helpful advice and counsel, his friendship for and unassuming charity toward those in need; his unswerving integrity and honesty of purpose in everything he did, will not soon be forgotten.

Probably no Chicagoan ever received such a tribute as "Sport" Herrmann did in the <u>Medinah</u> <u>Clubman</u>, magazine of the Medinah Club of Chicago, of which he was Treasurer of the Building Corporation. His picture was on the front cover, there was a leading editorial dedicated to him captioned "Goodbye Mr. Chips" and an obituary "Medinah Mourns Death of Sport Herrmann" extending over five pages.

## AUGUST NETWORK BILLINGS ABOVE 1938

Increases in billings in August over a year before were reported this week by the three major radio networks. Billings of the Columbia Broadcasting System were up 64.2 percent over a year ago and 1.1 percent over a month before. The latest total was \$2,337,376, against \$1,423,865 in August, 1938, and \$2,311,953 in July, 1939.

The National Broadcasting Company recorded an increase of 12.6 percent over 1938 and 0.9 percent over July. The latest figure was \$3,312,570, against \$2,941,099 a year before, and \$3,283,555 a month before.

Mutual was up 24.7 percent over 1938 and 22.2 percent for the year to date. The August total was \$205,410, against \$164,626 a year before.

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## U.S. GIVEN 14.6% OF FRENCH IMPORTS

The basis of the French radio tube quotas was established by taking 40 percent of the imports from each country in 1930 and adding to that 60 percent of the imports in 1931, according to John H. Payne, Chief, Electrical Division, U. S. Bureau of Foreign and Domestic Commerce. Calculations accordingly indicate that the United States is entitled to 14.6 percent of the total import permitted. The published global quota, beginning July 1, 1938, amounted to 2375.45 quintals, which would accordingly entitle the United States to 346.8 quintals. Actually during the fiscal year ending June 30, 1939, the United States was granted 394.75 quintals.

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#### IRAN ASKS BIDS ON \$5,000,000 RADIO CONTRACT

According to cabled information, the Iranian Ministry of Posts and Telegraphs has called for bids on approximately \$5,000,000 worth of radio receiving sets, including 100,000 crystal sets (200-400 meters), 200,000 small tube sets (55, to 110 and 200 to 400 meters), sensitivity 100 microvolts at 1 watt output, and 1,000 communications receivers 16 to 120 and 192 to 550 meters with accessory amplifiers and extension loudspeakers. These are minimum quantities, with deliveries extending over a period of five years. Quotations to be c.i.f. Persian Gulf for these and for 50 to 100 percent additional quantities, as well as for replacement tubes and spare parts. Bidders must agree to equip a repair shop in Teheran, to become the property of the Iranian Government on the completion of the contract. A certain number of sets were required by August 18th. Tenders for the principal quantities are to be in by October 4. Sample sets must be submitted.

Specifications (in French) are enroute from Iran and will be made available at the New York District Office of the Bureau of Foreign and Domestic Commerce, Room 602, Federal Office Building, Church and Vesey Sts., New York, for inspection by interested firms.

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2400 CALIFORNIA STREET

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INDEX TO ISSUE OF SEPTEMBER 12, 1939

Major Networks Adopt Code On War Broadcasts
Jolliffe Sees Television Use If War Continues
WMCA Cited By FCC For Code Message Broadcasts
Great Lakes Radio Study Nearing Completion
Radio Under Public Relations If War Hits U.S
Caution Urged In Radio War News Broadcasts
British Back Station In Liechtenstein9
Trade Notes
A. F. Of L. Rejects C.I.O. Merger Proposal

No. 1156

14

September 12, 1939

## MAJOR NETWORKS ADOPT CODE ON WAR BROADCASTS

A self-imposed code designed to keep their war broadcasts neutral has been adopted by the National Broadcasting Company, the Columbia Broadcasting System, and the Mutual Broadcasting System, effective at once, the Federal Communications Commission was informed this week.

While general in character, the code is designed to avoid the broadcasting of propaganda from abroad, biased opinions from commentators in this country, and to curtail the frequent "flashes" and "bulletins" that broke into programs during the first few days of the war.

The text of the arrangement was released by Neville Miller, President of the National Association of Broadcasters, after a conference with James L. Fly, Chairman of the FCC, and the other two members of the special committee investigating American broadcasting in connection with the war.

Others at the parley were Niles Trammell, Executive Vice President, and Frank M. Russell, Vice President and Manager of the Washington office, of the National Broadcasting Company; Edward Klauber, Executive Vice President, and Harry C. Butcher, Vice-President, and Manager of the Washington office, of the Columbia Broadcasting System; Alfred J. McCosker, Chairman of the Board, and William B. Dolph, Manager of WOL, Washington, of the Mutual Broadcasting System.

Although drawn up particularly for the networks, Mr. Miller said that the code will be presented to independent broadcasters at the NAB convention in Chicago this week.

Principal provisions of the code follow:

"Every effort consistent with the news itself is to be made to avoid horror, suspense and undue excitement. Particular effort will be made to avoid suspense in cases where the information causing the suspense is of no particular use to the listener. Also, we will avoid descriptions of hypothetical horrors, which have not actually occurred.

"Broadcasters will make every effort to be temperate, responsible, and mature in selecting the manner in which they make the facts of war and its attendant circumstances known to the audience.

"Broadcasters will, at all times, try to distinguish between fact, official statement, news obtained from responsible official or unofficial sources, rumor, and matter taken from or contained in the foreign press or other publications, so that, by reporting and identifying these sources, we can help the radio audience as much as possible to evaluate the news brought to it.

"The radio audience should be clearly informed that the news from many sources, whether it be press bulletins or direct broadcasts, is censored and must be appraised in the light of this censorship.

"Broadcasters will designate, if they choose, broadcasts of news and news analysis, either or both, from Europe at such intervals as they individually deem to be desirable. It is advisable that these broadcasts be by Americans as far as possible, and that each individual broadcaster instruct the persons he employs, either permanently or temporarily, in the general principles set forth here. Insofar as European broadcasts contain news analysis, they are to conform to the definition of news analysis hereinafter set forth.

"Speeches by foreigners from abroad, public proclamations and statements, and like matter are to be handled by each individual broadcaster in such manner as he deems best to serve his audience, but it is essential that fairness to all belligerents be maintained and that this phase of the operations be carried out in such a way that the American audience shall be as completely and fairly informed as possible.

"If broadcasts become available from scenes of battle, bombed areas, air-raid shelters, refugee camps and so on, broadcasters will not deprive the audience of the ability of radio to give them first-hand information, but will use taste and judgment to prevent such broadcasts from being unduly harrowing.

"If broadcasters put on propaganda disseminated by radio stations or the press of European countries or distributed by these countries in any other manner, each will be guided by his own news judgment and endeavor to label precisely the source of the material, and to do this sufficiently often so that no reasonably careful listener is likely to be misled, and he will also be governed by the same rules of fairness in presenting all sides, though not necessarily in the same broadcast, nor need this judgment be a quantitative one.

"All the foregoing general principles will, of course, apply to domestic broadcasts on any phase of the war. All news broadcasts, whether sponsored or unsponsored, are to remain in the strictest control of the broadcaster in order that the standards herein set forth may be maintained. News analysts are at all times to be confined strictly to explaining and evaluating such fact, rumor, propaganda, and so on, as are available. No news analysts or news broadcaster of any kind is to be allowed to express personal editorial judgment or to select or omit news with the purpose of creating any given effect, and no news analyst or other news broadcaster is to be allowed to say anything in an effort to influence action or opinion of others one way or the other. Nothing in this is intended to forbid any news broadcaster from attempting to evaluate the news as it develops, provided he substantiates his evaluation with facts and attendant circumstances. His basis for evaluation should, of course, be impersonal, sincere and honest.

"In order not to keep the public unduly disturbed and alarmed, each broadcaster, exercising his own news judgment, will endeavor to interrupt programs for news bulletins as little as seems consistent with good operations.

"No propaganda in connection with the war will be allowed in either the commercial announcements or the context of commercial programs. Nothing in this shall be interpreted as barring straight news or news analysis, as herein have been described, from commercial programs.

"The safeguards of fairness and program balance now applied in the handling of speeches on controversial issues will continue to be applied and, in order to make this effective, every effort will be made to obtain the text of speeches before they are scheduled."

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#### JOLLIFFE SEES TELEVISION USE IF WAR CONTINUES

If the European war lasts more than a few months, as it now appears that it will, it is highly probable that television will be brought into use by military authorities on both sides, according to Dr. C. B. Jolliffe, RCA engineer and former Chief Engineer of the Federal Communications Commission.

Interviewed in Washington this week, he said that television is sufficiently developed for military use and only awaits adaptation.

"Television may become the eyes of an army", he said. "The army commander would have a chance actually to see what was going on as he planned his strategy."

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Cuban imports of radio sets during July 1939 numbered 1,364 units valued at 23,409 pesos, as compared with 1,900 units valued at 30,484 pesos, imported during June, and 1,933 sets valued at 49,477 pesos, imported during July 1938, according to the U. S. Commerce Department. Imports from The Netherlands during July of this year were nil as compared with 30 units valued at 842 pesos imported in June of this year, and 116 sets valued at 1,724 pesos, imported in July of 1938.

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WMCA CITED BY FCC FOR CODE MESSAGE BROADCASTS

Station WMCA, New York, on Tuesday was cited by the Federal Communications Commission to show cause why its license should not be revoked for decoding and broadcasting secret military information transmitted by British and German radio facilities at the outbreak of the European war.

The order, the first to be issued by the FCC in a move to keep American radio stations neutral, cited Section 312(a) of the Communications Act as a basis for its drastic action.

Station WMCA's broadcasts, FCC officials said, consisted of secret information having to do with German troop movements in Poland and British naval maneuvers in closing the Mediterranean at the outbreak of the war. A code expert picked up the radio communications via a short-wave receiver. WMCA was able to scoop the press by means of the information.

The FCC, in its order, pointed out that it had entered into an international agreement to take all possible measures to prohibit and prevent (1) the unauthorized interception of radio communications not intended for the general public reception, and (2) the divulging of the contents, the publication or other use of the communications without authorization.

Station WMCA was instructed to file a written statement on the facts in the case by Friday, September 15th.

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WAR WILL SPEED RADIO PROGRESS, SAYS DELLINGER

A prediction that the war would speed radio improvements was made by Dr. J. H. Dellinger, of the National Bureau of Standards, Chairman of a Committee of radio engineering experts which met at the State Department this week to prepare for United States participation in the session of the International Radio Consulting Committee, scheduled to meet at Stockholm next June unless war causes cancellation.

"During the World War, improvements were made in radio tubes, receiving sets and transmission equipment. When the war ended in 1918, we were ripe for broadcasting, which began in 1920", Dr. Dellinger pointed out, predicting further great advances under similar impetus.

With the world keyed to wartime apprehension for vessels in distress, the radio experts discussed - among many highly technical matters - the best word or signal for a ship with radio-telephonic apparatus to use in calling for help, corresponding to the telegraphic SOS. The question was whether the international term now in use, "m'aidez" ("help me") in French, and pronounced "mayday" in English would be continued as the radiotelephonic distress call for ships.

The sub-committee on this question, headed by E. M. Webster, of the Federal Communications Commission, checked the question to other nations by making two alternative suggestions in case they had difficulties necessitating a change from "m'aidez".

One suggestion was the replacement of the spoken word "m'aidez" by the sounds corresponding to the English letters SOS.

At that, one engineer spoke up: "The other nations might think we are trying to compel them to speak English!"

"If we're going to have an English term, why not use the word 'Help'?" another engineer inquired, practically.

"Because some people can't say 'Help' - they say 'Elp'!" another man countered, ending the discussion on that particular point.

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#### GREAT LAKE RADIO STUDY NEARING COMPLETION

The Federal Communications Commission is concluding a year's investigation of communications facilities on the Great Lakes to be used as a basis for a proposed agreement with Canada.

Thad H. Brown of the Commission, directing the inquiry, said the Commission soon would prepare a comprehensive report on commerce, navigation and the need, if any, for expanded communications machinery.

Congress, which authorized the survey in 1937, directed the Commission to report not later than December 31, 1939.

"This special study has as its goal the very motives for which men have always fought hardest - the guarding of life, the safety of property", Commissioner Brown stated.

He said the legislation was intended to "promote the safety of life and property at sea through the use of wire and radio communications."

"Back of this desire", he added, "is the far-flung effort to make more effective the program of the International Convention for Safety of Life at Sea, adopted in London in 1929, to provide compulsory fitting of merchant ships with radio apparatus and the maintenance of radio watches."

Commission members reported that Canadian officials were cooperating fully with this government toward establishment of identical communications standards for vessels operating on the Great Lakes. RADIO UNDER PUBLIC RELATIONS IF WAR HITS U.S.

Censorship of radio in this country will be exercised by a special public relations administration if the United States goes to war, according to a plan evolved by the War Department and disclosed this week in Washington.

Details of the operations of the emergency agencies were not divulged. The public relations administration would be directly under the President.

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PUBLISHERS' ORGAN AGAINST RADIO CENSORSHIP

Editor & Publisher last week came out editorially against any form of radio censorship in the following statement:

"President Roosevelt was well advised in disregarding son Elliott's plea for a rule against broadcasting of foreign propaganda. That is now a matter for the individual judgment of radio operators and they should soon learn from the audiences whether the re-broadcast of the short-wave handouts is a popular service.

"At this writing, we think it is well that Americans be informed on all national attempts to influence our opinions. To date, we have not been impressed by their efficiency. The German, Polish, and Italian broadcasts, which are out-and-out propaganda, discount the ability of Americans either to hear other stations or to read newspapers. The German, especially, has tried clumsily to undermine American confidence in our press - even to the extent of quoting from a non-existent American newspaper. Let's assume the basic intelligence of our citizenry, its belief in our own institutions and news service - and let's have no censorship of any kind on this side of the water."

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WAR BROADCASTS, COPYRIGHT ON NAB AGENDA

While called particularly to consider music copyright problems, the special convention of the National Association of Broadcasters in Chicago on Friday also will take up the matter of maintaining neutrality in war news broadcasts.

The NAB Directors will meet on Wednesday, preceding the convention, and the IRNA and independents will meet on Thursday. All sessions are to be at the Palmer House.

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## CAUTION URGED IN RADIO WAR NEWS BROADCASTS

Broadcasters were warned to exercise both caution and restraint in broadcasting war news either from this country or foreign capitals in a statement on "radio neutrality" in the current "NAB Reports", published by the National Association of Broadcasters.

"Promulgation of the Neutrality Proclamation by President Roosevelt last Tuesday has quite naturally raised in the minds of broadcasters the question 'What is radio neutrality?'" the NAB statement said.

"In considering the broad implications of the Neutrality Proclamation in the broadcasting field, Headquarter feels that the caution exercised by broadcasters should go to points even beyond those covered by the Controversial Public Questions and the News sections of the new NAB Code.

"Though it is felt every broadcaster has endeavored to broadcast factual news, free from bias or editorial opinion, even before the Code was adopted last July, Headquarters would like to point out that the method and manner in which news is handled during the present situation is being as carefully scrutinized as is the content of the news broadcast itself.

"While it should not be necessary for any newscaster or announcer to change his style of delivery, it should be pointed out that all news broadcasts, especially news 'flashes' interrupting another program already on the air, should be handled with the greatest degree of restraint.

"News matter which is obviously sensational, though thoroughly accredited to a responsible source, should be carefully checked and confirmed as far as possible before it is broadcast. Statements in conflict coming from censored belligerent sources should be paired and notice to the public should be given that all news from belligerent countries has passed under the blue pencil of the government censor before becoming available to American listeners,

"Though President Roosevelt stated that the declared neutrality of the United States did not deprive the right of the individual to his own opinion, broadcasters face a difficult and complex problem in alloting time to speakers. In general, Headquarters feels that the Public Controversial plank of the new Code is a safe guidepost for members to follow. While the Code is not yet in effect (the effective date is to be announced by the NAB Board at its meeting next week), it will be recalled that the Code bars all discussion of public controversial matter from paid time (except political - during a political campaign) and requires that time for such discussions shall 'be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.'

"In pointing out the seriousness and complexity of the problem of radio neutrality, Headquarters would like to quote two paragraphs from a recent column by Dorothy Thompson published this week:

"'It would seem essential that while we are considering means of cushioning this country against the economic shock of war, and reconsidering whether the existing neutrality legislation is actually in the best interests of our neutrality, we should also have a policy adopted regarding propaganda, and particularly regarding propaganda on the air.

"'The spoken word is provably far more inflammatory than the written word. The human voice is a more potent conveyor of emotion than is the printed page; it is less likely to appeal to reason; it is more capable of being misunderstood; from time immemorial it has been used to sway and control masses, and this possibility has been incalculably augmented by the radio and the power of reaching millions.'

"Headquarters is aware of the delicate problem of station management and supervision raised by the war period. It is closely following each development on the Washington front and within the industry so as to be in a position to advise members when unforeseen problems arise. A fuller discussion of the matter will be made at the convention next week."

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#### BRITISH BACK STATION IN LIECHTENSTEIN

Recently a private company, presumably backed by British capital, has established a broadcasting station in the Principality of Liechtenstein under the name of "Liechtensteinische Rundspruch A.G.", Vaduz, according to the American Consulate General at Zurich, Switzerland. This company is at present operating a small broadcasting station of 1.5 kilowatts on 209.9 meters. Beginning March 4, 1940, it is expected to operate on 198.7 meters.

In addition to this station, the same company is contemplating the construction of a short wave station beamed on Great Britain and North America. This station would carry commercially sponsored programs similar to those which the long wave station in the Grand Duchy of Luxemburg now transmits to Great Britain.

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TRADE NOTES

Three new pieces of television test equipment, a piezoelectric calibrator, a 5-inch wide-range oscillograph, and a television alignment oscillator, have been announced by the RCA Manufacturing Company. All three have been carefully designed in accordance with present-day television receiver development, and in addition include provision for future television progress, thus minimizing the possibility of obsolescence. The instruments have been designed primarily for servicing RCA Victor television receivers, but may be adapted readily to other present day sightand-sound receivers.

Offices have been opened in the <u>New York Herald Tribune</u> building for the new radio checking service announced by Burrelle's Press Clipping Bureau. The Radio Reporter, first of its kind in the clipping bureau field, aims to perform the same functions in collecting news mentions on the air of interest to its clients as Burrelle's has done for more than 50 years with newspapers and magazines. Coverage will be world-wide in scope, with trained newsmen "listening-in" 24 hours a day, it was announced.

The Farnsworth Radio and Television Corporation has completed arrangements with the Commercial Credit Company, Baltimore, for financing of dealers' sales of Farnsborth products.

Friday, September 22nd, will be deForest Day at the New York Fair, and the veteran inventor will be there in person, as the guest of the Fair and of the Veteran Wireless Operators' Association, of which latter organization he is honorary president.

Members of the Washington Institute of Radio Engineers Monday night listened to radio signals broadcast from a stratosphere balloon that rose 10 miles in less than an hour. The balloon carried a 2-pound weather station and a radio transmitter. The engineers by listening to the broadcast, learned that at 50,000 feet the temperature was 58 degrees below zero and the humidity was 30 percent.

An increased operating schedule to Europe for General Electric's international radio station WGEO that will provide European listeners with three more hours of American programs daily has been announced by C. H. Lang, Manager of Broadcasting. Directional antennas will be used, pointed on London, for the additional service from 3 to 6 P.M.EST. It was also announced that the G.E. Station KGEI, Treasure, Island, Calif., will add a new frequenty to its two already in use. The station will broadcast on 6,190 kilocycles, 48.46 meters, from 9 P.M. to midnight PST. X X X X X X X X X

## A.F.of L. REJECTS C.I.O. MERGER PROPOSAL

Frank B. Powers, President of the A. F. of L. Commercial Telegraphers' Union, this week rejected a proposed merger with the C.I.O. American Communications Association. The proposal was made by Mervyn Rathborne of New York, President of the A.C.A., as the C.T.U. opened its convention in Chicago.

"This C.I.O. outfit spent two years and \$100,000 trying to destroy our union", Mr. Powers said. "Now that they have failed, they ask us to unite with them. Such tactics are a sample of the communistic methods employed by the group sponsored by John L. Lewis."

Mr. Powers declared that the communication from Mr. Rathborne would not even be officially received by the convention.

Mr. Rathborne's letter stated that the only objection to a merger is whether the resulting union should affiliate with the C.I.O. or the A. F. of L. He suggested that this question be settled "democratically" by the memberships of the unions.

Mr. Powers said the C.I.O. union had won most of its members by closed shop agreements obtained by means of sit-down strikes, a method, he said, which the commercial telegraphers have spurned.

Sixty delegates, twenty of them from Canada, represent members employed by press wire services, brokerage firms, leased wire operators and radio telegraph companies.

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#### SPAIN URGING WIDESPREAD USE OF RADIO SETS

While the Nazi government of Germany has confiscated all radio sets other than those that can receive programs and news only from local stations, in Spain the Franco government has so encouraged the making and transportation of sets that the Hendaye correspondent of <u>The London Times</u> conjectures that Spain will soon have more radio fans in proportion to the population than any other country in Continental Europe. There is no tax on sets and the import duties have been lowered.

This does not apply to broadcasting apparatus, however, the possessors of which pay a high license and are under constant government surveillance. Official information and entertainment are broadcast from a semi-government organization recently established on the same lines as the BBC in London.

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## HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

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WASHINGTON, D. C.

NATIONAL BAREDDASHING CJ. Inc. LEGAL DER SEP 16 1939 A.M. 8 8 9 10 11 13 2 19 5 4 5 5 A

INDEX TO ISSUE OF SEPTEMBER 15, 1939

WMCA Denies Illegal Broadcast; Explains Error2
Pershing Lauds Radio, Press For War News4
NAB Formally Adopts Code; Talks Copyright
FCC Pleased With War News Code Adoption
Labor S-W Station Denied Renewal
FCC Amends Rule On Disk Announcements
Local Station Denied Capital Applicant
Trade Notes10
RCA Traffic Superintendent Dies

No. 1157

#### WMCA DENIES ILLEGAL BROADCAST; EXPLAINS ERROR

Donald Flamm, President of the Knickerbocker Broadcasting Company, on Thursday filed a formal answer with the Federal Communications Commission, denying the charge that Station WMCA had broadcast decoded military information of the British and French in violation of an international treaty.

Previously, in an informal explanation to the press, he stated that the FCC action resulted from over-zealousness on the part of the WMCA Promotion Department. All news broadcasts, he said, came from accredited news agencies, and the station at no time employed a code expert to pick up the secret military information for WMCA's use.

A hearing is expected to be held by the FCC, but indications are that no drastic action will be taken by the Commission if the facts are proved as related by Mr. Flamm.

William Weisman, Vice-President of the Knickerbocker Broadcasting Co., filed the affidavit with the FCC in answer to the Commission's order to show cause why its license should not be revoked. The affidavit follows, in part:

"Knickerbocker Broadcasting Company, Inc. (WMCA) neither directly nor indirectly intercepted or caused the interception of secret radio communications sent by the governments of Germany and Great Britain, respectively, or any said governments to govern the movement of said forces in time of war. Neither has Knickerbocker Broadcasting Company, Inc. (WMCA) at any time, under any circumstances, intercepted any code messages of any government in time of war or any other times.

"In the course of its daily broadcasting schedule, Knickerbocker Broadcasting Company, Inc. (WMCA) has broadcast news dispatches, including those emanating from the governments of Germany and of Great Britain. However, Knickerbocker Broadcasting Company, Inc., (WMCA) has no news-gathering bureau of its own and relies entirely for its sources upon accredited newsgathering agencies.

"In connection therewith, Knickerbocker Broadcasting Company, Inc. (WMCA) has a written contract with King Features Syndicate, Inc. (International News Service Department). By virtue of said agreement there is installed in the offices of Knickerbocker Broadcasting Company, Inc. (WMCA) a news ticker to which is transmitted the regular news service of King Features

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Syndicate, Inc. (International News Service Department). Knickerbocker Broadcasting Company, Inc. (WMCA) edits the said news reports and prepares the same for broadcasting.

"Because of the unusual situation in Europe during the past few weeks, and of the great interest of the American people in every phase of news emanating from Europe, Knickerbocker Broadcasting Company, Inc. (WMCA) entered into an agreement with the <u>New York Herald Tribune</u>, by the terms of which the <u>New York Herald</u> <u>Tribune</u> has furnished Knickerbocker Broadcasting Company, Inc., (WMCA), for broadcasting purposes, special news flashes which it has received from its own direct sources and correspondents in Europe.

"By virtue of an oral arrangement with the <u>New York</u> <u>Daily Mirror</u> there is broadcast over the facilities of Station WMCA, once each day for 15 minutes, a news program emanating directly from the editorial rooms of the said <u>New York Daily Mirror</u>. These broadcasts have always consisted of news items which had already appeared in that publication.

"I state upon my oath that Knickerbocker Broadcasting Company, Inc. (WMCA) has not had, nor has it now, any knowledge of any secret or other code used by the governments of Germany or of Great Britain, or of any of the departments of either of said governments.

"By this affidavit I swear that Knickerbocker Broadcasting Company, Inc. (WMCA) has not broadcast any news item or other information which it obtained illegally or which Knickerbocker Broadcasting Company, Inc. (WMCA) had any reason to believe was obtained illegally by any other person, firm or corporation. In fact, all of the news items which were broadcast by Knickerbocker Broadcasting Company, Inc. (WMCA) have appeared in the daily newspapers in the regular course of publication.

"I am aware of the advertisement which appeared in the <u>Radio Daily</u> of September 6, 1939, in which is reproduced excerpts from columns published in New York City newspapers, and in which it is stated that WMCA had decoded secret orders of the governments of Germany and Great Britain. Knickerbocker Broadcasting Company, Inc. (WMCA) does not control, directly or indirectly, in any manner, either the said publications or any of the writers of the said columns. Knickerbocker Broadcasting Company, Inc. (WMCA) used the said items in the advertisement only as an indication of the fact that WMCA did broadcast the news items in advance of other radio stations or in advance of their publication in the daily newspapers in New York City, but not for the purpose of advertising that WMCA had in fact intercepted or decoded any of the secret orders of Germany, Great Britain or any other government." Earlier, Mr. Flamm explained the origin of the <u>Radio</u> Daily advertisement, thus:

"The placing of an advertisement in a radio trade paper, using these newspaper clippings, was a promotional stunt executed by our Advertising Department, designed to indicate WMCA's alertness in the presentation of war news. Desirous of protecting its news sources in the interest of competitive reporting, WMCA made no effort to correct erroneous impressions of its coverage which were rumored."

George Ross in <u>The New York World-Telegram</u> of August 31, according to the material submitted by WMCA for <u>The Radio Daily</u> advertisement, said:

"WMCA flashed the British Admiralty orders and the secret German naval orders before these became public knowledge. And the story of these exclusives is this: Several weeks ago the station hired an expert of naval code, who stationed himself near the short-wave receiver of a local morning newspaper. As secret orders from shore to ship were flashed from England and Germany, he quickly decoded them and rushed his findings to the microphones."

Attributed to Ben Gross in <u>The New York Daily News</u>, WMCA's advertisement called attention to the airing of a British Admiralty ccde message "ordering the closing of the Mediterranean."

PERSHING LAUDS RADIO, PRESS FOR WAR NEWS

General John J. Pershing, in a statement issued in Washington on his seventy-ninth birthday, praised the radio and press for its coverage of the European crisis and war developments.

"My information of the military situation at home and abroad is largely common to the general public, which is, I believe, about as well informed regarding the daily progress of the tragic events in Europe as the government officials, thanks to the press and radio", he said.

Among his visitors at Walter Reed Hospital, where he is undergoing a periodical check-up, was Maj. Gen. James G. Harbord, former Chief of Staff under Pershing, now Chairman of the Board of the Radio Corporation of America.

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- 4 -

#### NAB FORMALLY ADOPTS CODE; TALKS COPYRIGHT

Meeting in a special convention in Chicago this weekend, the National Association of Broadcasters adopted its code of self-regulation, drafted early this Summer, and authorized Neville Miller, President, to appoint a Committee "fully empowered to interpret and enforce the code throughout the industry."

At the same time it considered the later code relating to war news broadcasts, already adopted by the networks, and indicated it would adopt a similar policy.

Discussions were underway as to what the NAB will do about the music copyright problem.

Beginning October 1st, all member stations will provide free time for the discussion of controversial public issues, the Board of Directors of the NAB announced.

Time may be sold for political broadcasts only.

"The political broadcasts excepted", Mr. Miller explained, "are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away."

The policy was adopted, he said, because without it the radio forum could gravitate almost exclusively to those with the greater means to buy time. The code, he said, insures that radio will remain a free and democratic form of public discussion. He termed it an "outstanding example of voluntary industrial selfregulation, conceived and executed in the public interest."

The code also requires that news broadcasts be factual and without bias or editorial opinion. It provides that children's programs be based upon "sound social concepts" and that no one shall be permitted to use radio to attack another's race or religion.

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The Catawba Velley Broadcasting Company, Hickory, N.C., was granted a construction permit this week by the Federal Communications Commission to use 1370 kc., 100 watts night, 250 watts local sunset.

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#### FCC PLEASED WITH WAR NEWS CODE ADOPTION

While refraining from a formal endorsement, members of the Federal Communications Commission this week made no secret of their approval of the action taken by the major networks and the National Association of Broadcasters in adopting a self-imposed code restricting war news broadcasting.

"I feel very optimistic over the way that the industry has shouldered its responsibility", James L. Fly, Chairman of the FCC, commented.

While the special three-man committee, composed of Chairman Fly and Commissioners T.A.M. Craven and Thad H. Brown, will continue its study of the relation of the European war to U. S. radio, indications are that no drastic curbs will be placed on the broadcasting industry as a whole.

The Chairman is inclined to proceed cautiously, and, as Stephen Early, secretary to the President, suggested, let radio alone so long as it behaves itself. He nees no need at this time for the promulgation of any iron-clad rules governing news broadcasting and comments on the war.

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# FCC TO PROBE BAR ON ANTI-COUGHLIN SPEECH

An investigation of the refusal of Station WJR, Detroit, to broadcast a speech by the Rev. Walton E. Cole, of the First Unitarian Church, Toledo, O., attacking Father Coughlin, will be undertaken by the Federal Communications Commission, according to T. J. Slowie, Secretary.

Reverend Cole, in a complaint to the FCC, charged that WJR was refusing to afford both sides of an issue to speak over its facilities. WJR is the key station in the Coughlin hook-up.

"Insofar as your complaint states WJR is acting as a vehicle for one-sided propaganda, rather than for free discussion of controversial subjects, it will be investigated by this Commission and the incident described considered as it may bear upon whether WJR is operating in the public interest", Mr. Slowie replied.

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#### LABOR S-W STATION DENIED RENEWAL

The Federal Communications Commission this week denied the application of the Chicago Federation of Labor for renewal of license for international broadcast station W9XAA, and dismissed without prejudice the application of Radio Service Corporation of Utah for consent to voluntarily assign the license of Station W9XAA from the Chicago Federation of Labor to the Radio Service Corporation of Utah and move the station's location from York Township, Ill., to Saltair, Utah.

The Commission's conclusions based upon its proposed findings included the following:

"The licensee of international broadcast station W9XAA failed to establish that it was engaged in a program of research and experimentation contemplated by the Commission's rules governing broadcast stations in the international service, in effect during the period in which the license for this station was outstanding.

"International broadcast station W9XAA was not maintained and operated in accordance with the Commission's rules governing broadcast stations in the international service, in effect during the period in which the license for this station was outstanding.

"The Chicago Federation of Labor is not technically qualified to operate international broadcast station W9XAA in accordance with the rules of the Commission governing broadcast stations in the international service and has not shown that it is able and willing to finance the operation of such station.

"The granting of the application for renewal of the license of international broadcast Station W9XAA will not serve public interest, convenience or necessity.

"In view of the foregoing conclusions, it is unnecessary to consider the application for assignment of the license of international broadcast station W9XAA from the Chicago Federation of Labor to the Radio Service Corporation of Utah since the Commission's refusal to renew the license of international broadcast station W9XAA leaves the Chicago Federation of Labor with no license to assign to the Radio Service Corporation of Utah, and the application for consent to assignment of license should, therefore, be dismissed."

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The U. S. Civil Service Commission has announced an open competitive examination for the job of air carrier inspector in the Civil Aeronautics Authorityat \$3,800 a year.

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### FCC AMENDS RULE ON DISK ANNOUNCEMENTS

The Federal Communications Commission this week amended Section 3.90 (a) (2) of the Standard Broadcast Rules by deleting the words "together with the name or title of each" and adding the words "of the complete program" so that the rule will read:

"...(2) An entry briefly describing each program broadcast, such as 'music', 'drama', 'speech', etc., together with the name or title thereof, and the sponsor's name with the time of the beginning and ending of the complete program. If a mechanical record is used the entry shall show the exact nature thereof such as 'record', 'transcription', etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered."

The Commission's action was taken following complaint that the previous rule requiring a log entry of the names of the particular records used imposes a financial burden, particularly on local stations. The Commission also stated that a further study would be made of the rules governing log entries to insure that they impose no unnecessary burden on any particular group of stations.

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#### NAZIS STAGE TELEVISION SHOWS IN LATIN AMERICA

The first television exposition to be held in Chile, staged this Summer, was held under the auspices of, and conducted by engineers of the "Institute of Investigation of the German Mails", an official agency of the German government and all of the equipment used was of German manufacture, according to the American Commercial Attache at Santiago.

"The event was given wide publicity in the press and appeared to be another effective example of German propaganda in South America", the report stated.

"The exhibition is apparently on a tour of South American and the some 20 truckloads of equipment were shipped to Chile from Buenos Aires where it is understood a similar exposition was held."

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#### LOCAL STATION DENIED CAPITAL APPLICANT

The Federal Communications Commission this week denied the application of Lawrence J. Heller, attorney, for a construction permit to establish a new station in Washington, D. C. to operate on 1310 kc. , with 100 watts night, 250 watts local sunset, unlimited time, and application for a special experimental authorization to construct and operate a synchronous station in Washington, to be used in conjunction with the facilities requested for a broadcast station, with 10 to 100 watts power, unlimited time. The frequency formerly was used by Station WOL.

"The Commission's plan of allocation contemplates the use of local frequencies by stations proposing to serve small centers of population and the adjacent rural areas", the FCC explained. "Regional frequencies are set aside to provide service to large centers of population, such as the Washington, D. C. metropolitan district, and the contiguous areas. The assignment requested for a construction permit, is for a station to operate on a local frequency. The station proposed cannot serve the large number of people residing within substantial portions of either the metropolitan district or the District of Columbia itself. Accordingly, taken by itself, this application would have to be denied."

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#### CROSLEY TAKES ON FOOTBALL TEAM TOO!

Powel Crosley, Jr., owner of Stations WLW and WSAI, Cincinnati, who manufactures radios and automobiles, etc., and is President of the Cincinnati Reds, National League leaders, has taken on a professional football team to look after in his spare time.

He has acquired a financial interest in the Cincinnati Bengals, which made a good record last year in its first season. Station WSAI will have exclusive right to broadcast games from Crosley Field.

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# BULLOCK NAMED G.E. UNIT AD MANAGER

Boyd W. Bullock, for the last seventeen years associated with the Publicity Department, and now Assistant Manager of Broadcasting, of the General Electric Company at Schenectady, has been appointed Advertising Manager of the company's Appliance and Merchandise Department at Bridgeport, Conn., H. L. Andrews, Vice-President in charge of appliance activities, announced this week. Since 1933, Mr. Bullock, a native of Evansville, Indiana, has been Assistant Manager of the Publicity Department. He will direct the advertising and promotion program for G.E. products sold to consumers through retail channels and for products of the Plastice Department at Pittsfield, Mass.

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Effective Sunday, September 24, Station WKRC will become the basic outlet for the Mutual Broadcasting System in the Cincinnati area. Operating with 5000 watts day and 1,000 watts night, on 550 kilocycles, WKRC is under contract of sale to the <u>Cincinnati</u> <u>Times-Star</u>, subject to approval of transfer by the Federal Communications Commission. Former owner was the Columbia Broadcasting System.

Transradio News Service, in a note to station clients last week, warned them against falling for the scarehead war news sent out by the other press associations. The note was the most sizzling blast of criticism that one news collecting agency has directed against another since rivalry began in furnishing news for radio.

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Eugene Lyons, well known newspaperman, foreign correspondent, editor and writer is featured as commentator by Station WMCA, New York, in a new series of nightly programs which began this week.

After the reopening of radio telephone service Wednesday to six more European countries, a continuous flow of transatlantic conversation passed over the new circuits of the American Telephone and Telegraph Company to Italy and the Netherlands, according to the <u>New York Times</u>. Telephone service was resumed with Belgium, Bulgaria, Denmark, Germany, Lithuania and Yugoslavia.

On Tuesday service was reopened with Holland, Hungary and Switzerland, the New York-Rome circuit having been opened on Monday.

A feature of London's Radiolympia exhibition which closed a short time ago was the section devoted to television receivers, according to <u>World-Radio</u>. The keynote of the display, the BBC organ reported, was "Television to suit all pockets". The prices ran as low as 24 pounds, or approximately \$100.

"No fewer than five sizes have been standardized for direct vision sets; approximately 5 in. by 4 in., 6 in. by 5 in., 8 in. by 6 in., 10 in. by 8 in., and 12 in. by 10 in., while a 'projected image' receiver gives a picture 18 in. by 14<sup>1</sup>/<sub>2</sub> in.", the reviwer stated.

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#### RCA TRAFFIC SUPERINTENDENT DIES

Walter E. Wood, Traffic Superintendent of R.C.A. Communications, Inc., died Thursday at his time in Dumont, N. J., after a nine-month illness. Mr. Wood, a World War veteran, was 53 years old.

Mr. Wood was born at Shornecliff Camp, near Folkestone, England, a British military encampment. His late father was a British Army officer.

In 1919 Mr. Wood was appointed Superintendent at the Chatham (Mass.) station of the Radio Corporation of America. Upon the closing of that station in 1922, he became Assistant Superintendent of the company's Central Radio Office in New York. He became Superintendent of Traffic for R.C.A. Communications in 1937. He was a naturalized American.

Surviving are his widow, Mrs. Xena Wood, and two sons, Walter C. and Robert Wood, all of Dumont.

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## "BIG BUSINESS AND RADIO" BARES DEALS

Volume two of Dean Archer's history of radio has just come off the press, with the title "Big Business and Radio". For almost five hundred pages the author uncovers the inside story of agreement and disagreement among the leading American electrical and communication companies, giving indisputable proof of his findings in the form of quotations from actual letters and contracts. The volume sells for \$4.00 at the American Historical Society, 80 Eighth Avenue, New York.

"I believe that this book will be the final authority on the subject", states General Harbord, RCA's Chairman of the Board. "You have built yourself a monument in this great work." "A wealth of detail, research, precision and labor", is the opinion of another reviewer.

The final chapter of the book is devoted to David Sarnoff's vision of radio's future.

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- 11 -

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

U SEP 20 1939 -

INDEX TO ISSUE OF SEPTEMBER 19, 1939

Radio To Figure, Not Legislatively, At Extra Session2
Transradio Plans Facsimile-Newspaper Chain
NAB Forms Music Unit To Fight ASCAP Control4
British Radio To "Carry On", Says BBC Organ5
Edgar Bill Chairman of Radio Code Committee
Capital Amateurs Take Neutrality Pledge
Trade Notes
WLW Distributes War Maps To Aid Listeners
CBS Lends Programs To Major Armstrong10
Mutual Celebrates Sixth Year of Operationsll

No. 1158

September 19, 1939.

RADIO TO FIGURE, NOT LEGISLATIVELY, AT EXTRA SESSION

While radio will have an important role in covering the highlights of the extra session of Congress, which begins Thursday, and doubtless will come in for some debate on the Senate and House floors from time to time, Administration sources have not revealed any plans for new legislation affecting broadcasters.

The Special Federal Communications Commission Committee which is studying the effects of the European war on American radio has come to no final decision, it is understood, but indications are that it will not propose any legislation at this time. At the regular session, beginning in January, however, the FCC may ask for an increased staff to keep closer check on radio communications.

Much will depend, of course, upon developments during the next few weeks, but the Communications Act already gives the President ample powers to meet an emergency if radical changes in radio control are deemed necessary.

While there are no indications at present that censorship will be invoked except upon the entrance of the United States into the war, officials are looking ahead and wondering where the radio control will be vested in such an eventuality.

Members of the FCC refuse to discuss the matter at this time, but it is known that some of them feel that the Commission is best equipped to act as radio's censor although War Department planners hold that an emergency Military Board should direct censorship control of both the press and the radio.

When censorship is invoked, as it is bound to be if war comes, broadcasters hope that they will be given as much freedom as the press. Whether the job of policing the stations would be transferred in part to an emergency or military agency is conjectural. Far-seeing leaders in the radio industry believe they would fare better in the long run if the Federal Communications Commission does not do the job, for experience has shown that emergency military agencies expire as a rule when peace returns but civil authorities are not easily shorn of authority once obtained.

Even in war-time, it is likely, the American listener will be able to tune in his favorite swing band or comedian, regardless of how his news may be edited before being broadcast or published. It is not conceivable, moreover, that Americans would be deprived, as have the Germans, of the right to tune in foreign short-wave stations if they desired to do so.

Great Britain may be cited as an example of how American radio may be expected to act during a war involving this country. There the government, while censoring news, is encouraging the broadcasting of light entertainment. It helps morale, the English believe.

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TRANSRADIO PLANS FACSIMILE-NEWSPAPER CHAIN

A newspaper to be started late this Fall or early this Winter in Hartford, Conn., may be the first in the chain of facsimile-processed papers planned by Herbert Moore, head of Transradio Press Service. At the outset the new paper will receive its news from Transradio by teletype, as there can be no prefabrication until a sufficient number of papers are signed up to make the idea economically feasible, Mr. Moore explained. After the paper has established a suburban and rural circulation, it plans to use facsimile broadcasting, in conjunction with a local station, to distribute its papers to subscribers in these sparsely populated areas, Mr. Moore added.

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RADIO PREVENTS RECURRENCE OF "BOTTLE NECK"

Radio has prevented recurrence of the London communications "bottleneck" that developed in the World War, the Commerce Department reported this week.

Though the new European war resulted in a tremendous increase in volume of cable, radio and telephone traffic between this country and Europe, existence of direct, high-speed radio telegraph circles between the United States and over 60 nations has made possible adequate trans-Atlantic service.

At the beginning of the World War, the Department recalled, London, because of her cable supremacy, was the communications center of the world. A "bottleneck" therefore developed, greatly delaying telegraphic communications.

Radio has changed the picture completely, and present facilities are judged more than adequate to meet the increased war demands.

Althoth the belligerents have restricted international telephone service, American telephone concerns have re-established service with Belgium, Denmark, Germany, Lithuania, Bulgaria, Yugoslavia, The Netherlands, Hungary, Switzerland and Italy, the Department said.

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- 2 -

#### NAB FORMS MUSIC UNIT TO FIGHT ASCAP CONTROL

A long smouldering resentment against the control of copyrighted music by the American Society of Authors, Composers, and Publishers broke into an open attack by the National Association of Broadcasters last week-end at a special convention in Chicago.

The NAB, preparing to raise what was termed "a war chest" of \$1,500,000, announced it would establish its own supply of music for radio broadcasting through a new corporation to be known as Broadcast Music, Inc.

The first response of the ASCAP was a brief statement by Gene Buck, President, to the press to the effect that he wondered where NAB would get its music. Most composers, authors and publishers, he said, belong to ASCAP. NAB made a similar attempt to break away several years ago, it was recalled, but subsequently abandoned the move.

The new NAB project was devised by Sydney M. Kaye, New York attorney retained by the broadcasters. It provides for the issuance and sale of stock to the member stations. Neville Miller, President of NAB, will act as temporary President of Broadcast Music, Inc., but executive personnel will be employed.

Broadcasters represented at the Chicago convention pledged to buy stock in the corporation up to 50 percent of their payments to ASCAP in 1937. In that year radio paid the copyright society \$3,800,000.

Admitting that ASCAP has substantial control of existing music demanded by broadcasters, broadcasters still hope to obtain an agreement with ASCAP which would look toward payment only on ASCAP music used, rather than a tax on the station's entire income. The objective, NAB declared, is to procure a "per program" basis of payment, with clearance at the source.

NAB takes the view that the additional catalogs of music would parallel and act as a partial substitute for the ASCAP catalog. If necessary, however, the industry would try to get along on its own music.

The basis on which the \$1,500,000 fund would be employed was outlined to the convention and approved as proposed. Under it, \$300,000 of the total would be paid by stations for the stock, the remaining \$1,200,000 to be paid for initial "license fees" to the corporation. There would be 100,000 shares of stock issued at \$1 par value. Of this stock 80,000 shares would be offered at \$5 a share, of which \$1 would constitute capital and the remaining \$4 capital surplus. Each broadcaster would be offered that number of shares which would make the total amount paid for stock equal to 10% of the broadcasters' 1937 ASCAP fee. To prevent alienation of stock, the broadcaster first would have to offer it to the corporation if he desired to sell.

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BRITISH RADIO TO "CARRY ON", SAYS BBC ORGAN

The British Broadcasting Corporation will carry on many of its normal broadcasting functions throughout the war as well as keep the British Empire informed of newsworthy developments, the <u>Radio</u> <u>Times</u>, BBC journal, declares.

"Last week on this page we said that broadcasting would carry on", the <u>Times</u> says. "That promise was based on the knowledge that preparations for any emergency had been made by the BBC, and that everything was in readiness to make the change from peacetime broadcasting to broadcasting in time of war. The first test came on the afternoon of Friday, September 1, when the changeover of wavelengths was made. That, as listeners know, was accomplished as smoothly as even the BBC engineers (who are exacting in their standards) could desire. During that Friday, broadcasting surmounted the difficulties caused by the restriction of transport and by the black-out. There remained the acid test of war itself.

"Listeners know the result of that test, too. Broadcasting has carried on. From seven in the morning until after midnight, there is always something on the air. British listeners can get news, entertainment, lessons for the schoolchildren, religious services, music - in fact, broadcasting remains one of the most normal things in an abnormal world.

"What the British listener hears of broadcasting, however, is by no means the full output of the BBC. In addition to the Home Service, which runs for nineteen hours a day (with further periods in the early morning if there is any important news), two other British programs are going out every day. One is a short-wave service to the whole world, which runs for nearly twenty-two hours; the other a short-wave service meant primarily for Europe, aided by the use of the medium wavelength that used to be known as the medium-wave National - 261.1 metres. Many listeners in this country have probably picked up these transmissions by now.

"These broadcasts, which consist largely of news, are going out in many different languages. There is a French service for French Canada, as well as one for France; an Afrikaans service for South Africa and the Arabic service, which is the one that has been least affected by the change from peace to war. There are broadcasts in German and Italian, Spanish for Spain and Spanish for South America, Portuguese for Portugal and Portuguese for Brazil, and the latest language to be added to the list is Magyar. Still more are to come.....

"In yet another way that is not apparent to the ordinary listener, the BBC has been busy with a useful task. Its studios have been open to American broadcasters speaking from England to the United States, where interest in the fortunes of Britain during this fateful time is at its height. Night and day, these broadcasts are going to America, not by means of BBC transmitters, but from BBC studios. The BBC is not responsible for them, but it is glad to be able to help the American broadcasters with all the facilities that it can provide."

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EDGAR BILL CHAIRMAN OF RADIO CODE COMMITTEE

Preparing to put into effect the National Association of Broadcasters' Code, Neville Miller, President, this week appointed Edgar L. Bill, President of WMBD, Peoria, Ill., Chairman of a committee authorized by the Chicago convention to enforce the rules of conduct. The Code becomes operative October 1.

Ed Kirby, NAB Public Relations Director, will serve as Committee Secretary. Other members include members of the group which drafted the self-regulation code last Summer. They are Lenox R. Lhor, NBC President; Edward Klauber, CBS Executive Vice-President; T. C. Streibert, WOR-MBS Vice-President; Walter J. Damm, WTMJ, Milwaukee; Ed Craney, KGIR, Butte, Mont.; Karl C. Wyler, KTSM, El.Paso, Tex.; Samuel R. Rosenbaum, WFIL, Philadelphia, Penna. Two additional members will be named later by President Miller in lieu of Paul W. Morency, WTIC, Hartford, Conn., and Herb Hollister, KANS, Wichita, Kans., who served on the original code group, but who, as members of the NAB Board, cannot qualify. TheBoard itself will sit as a sort of "Court of Appeals" over the Code Compliance Committee.

"The Code is more than an expression of radio policy", Mr. Miller declared. "It is an outstanding example of voluntary industrial self-regulation, conceived and executed in the public interest."

The Code, adopted at the Atlantic City convention, requires that radio stations shall provide free time for the discussion of controversial public issues in such a way that conflicting viewpoints in public matters have a fair and equal opportunity to be heard. In no event will time be sold for such purpose, except for political broadcasts. "The political broadcasts excepted are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally-qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away", Mr. Miller said.

This policy governing the discussion of controversial public issues through radio was adopted, Mr. Miller said, "because of the natural limitation of radio facilities and of the number of hours available per day for broadcasting. Without such a policy, the radio forum could conceivably gravitate almost exclusively to those with the greater means to purchase time. The NAB policy insures that radio will remain a free and democratic form for the fair and many-sided discussion of all public matters."

The Code further requires that news broadcasts be factual and presented without bias or editorial opinion. It also provides that children's programs be based upon "sound social concepts" and that radio stations continue to cooperate with educators in the further development of radio as an educational adjunct. It also provides that no one shall be permitted to use radio to "convey attacks upon another's race or religion."

While the full Code becomes effective October 1, the Board ruled that existing commercial contracts shall be respected for their duration, provided they do not run for more than one year after October 1, 1939. "New business, competitive with existing accounts, may be accepted with the same length of commercial copy as is permitted existing accounts." The Board directed that the new Code Committee "shall immediately make itself available to resolve doubts of broadcasters as to whether proposed new business conforms or can be made to conform to the Code."

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#### CAPITAL AMATEURS TAKE NEUTRALITY PLEDGE

Roy C. Corderman, Emergency Coordinator for the American Radio Relay League, and Vice Chairman of the Communication and Transportation Committee of the District Red Cross, said this week that Washington amateur radio operators had agreed to special rules for the conduct of their stations in view of the European war.

Members of the Washington Radio Club, Mr. Corderman said, had endorsed a policy of refraining from any communications except those of a strictly amateur character, maintaining an accurate log of every transmission. They agreed not to communicate with amateurs in belligerent countries.

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Uberto Neely, member of the WLW musical staff and radio director of the Cincinnati College of Music, is in general charge of the Radio Workshop being conducted by that institution this Fall.

A comprehensive schedule of daily broadcasts especially designed to bring American listeners complete factual coverage of the European war situation was announced last week by the Columbia Broadcasting System. Proper balancing of the schedule required the withdrawal of a number of sponsored and sustaining programs. The times were decided only after careful study of the best methods of programming in relation to probable news sources under conditions created by the war in Europe, CBS officials said.

Tuesday has been adopted as the regular meeting day of the Federal Communications Commission until further notice. Regular broadcast actions will be handled on that day, along with other routine considerations. Oral arguments will be held on Thursdays, pursuant to the practice established last year, with the Motions Docket, presided over by a Commissioner, to be held Fridays.

In a complaint issued by the Federal Trade Commission, David H. Fulton, trading as Vendol Company, 1 West Biddle St., Baltimore, was charged with disseminating misleading representations in periodical, circular and radio advertisements, concerning a medicinal preparation designated "Vendol".

George Crandall, former manager of the concert division of New York's Federal Music Project, has joined the CBS Publicity Department as field representative, according to Louis Ruppel, Director of Publicity. Mr. Crandall has started a trip which will take him to principal cities in the East, South, and Middle West in behalf of CBS sustaining music, education, and drama features. His itinerary includes all the cities which the New York Philharmonic-Symphony Orchestra will visit on its out-of-town schedule starting October 28.

#### WLW DISTRIBUTES WAR MAPS TO AID LISTENERS

Into the mail this week went thousands of copies of an elaborate WLW war map, detailing European war areas, and distributed by the station as an aid to both radio listeners and newspaper readers in following developments in the conflict.

The main portion of the map focuses on Central Europe. Printed in five colors, it outlines both the Eastern and Western war fronts, with red swastikas on the German Siegfried Line and fleur-de-lys emblems on the French Maginot Line. Smaller Polish, German and French towns all are identified on the map, which extends northward to picture the Baltic Sea. On the reverse side is a map of continental Europe, for reference if the Mediterranean Sea becomes a theater of war.

Expert cartographers were consulted in making the map, which was drawn with the idea that it would be useful throughout the conflict. Reference to it by news commentators will make it possible for listeners to follow much more closely the movements of troops, and to identify towns bombed, captured, or otherwise affected.

The first announcement of the map distribution was put on the air Thursday night, September 7. By Monday morning, orders for nearly 8,000 had been received, and the daily average now approximates that amount. A sizable portion of the demand was from officials of banks, brokerage houses, railroads and manufacturing concerns.

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#### BERLIN DIRECTS S-W WARNING TO U. S.

The Berlin official radio station Monday evening several times broke into short-wave musical programs to the United States to warn American listeners to avoid entanglement in European quarrels, to distrust "anti-American propaganda" designed to involve the United States and to refrain from financing another war, the <u>New</u> <u>York Times</u> reported.

In one of these interruptions a speaker over Stations DJB and DJD analyzed British propaganda methods, as outlined by Sidney Rigerson in his book, "Propaganda in the Next War". In another the broadcaster attacked Great Britain's non-payment of her war debt to the United States.

"American listeners", the broadcaster exhorted, "wake up to the un-American propaganda that is being whispered, talked, shouted to you day after day. It may come through American channels, but its sources are not American. "Is it American to wish misery and destruction on Americans? Is it American to try to entangle America in the European net?

"Those alien forces that want you for war stop at nothing. They see to it that your newspapers print false reports that have no other purpose than to make you feel that was is inevitable.

"Refuse to admit that there is an un-American destiny for war stronger than the common sense of the American people. You are free. Stay free!"

The speaker recalled that "Uncle Sam was called Uncle Shylock" when the United States sought payment of her war debts from Britain. These, he contended, are now being discharged by the American taxpayers, despite Britain's seizure of wealthy and productive German colonies.

"There never has been told a stranger story", he added, "than the story of the way in which Britain has defaulted to the American taxpayers."

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- CBS LENDS PROGRAMS TO MAJOR ARMSTRONG

Beginning this week, Columbia's evening programs will be made available to Major Edward H. Armstrong's 40-kilowatt frequency modulated experimental station W2XMN, located across the Hudson from New York City in Alpine, N. J. The station transmits on a frequency of 42,800 kilocycles, and is said to develop staticless radio reception.

CBS plans to make extensive tests in the field of engineering and auditory perspective to determine the scope of Armstrong's invention and to see how it can be applied toward serving the public in the field of radio broadcasting.

Major Armstrong, Professor of Electrical Engineering at Columbia University, is an outstanding inventor in the radio and electronic field. He is well-known as the inventor of the superhetrodyne circuit which has been universally adopted for radio receivers.

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- 10 -

#### MUTUAL CELEBRATES SIXTH YEAR OF OPERATIONS

The Mutual Broadcasting System observed its fifth year of operations last Friday. The growth of the Mutual network marks the most rapid expansion in radio history. MBS was formed on September 15, 1934, by WOR, Newark; WGN, Chicago; WLW, Cincinnati, and WXYZ, Detroit. It was officially recognized as America's third national network when Mutual's programs started on October 2, 1934.

The first interchange of programs with the Canadian Broadcasting Corporation was effected on June 1, 1935. The initial transatlantic program was carried over Mutual on its first anniversary, September 15, 1935.

Mutual grossed \$1,000,000 in billings for the 1934-35 fiscal year. For the year 1936, Mutual's billings exceeded \$2,000,000. Total billings for twelve months of 1938 were \$2,920,323, marking the largest year's total in the history of the network.

President W. E. Macfarlane of Mutual announced on June 27, 1936 that the network would become affiliated with the Don Lee network on the Pacific Coast.

The Colonial Network of New England became affiliated with Mutual on July 1, 1936, with Boston's WAAB as a basic member station. Other outlets announced their affiliation with Mutual soon after transcontinental plans were outlined. The Iowa Network and the Central States Broadcasting System joined in the latter part of 1936. On January 1, 1937, Mutual's list of affiliates totaled 38 in the United States and KGMB in Honolulu.

Mutual's California affiliate, the Don Lee Network, became first to conduct daily television demonstrations on the West Coast.

The newly-formed Texas State Network, formed by Elliott Roosevelt, affiliated 23 more stations with Mutual on September 15, 1938, swelling the list to 107.

Mutual's facsimile network began operation on March 11, 1939, with WGN, WLW and WOR. WHK joined later.

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- 11 -

# HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF SEPTEMBER 22, 1939

Amateurs Warned; Two Licenses Suspended
RCA Loses Primary Radio Contact With Geneva
Radio Good-Will Medium, Engineers Told By Britisher4
U. S. Station Broadcasts Musical Pitch
De Forest Says Radio Is Potent Weapon
Atlantic City Paper Protests "Smelly Bulova Deal"
Reich Plans Visual Set; BBC Quits Television
Trade Notes
New Radio Book Covers Field Thoroughly10

No. 1159

## AMATEURS WARNED; TWO LICENSES SUSPENDED

America's 60,000 radio amateurs, who are credited with many heroic services in peacetime, yesterday were warned by the Federal Communications Commission to obey regulations strictly because of the international situation.

The occasion for the warning was the disciplining of two amateurs for violation of FCC rules. The customary punishment of three months' suspension of licenses was doubled, it was explained, as an example to other amateurs.

FCC officials indicated that radio amateurs probably would be the first to feel the hand of censorship in event the United States goes to war.

The Commission warned that further unauthorized activities, even during American neutrality, may result in the curtailment of amateur operations generally.

Meanwhile, the American Commercial Attache at Ottawa informed the Commerce Department that amateur stations in Canada, all of which operate under licenses as amateur experimental stations issued by the Radio Division of the Department of Transport, have been closed down "for the present time" and equipment placed "in an inoperative condition" under an instruction issued by the Government. The action was attributed to war conditions by officials of the Department of Transport. The order covers "all amateur sending and receiving stations", of which approximately 3,760 were licensed in Canada.

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WMCA HEARING SCHEDULED BY FCC

The Federal Communications Commission this week ordered a public hearing for next Wednesday in connection with the alleged interception and broadcasting of military secrets of Germany and Great Britain by Radio Station WMCA in New York City.

The Knickerbocker Broadcasting Co., Inc., license of WMCA, through William Weisman, its Vice-President, last week filed a general denial. The Commission stated that the reply appeared to be incomplete and was not a forthright compliance with original order for disclosure of all the facts. The Commission also disclosed that it had made its own investigation of the alleged incident.

The Commission has the power to revoke the license of the station.

It was learned at the FCC offices that messages to the British and German fleets were addressed as a broadcast to all vessels and were not specifically directed to particular ships. According to the record, the messages were picked up by a radio receiver in a newspaper office in New York and sent out over its regular news service, in the course of which WMCA picked it up and broadcast it.

The Communications Act makes it a criminal offense for any one to disclose the contents of an addressed message.

It was explained by Commission experts that it has no jurisdiction over owners of radio receiving sets and that any disclosure of addressed messages which would be considered a violation of the Act would have to be referred to the Department of Justice for action in the courts.

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RCA LOSES PRIMARY RADIO CONTACT WITH GENEVA

The Federal Communications Commission this week cancalled the authority of the R.C.A. Communications, Inc., to carry on radio communication with Geneva, Switzerland, on a primary basis via point-to-point stations WEU, WEF, WKM, WKP, and WQT. It granted, however, the right to R.C.A. Communications to communicate with Geneva on a secondary basis for the purpose of handling addressed program material and communications incidental thereto.

The Commission on July 12, 1939, issued an order that the licensee, R.C.A. Communications, Inc., show cause, if any exists, why its licenses should not be modified by deleting therefrom authority to communicate on a primary basis with Geneva, Switzerland, in view of the fact that Geneva, although authorized as a primary point of communication in said licenses, is in fact an inactive point of communication.

R.C.A. Communications replied that, although there has been no direct public radiotelegraph service with Geneva for several years, that point is active in the conduct of a program transmission service, and asked that it be authorized as a secondary point of communication solely for the purpose of handling addressed programs and communications incidental thereto.

XXXXXXXX - 3 -



RADIO GOOD WILL MEDIUM, ENGINEERS TOLD BY BRITISHER

While a "war of words" continued over ethereal waves in Europe, the Institute of Radio Engineers meeting in New York this week heard Sir George Lee, recently retired Engineer-in-Chief of the British Post Office, laud transatlantic radio for fostering good-will.

Sir George, who was awarded a Medal of Honor by the Institute, for promotion of international radio, spoke from London to the 300 engineers gathered at the Hotel Pennsylvania.

A second award, the Morris Leibman Memorial Prize, was presented to Dr. Harold Trap Friis, Research Engineer of the Bell Telephone Laboratories, for his investigations in radio transmission, including the development of methods of measuring signals and noise and the creation of a receiving system for mitigating selective fading and noise interference. Both presentations were made by R. A. Heising, President of the Institute.

Operation of the aerological radio sounding equipment now in use at some forty sounding stations of the Weather Bureau, Navy Department and the Coast Guard was demonstrated at the morning session by Harry Diamond of the National Bureau of Standards, Washington.

Data for the more accurate forecasting of weather is obtained through the daily use of a network of radio sounding stations than by any previous experiments in weather findings, according to Mr. Diamond, who prepared his paper in collaboration with F. W. Dunmore, W. S. Hunman, Jr., and E. G. Lapham, all of the Bureau of Standards.

The equipment comprises elements for the measurement of barometric pressure, temperature and humidity and radio means for remote indication and recording of the values of these factors, as the apparatus, weighing less than a kilogram, is carried aloft and well into the stratosphere by small rubber balloons.

Dr. Lee de Forest, inventor of the audion tube, who arrived in New York Tuesday to participate in the celebration of de Forest Day at the World's Fair, reviewed the many applications of short-wave therapy, with which he has been experimenting for five years, in the fields of medicine and surgery.

On Wednesday, after a greeting by R. A. Heising, President, the morning session was devoted to a discussion of transatlantic and marine radiotelephone communication. F. A. Polkinghorn of the Bell Telephone Laboratories outlined the commercial operation of overseas circuits and J. F. McDonald of the Radiomarine Corporation of America, Inc., read a paper dealing with two-way telephone equipment providing ship-to-shore and intership communication for yachts and pleasure craft. Papers dealing with various technical topics were read at the afternoon session by J. D. Kraus of Ann Arbor, Mich.; H. A. Brown of the University of Illinois; H. A. Chinn of the Columbia Broadcasting System; D. K. Gannett of the Bell Telephone Laboratories; R. M. Morris of the National Broadcasting Company; G. H. Brown of the R.C.A. Manufacturing Company, and R. E. Shelby of the National Broadcasting Company.

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#### U.S. STATION BROADCASTS MUSICAL PITCH

The continuous broadcasting of the standard for musical pitch - 440 cycles per second, for A above middle C - has been inaugurated by the National Bureau of Standards over its radio station WWV, Beltsville, Md., the Department of Commerce announced this week.

Far beyond the needs of even the most exacting of symphony conductors, variance in the pitch is less than 1 part in 10,000,000.

Broadcast over a frequency of 5 megacycles per second, the pitch may be heard 24 hours a day, except for short periods on certain days in which other Bureau programs are being broadcast on the same radio carrier frequency.

The station call letters (WWV) are announced every ten minutes both by voice and Morse code, so that persons using the service may be certain they are listening to the right station.

A description of the broadcasts of standard frequencies and other services made available by the Bureau, is contained in letter circular LC565, a copy of which may be obtained upon application to the Radio Section, National Bureau of Standards, Washington, D. C.

In addition to the standard musical pitch, these services include standard radio frequencies, standard time intervals in the form of pulses accurately spaced one second apart, standard audio frequency of 1,000 cycles per second, and bulletins of information on the ionosphere and radio transmission conditions.

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#### DE FOREST SAYS RADIO IS POTENT WEAPON

Radio may prove a deciding factor in the war in Europe, Dr. Lee de Forest, inventor of the audion tube and often called the "father of radio", declared this week on his arrival in New York from Chicago to celebrate "de Forest Day" at the World's Fair, where a dinner in his honor was to be given tonight (Friday) by the Veteran Wireless Operators' Association.

"While radio was in use in communications in the World War, it was not as a weapon", he told the <u>New York Times</u>. "Now it is beginning to show itself as the most powerful weapon that could be devised. The length of the war depends upon how early radio will prove effective; that it will lengthen or shorten the war, in my opinion, can be counted upon. We have witnessed since the invasion of Poland every day how it has been used to disseminate not only upon native populations but neutrals, including America, just what the warring powers wish us to know or to believe.

"We learn that the British and French are bombarding German ears with the story of their arms in this war, and you can depend upon it that no threat of the death penalty can stop every German from listening to the radio. In my opinion the radio is going to decide in favor of the powers that are now fighting Germany."

During his visit in the East, Dr. de Forest, who for several years in California has been conducting experiments in the field of short-wave therapy for use in the medical profession, will visit the British and French Embassies in Washington in the interests of acquainting officials with its benefits as applicable to field hospitals, especially in the treatment of fractures and infected wounds.

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# "TAM" CRAVEN LIKES TURKEY, PIE; HATES PARSNIPS

Amid all the serious problems facing the Federal Communications Commission, Commissioner T.A.M. Craven found time last week to answer the inquiry of the <u>Washington</u> Post food editor as to what he likes to eat. The interview was one of a series on favorite foods of prominent Washington men.

"What do I like to eat? Well, I don't like parsnips", Commissioner Craven said.

"That is not news", commented the editor, "for parsnips are one of the least used of the root crops, although when properly prepared they get some people's vote.

"But he does like vegetables - potatoes, peas, and even the unpopular turnip. Turkey roast, beef, lamb and ham are his favorites among meats. And he has a sweet tooth, for he likes pies, cakes and puddings. Sherry chiffon pie is a dessert that he likes exceedingly well. This is excellent pie taste."

- 6 -

9/22/39

# ATLANTIC CITY PAPER PROTESTS "SMELLY BULOVA DEAL"

While the Federal Communications Commission last week heard oral arguments on the Arde Bulova request for permission to buy WPG, Atlantic City, and use its shared wavelength to give full time to WBIL, New York, the <u>Atlantic City Daily World</u> protested loudly in front-page editorials addressed to the FCC.

Under the heading "A Dirty Deal", the paper said:

"Frank J. Wideman, counsel for the City of Atlantic City, in the hearing before the Federal Communications Commission yesterday, in Washington, argued that radio station WPG should be allowed to be sold by Atlantic City to Arde Bulove, millionaire radio monopolist, because "The City could not afford the continued losses incurred by operating the station and needed available funds for repairing the board-walk."

"Mr. Wideman is uttering falsehoods.

"The City of Atlantic City is not losing any monies in the operation of WPG. It does not need the money to 'repair the Boardwalk.'

"The whole, smelly 'Bulova deal' is a matter of special interest and special privilege endeavoring to be served at the people's expense.

"The city is not losing any monies in its operation of WPG - as indicated by its true records. By its removal the city would lose a priceless publicity medium for the resort. In exchange it would receive a 'one-lung' radio station with onetwentieth its power and a coverage of 15 miles. In exchange it would receive a virtual monopoly of the various mediums of public information by one reactionary group owning morning, evening and Sunday newspapers, advertising agency and radio station."

The FCC previously had approved the sale in a preliminary decision, but withheld final judgment after listening to oral arguments.

The FCC gave protesting stations until September 21 to file final briefs. The Bulova firm was given until September 28 to file reply briefs.

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- 7 -

# REICH PLANS VISUAL SET; BBC QUITS TELEVISION

According to a Berlin correspondent, the German television industry has pooled patents and experience for the production of the first receiver to be placed on the market in Germany, the Commerce Department reported this week. It is not known, however, whether the war will cause a postponement of the plan.

The price is fixed at 650 marks. The five makers concerned are Frenseh, A.G. (now an entirely German firm belonging to Zeiss-Ikon and Bosch, Stuttgart), Telefunken, Radio-Loewe, Tekade and Lorenz. These will jointly manufacture the sets of which 5,000 will, it is claimed, be available by December and another 5,000 will be made the moment these "show signs of selling". Television is, at the moment, restricted to Berlin. The receiving set has a 10 in. by 8 in. screen on the cathode-ray rube and there have been various savings in valves and other apparatus to simplify construction. Thus only 11 valves are required to produce full effect, together with 3 separate rectifier valves. The time-base equipment is said to be novel, requiring only one valve and a transformer. The total consumption for television and sound is 150 watts, of which the sound side takes 45.

<u>Variety</u> reported meanwhile that British television is on a holiday for the duration of the war. One of the first acts of the Government was to close Alexandra Palace, the television headquarters of BBC, Many of the BBC television men, including Wolfe Murray, were called to the colors as early as September 1, the article stated.

Gerald Cock, the BBC television head man, has been seriously ill in London for weeks with streptococci infection of the jaw and reported near to a nervous breakdown. He visited New York during the Spring.

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MEXICAN AUTHORITIES HUNT SUSPECTED RADIO SPY

Mexican authorities are trying to locate a mysterious, clandestine wireless sending station, reported to have been transmitting coded messages to Europe ever since the outbreak of the war, according to a Mexico City correspondent of the <u>New</u> <u>York Times</u>. The station is believed to be working for the German secret service.

It has been established that the station operates somewhere in Lomas de Chapultepec, smartest residential section of the Mexican capital, but attempts to locate it more exactly have failed. It is thought it may be a mobile station, taken from one place to another after each transmission.

Officials are exercising increased vigilance over all wireless activity in the country. Licenses for amateur transmitting stations have been withdrawn and the rule that commercial broadcasters must submit all scripts for approval is more rigorously enforced.

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TRADE NOTES

General Electric engineers have developed an oscilloscope for television work. The instrument is designed to meet the need in this field for an oscilloscope having means for both horizontal and vertical deflection capable of handling the wide range of frequencies encountered. It is suitable for the study of wave shapes and transients, the measurement of modulation, the adjustment of radio and television transmitters and receivers, the study of the phase shift in amplifiers and the measurement of voltage amplitudes. The oscilloscope operates from 110 volts, 60 cycles, and uses a nine-inch cathode ray tube.

World radio reports issued by the Department of Commerce this week included the following: Nicaragua, Paraguay, Hong Kong, Tonga, Australia and Honduras.

Coincident with start of the nation's Fall school term, more than 100,000 copies of the teacher's manual and classroom guide for the eleventh season of "Columbia's American School of the Air" have been mailed out to educators in every state in the union. The manuals are to be used in conjunction with "School of the Air" broadcasts over Columbia network which start Monday, October 9.

J. Francis Harris of Mamaroneck, N. Y., has just arrived in Tokyo, Japan, to take up his new duties as a Vice President of R.C.A. Communications, Inc., in charge of Japan, Manchukuo, and China. Mr. Harris, who has been Manager of RCAC in Japan for several years, received his appointment as Vice President during a brief visit to the United States. He will continue to make his headquarters in Tokyo.

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# NEW RADIO BOOK COVERS FIELD THOROUGHLY

Unquestionably the new book, "Big Business and Radio" by Dean Gleason L. Archer, President of Suffolk University, and published by the American Historical Society of New York, will go down with Dean Archer's "History of Radio to 1926" as an outstanding library reference volume and as one of the most authoritative discussions of the subject. Copies of the book have been sent to the press with the compliments of Frank E. Mullen, Vice-President of the Radio Corporation of America.

"This explanation should properly be in the preface, but some people never read a preface - and this explanation is important!" Dean Archer writes in the opening chapter. "Disabuse your mind at once of any idea that the present volume is a mere continuation of the <u>History of Radio to 1926</u>. On the contrary, much of the struggle from which the volume takes its name was fought and won prior to July, 1926. The bulk of this volume consists of a story based upon records opened for the first time to any historian. That so great a conflict within the ranks of 'American Big Business' could have been fought without the knowledge of American journalists, or that the story could have slumbered for more than a decade without discovery, is little short of amazing, except for the fact that, generally speaking, great corporations are reticent and, moreover, do not make their records available to historians."

An idea of the wide field covered may be gained by the contents by chapter the headings of which are:

Behind the Scenes with RCA in 1922; A Prophecy Pigeon-Holed; A Vain Attempt at Mediation; Hostilities Begin; Compromise, Arbitrate, or Litigate; Attempts at Compromise; Arbitration Agreed Upon; The Arbitration of 1924; An Inconclusive Victory for RCA; Empire Swapping; Progress Toward a National Broadcasting Company; Radio Group and Telephone Company Make Peace; The National Broadcasting Company Arises; Travails of a Rival Radio Network; Radio and Talking Pictures; Radio Corporation Unified at Last; The Federal Anti-Trust Litigation; The Consent Decree; Radio and the Industrial Depression; Radio Broadcasting of Today; Historical Background of Television; Television and Facsimile; David Sarnoff Looks Ahead.

The volume is profusely illustrated and contains the following pictures:

David Sarnoff, General James G. Harbord; George F. McClelland, Herlin H. Aylesworth, Dr. Walter J. Damrosch, John F. Royal, Frank E. Mullen, W. A. Winterbottom, Charles J. Pannill, O. B. Hanson, Paul W. Kesten, Major J. Andrew White, Edward Klauber, William S. Paley, Alfred J. McCosker, Major Lenox R. Lohr, Vladimir K. Zworykin, Philo T. Farnsworth, Franklin Dunham, Dr. James Rowland Angell, and many others.

X X X X X X X X X - 10 -

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

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WASHINGTON, D. C.



INDEX TO ISSUE OF SEPTEMBER 26, 1939

Chain-Monopoly Report Nearly Ready For FCC
Warsaw Station's Operation Upsets Theories
NAB Policy Committee Named By Miller
Central American Radio Gains From Pact
Radio Sales Increasing; Price Rise Starts
Argentine Mart For Aeronautical Radio Equipment
Radio Legislation Definitely Taboo This Session
Trade Notes
Seebach Named WOR Vice-President
Zenith Quarterly Profit, 1940 Line Announced11
Patents Suggest War-Time Television Uses

No. 1160

## CHAIN-MONOPOLY REPORT NEARLY READY FOR FCC

Closely guarded from public examination, the Chain-Monopoly Report of the Federal Communications Commission is being put into shape for submission to the Special Commission Committee. FCC officials said that a corps of experts are now nearing completion of the first draft of the report and will be ready to submit it to the Committee within a month.

Final decision on all policy matters, however, will rest with the full Commission, which has changed somewhat in calibre and in its attitude toward the broadcasting industry since the chain-monopoly inquiry was held just a year ago.

The new Chairman, James L. Fly, doubtless will have much to say about the general policies to be adopted although he had no part in the investigation which his predecessor, Frank R. McNinch, launched.

The Commission probably will be divided when the time comes for adopting regulations governing network broadcasting, but broadcasters believe that the chains are apt to fare better now than they would had Mr. McNinch remained as Chairman.

The networks lost a friend on the Special Chain-Monopoly Committee, however, when Judge Eugene O. Sykes resigned last Spring to practice law. His place has been filled by Commissioner Frederick H. Thompson, a newspaper publisher, who has not shown as much sympathy toward the broadcasters' point-of-view as did his predecessor.

Other members of the Committee are Commissioners Thad Brown and Paul Walker.

Some members of the Commission favor rather rigid restrictions on the networks in their relations with independent affiliated stations. They also hold that the networks are earning too large a share of the profits from chain broadcasting.

The Commission also is divided on the question of whether or not chain programs should be limited on affiliated stations. Some hold that local programs should be emphasized more and complain that network broadcasting has resulted in too much sameness and standardization in radio entertainment. Other Commissioners believe that the networks are furnishing a much higher type of radio program than most independent stations could afford and that consequently the listeners are benefitting.

The presence of Congress in Washington, if the extra session continues into the regular session, as many observers believe it will, doubtless will have an influence in the shaping of the FCC policies regarding network operations. Whatever the FCC does, however, is likely to arouse some protests from Capitol Hill.

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#### WARSAW STATION'S OPERATION UPSETS THEORIES

The continued operation of the Warsaw broadcasting station under heavy bombardment and shell-fire has upset many preconceived theories on the vulnerability of radio in time of war.

For several weeks the Warsaw station has been the only source of news from the besieged Polish capital. Occasionally, it has gone off the air temporarily, and German stations have tried to blanket its wavelength.

Prior to the war, military experts predicted that radio transmitters would be the easiest targets of an invader and thus might be of little value under heavy fire.

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#### PAYNE WORKING ON REPORT IN KVOS CASE

Several weeks may elapse before Commissioner George Henry Payne submits his report and recommendation to the Federal Communications Commission on the controversy which may cost Station KVOS, Bellingham, Wash., its broadcasting license.

Commissioner Payne conducted hearings at Bellingham last month to gather supplemental evidence to be considered in connection with an Examiner's report recommending that KVOS be taken off the air. At issue is whether the station is operating "in the public interest."

KVOS is the station which had been involved in litigation arising over the complaint of Associated Press that news was being "pirated" from Washington member newspapers and put on the air in news programs.

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#### NAB POLICY COMMITTEE NAMED BY MILLER

E. M. Kirby, Public Relations Director of the National Association of Broadcasters, has been named Secretary of that organization's Policy Committee, it was announced this week by Neville Miller, President. Edgar Bill of WMBD, Peoria, Ill., was named Chairman earlier. The code becomes operative October 1st.

Other Committee members are: Martin Campbell, WFAA, Dallas; Edward Cargill, WMAZ, Macon, Ga.; E. B. Craney, KGIR, Butte, Mont.; Walter J. Damm, WTMJ, Milwaukee, Wis; Earl J. Glade, KSL, Salt Lake City; Edward Klauber, Columbia Broadcasting System; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles, and Theodore Streibert, Mutual Broadcasting System.

"Underlying every plank of theCode is a principle of public policy", Mr. Miller declared. "Radio reaches people of different creeds, races, educational and age levels simultaneously. Even though it sweeps to every nook and corner of the nation in a split second, its facilities are limited as to the number of channels available for use in this country, and as to the number of hours available per day for broadcasting. These are the factors we bore constantly in mind in framing our new Code", he said.

The Code requires that radio stations shall provide free time for the discussion of controversial public issues in such a way that conflicting viewpoints in public matters have a fair and equal opportunity to be heard. In no event will time be sold for such purpose, except for political broadcasts.

"The political broadcasts excepted are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away."

This policy governing the discussion of controversial public issues through radio was adopted, Mr. Miller said, "because should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it. The NAB policy insures that radio will remain a free and democratic forum for the fair and many-sided discussions of all public matters.

The Code further requires that news broadcasts be factual and presented with bias or editorial opinion. It also provides that children's programs be based upon "sound social concepts" and that radio stations continue to cooperate with educators in the further development of radio as an educational adjunct. The While the full Code becomes effective October 1, the Board ruled that existing commercial contracts shall be respected for their duration, provided they do not run for more than one year after October 1, 1939. "New business, competitive with existing accounts, may be accepted with the same length of commercial copy as is permitted existing accounts."

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#### CENTRAL AMERICAN RADIO GAINS FROM PACT

President Roosevelt last week issued his proclamation of the Regional Radio Convention for Central America, Panama and the Canal Zone which was signed at the City of Guatemala on December 8, 1938, by plenipotentiaries of the United States of America in behalf of the Canal Zone, and by plenipoteniaries of Costa Rica, El Salvador, Guatemala, Honduras, with a reservation, Nicaragua and Panama. The Senate gave its consent to the ratification of the Regional Radio Convention on July 21, 1939, and the President ratified it on August 11, 1939.

The ratification of Guatemala was deposited with the Ministry of Foreign Relations of the Government of Guatemala, which is the depositary of the Convention and the ratifications, on May 10, 1939, and the ratification of the United States in behalf of the Canal Zone was deposited on September 8, 1939. Pursuant to a provision in the Convention, it will become effective, as between the ratifying Governments, thirty days after the deposit of ratifications by two Governments, that is on October 8, 1939.

The regional radio conference held at Guatemala City November 24-December 8, 1938, resulted from recommendations made at the International Radio Conference, Cairo, 1938, and the regional convention is designed to afford more effective broadcasting facilities for the countries of Central America, Panama and the Canal Zone.

The President also issued his proclemation of the Revision of the General Radio Regulations annexed to the International Telecommunications Convention signed at Madrid on December 9, 1932. and the Final Protocol to the Revision of the General Radio Regulations, embracing reservations made by several Governments, which were signed at the International Radio Conference held at Cairo, Egypt, February 1-April 9, 1938.

The Senate gave its consent to the ratification of the Revision of theGeneral Radio Regulations and the Protocol on July 21, 1939, and the President ratified the instruments on August 11, 1939. In accordance with Article 7 of the Madrid International Telecommunications Convention of December 9, 1932, the Secretary of State notified the Eureau of the International Telecommunication Union at Bern, Switzerland, of the ratification of the United States on August 24, 1939, which notice had the effect of bringing the revised regulations and the protocol into force with respect to the United States.

Prior to being brought into force with respect to the United States, the revised regulations, and, with certain exceptions as indicated below, the final protocol, were put into force with respect to the following countries by notices given by the Governments of those countries to the Bureau of the International Telecommunication Union at Bern: Argentina; Australia, Belgium, including Belgian Congo and Ruanda-Urundi (not including protocol); Bulgaria (not including protocol); Czecho-Slovakia (not including protocol); Danzig; Denmark (not including protocol); Estonia; Germany; Great Britain; Hungary, Italy, including Italian East Africa and Italian Islands in the Aegean; Japan, including Chosen, Taiwan, Karafuto, Kwantung, and South Sea Islands under mandate; Leganon; Libya; Morocco; Netherlands, including Netherlands Indies, Surinam and Curacao; Newfoundland; New Zealand (not including protocol); Poland; Portugal; Rumania; Spain, including Spanish colonies and possessions and Spanish Zone of Morocco; Switzerland (not including protocol); Syria; and Yugoslavia.

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## RADIO SALES INCREASING; PRICE RISE STARTS

Radio dealers report a sudden upturn in radio sales, already high, because of the widespread interest in radio war news, according to <u>Radio Today</u>.

"Service men, too, were suddenly besieged by those who wanted repairs made in a hurry", the trade organ states. "Owners of all-wave sets demanded that these be tuned up to the peak of performance to get their news direct. Broadcast listeners needed new tubes and parts to restore disabled sets to operation.

"One manufacturer reports that orders on hand now, will keep his plant going full blast for the next 30 days, and the back orders continue to increase.

"Another prominent set manufacturer states that at the present rate of orders coming in, production won't catch up for several months.

"A leading parts manufacturer has been swamped with orders for replacement parts, and his normal production facilities cannot keep pace with the rising tide of demand.

"Such has been the immediate effect of the war on the radio business.

"But there are other important echoes of the booming guns, too.

"Prices have begun to rise on raw materials, particularly non-ferrous metals, cotton, etc. Suppliers in many cases have withdrawn quotations on coils, wire, transformers, etc., working now on a day-to-day basis. Whether such price increases are speculative, and reflect the anticipation of future demand, or rise, it is probable that radio manufacturers' costs will go up, and may soon have to be reflected in higher retail prices for radio sets.

"Some leading radio manufacturers have already announced price increases on certain models, though most express the intention of absorbing present increased costs as far as they can, in the expectation that added volume will reduce other costs and so pick up some of the advances in raw materials.

"Increases in employment have taken place in radio and in other industries, beyond the normal seasonal increase, which in large part reflects the anticipation of broader demands resulting from the war."

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# ARGENTINE MART FOR AERONAUTICAL RADIO EQUIPMENT

The Argentine air transport lines and the Army and Navy Air Corps offer a fairly good outlet for airways radio equipment, according to the Department of Commerce. There are in operation five foreign and one domestic airlines, with all but one employing direction finders on both aircraft and ground. A large number of American planes recently acquired by the Army and Navy are also equipped with direction finders, as well as radio compasses. Only the compasses were purchased from the United States, the remainder of the equipment being of German origin. All air transport planes and most of the recently acquired Army and Navy planes have fixed, training, or loop antennas, frequently a combination of all three types.

No radio range beacons have as yet been installed. It is generally recognized, however, that there is an urgent need for them, and the hope is held that the Army may definitely decide shortly to install a range beacon at Palomar Field, Buenos Aires.

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## RADIO LEGISLATION DEFINITELY TABOO THIS SESSION

Under the present procedure of the extra session of Congress, radio legislation will not be considered before January 1st. The Senate this week adopted a resolution to limit its legislative activity to neutrality, and House leaders are attempting to do likewise while taking three-day recesses.

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# GERMAN ELECTRICAL EQUIPMENT EXPORTS TABULATED BY U. S.

A detailed tabulation of exports of electrical equipment from Germany for the year 1938 which were valued at about \$134,395,000 has just been prepared and made available by John H. Payne, Chief, Electrical Equipment Division, Department of Commerce.

The information is designed to inform American manufacturers and exporters of electrical equipment of those countries which may seek new sources of supply should the present European conflict continue to restrict exports from Germany.

Two tables are included, one showing total German electrical equipment exports to all countries of the world and the second showing a detailed breakdown by commodities and countries. The latter tabulations is particularly valuable, according to Mr. Payne, in that it separates German electrical exports under specific items and shows the value of each such item sold to specific countries.

Commodities separately listed in the tabulation includes dynamos, electric motors, converters, transformers and choke coils classified by weight; storage batteries; electrical cable; various types of lamps; radio, telephone and telegraph apparatus; measuring, counting and recording instruments, and carbon products.

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Madame Galli-Curci thinks television will be a boon to the opera enthusiast. Televised for the first time at the General Electric exhibit at the New York World's Fair last week, Madame Galli-Curci said:

"It will be wonderful to be able to see and hear opera while sitting at home in an easy chair and not have to find a place to park your car -- or to get up and leave before the end of the last act!"

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TRADE NOTES

World Radio Market reports on Australia and Syria were released this week by the U.S. Bureau of Foreign and Domestic Commerce.

The Canadian Press, cooperative News Association of Canada's daily newspapers, this week began providing the Canadian Broadcasting Corporation four 15-minute news bulletins daily for each of five regions across the Dominions. The bulletins are put on the air morning, noon, mid-evening and at night.

Vol. 1, No. 1 of "Results from Radio", first of a series of industry trade studies planned by the NAB Bureau of Radio Advertising has been sent to all member stations, according to an announcement by Samuel J. Henry, Jr., of the Bureau. The initial trade study, designed as a local sales and promotion aid, is on the subject of department stores and deals specifically with the success of the Rike-Kumler Company, Dayton, Ohio, in sponsoring a daily 15-minute shopping program over WHIO.

The Federal Trade Commission closed its case against Try-Mo Radio Company, Inc., 85 Cortlandt St., New York, in which the respondent was charged with misleading advertising of radio receiving sets and radio equipment. The respondent on July 24, 1939, agreed to discontinue the unfair practices charged in the Commission's complaint and agreed to accept and abide by the rules of fair trade practice for the radio receiving set industry promulgated by the Commission July 22, 1939. The case was ordered closed without prejudice to the right of the Commission to reopen it and resume prosecution, should future facts so warrant.

NAB has announced the appointment of William R. Cline, Commercial Manager of WLS Chicago, as Chairman of the Sales Managers' Committee, succeeding Craig Lawrence, KSO, Des Moines. An Executive Committee will be appointed from the Sales Managers' Division to meet regularly and work in cooperation with the Bureau of Radio Advertising and Headquarters' staff in developing a sales and promotion program on behalf of all member stations.

Radio Guide, Inc., Chicago company dissolved in 1935, has appealed to the U.S. Board of Tax Appeals from income and excess profits tax deficiency assessments totaling \$213,950.29. M.L. Annenberg, publisher of the <u>Philadelphia Inquirer</u>, who was indicted in Chicago last month on charges of income tax evasion, was named as President of <u>Radio Guide</u>. Other officers listed were A.W. Kruse, indicted with Annenberg in August, Secretary-Treasurer, and Joseph E. Hafner, Assistant Secretary.

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## SEEBACH NAMED WOR VICE-PRESIDENT

Julius F. Seebach, Jr., Director of Program Operations for Station WOR since 1935, was appointed Vice-President in Charge of Programs last week, Alfred J. McCosker, President of WOR, has announced. Mr. Seebach's new appointment was voted at a regular meeting of the Board of Directors of WOR.

His career in the broadcasting world embraced a period of 14 years, beginning in 1925 when he assumed a post as announcer with WOR, rapidly advancing to manager of evening programs. In January, 1928, he joined the Columbia Broadcasting System as Program Production Manager, remaining with that network until 1935 when he resigned his position as director of all program operations to return to WOR in a similar capacity.

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## CHRYSLER ADVANCES \$100,000 FOR MAJESTIC LOAN

Walter P. Chrysler, Jr. has made \$100,000 available to the Allied International Investing Corporation for simultaneous loan to the Majestic Radio and Televison Corporation, for the purpose of increasing its working capital, according to an announcement at Mr. Chrysler's New York office this week.

Mr. Chrysler has received an option to notify the Majestic Company on or before Oct. 23, 1939, that he wishes to purchase 225,000 shares of its stock, in part payment for which the company will accept the note evidencing the \$100,000 loan to the Allied company, according to the <u>New York Times</u>. Contingent on the exercise of this option, Mr. Chrysler has a further option to purchase, on or before March 31, 1941, a total of 75,000 of Majestic's shares, in installments of 15,000 each.

Allied International has an option to purchase 75,000 shares of Majestic, and additional installments of 5,000 for a total of 30,000 shares, at the same price at which Mr. Chrysler may acquire the stock. Allied has conditionally agreed to have Mr. Chrysler substituted as one of the three proxies which presently control voting rights of 175,000 shares of capital stock of Majestic.

If Mr. Chrysler exercises his option to purchase the 225,000 shares, Majestic's Board of Directors will be increased from six to nine members to permit Mr. Chrysler's representation on the Board.

At present the company has 550,000 shares outstanding of an authorized issue of 1,000,000 shares of \$1-par common stock. On May 19, 1939, Allied International and Singer & Freidlander, Ltd., of London (England), offered 375,000 shares of Majestic stock at the market, of which 175,000 shares were already outstanding and owned by the Davega Stores Corporation, which had optioned them to the underwriters.

Proceeds of the remaining 200,000 shares were used for payment of notes due the underwriters, reduction of bank loans, expenses of registration with the SEC, and for additional working capital, it was announced at the time.

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## ZENITH QUARTERLY PROFIT, 1940 LINE ANNOUNCED

Zenith Radio Corporation reports a consolidated operating profit for the first quarter ended July 31, 1939, of its current fiscal year, amounting to \$29,321.27 after depreciation, excise taxes and liberal reserves, but before provision for Federal income taxes, as per the company's books, according to Commander E. F. McDonald, Jr., President.

The company announced its new 1940 advance line of receivers in June, for which it received large quantities of orders, some of which are still unfilled. In the past week the 1940 line of Zenith receivers was shown to distributors at meetings in Chicago and New York. The completed 1940 line now consists of regular radio and radio-phonograph combination models ranging in price from \$12.95 to \$750.00.

"The preponderance of our orders received at the convention last week for higher priced short wave receivers indicate that the advent of war has brought about a new realization of the importance of short-wave European reception", Commander McDonald said. "Through this medium it is possible for the listener to tune in London, Paris, Moscow, Berlin and Rome and obtain first hand information on developments. News and propaganda in English is being put out daily from 4:30 P.M. until 11:00 P.M. by these stations and even the actors themselves in the great war drama that is now being enacted are appearing before the microphones.

Zenith announced at its Chicago convention its intention to continue its policy, first announced last October, not to offer television sets to the public for sale until it is believed that television was ready for the public. As confirmation of the company's policy and predictions, it was announced at this convention that the sales of television sets of the industry, from distributors to dealers, as reported by the Radio Manufacturers' Association, for the eight weeks ended September 8th totaled only 22 television receivers.

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## PATENTS SUGGEST WAR-TIME TELEVISION USES

What the role of television may be in the present war has already been indicated in Washington in a number of patents granted recently to various inventors. Devices based on television principles to detect enemy planes, dirigibles and submarines, which would permit airplane pilots to pick up images of the terrain while lurking behind clouds and which would even detect mines have been patented. Enemy guns hidden behind masonry and embankments would become visible on television receiving cameras, according to the patents. Television would pierce darkness, smoke screens and fog to reveal the lurking enemy.

As one example, John Hays Hammond, Jr., noted for his invention of radio-controlled torpedoes which turn around in case they miss the ship the first time to strike it from the opposite side, has patented a secret television system (No. 1,910,540). It telecasts distorted, or "scrambled", images, so that, should the enemy pick up the tele-signals, all it would see on the tele-receiver would be a distorted blur. With such a system, maps, photographs and other pictorial intelligence could be telecast without danger of informing the enemy.

The distortion is accomplished according to a certain law or code and any one not knowing the law would not receive a true tele-image, it is explained. Such a system might, for example, be used with the television navigation system for landing in fog, also patented (No. 2,062,003) by Mr. Hammond. In this system, to the pilot of a bomber, for instance, lost in the fog is telecast an image in relief of his home landing field. Picked up by the telereceiver on the plane, the pilot has a clear picture of the landing field.

A dot of light which follows the course of the plane moves over the image and gives the pilot his exact position over the field until he lands. With secret television, the enemy television receivers, assuming they did not know the scrambling law, could not receive a true picture of the landing field.

Mr. Hammond states that this television navigation system could also be used in guiding submarines and boats by presenting on their television receivers a picture of the harbor.

Hans Hartman of Manaco, Manaco received a patent (No. 2,060,-760) in 1936 for "submarine television". By lowering a television camera in a bathysphere down in the sea the crew on deck would see on a television receiver screen moving objects and sunken boats beneath the surface. With such an underwater television transmitter, it is conceivable that submarines and mines would also be made visible.

Spotting dirigibles and enemy airplanes hidden behind smoke screens and clouds or in fog is proposed in a patent (No. 2,075,808) issued to R. A. Fliess of New York City. His tele-detector involves shooting a piercing beam of extremely short radio waves into the sky. Planes and dirigibles reflect these rays back to earth, he asserts. Picked up by a television receiver they give a visible outline or image of the craft on the viewing screen. Similarly, metal objects, such as guns and tanks hidden behind embankments and masonry, which the rays penetrate, would also become visible by reflection of the waves.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

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Broadcasters Uneasy After FCC "Trial" Of WMCA
WMCA Officials Admit News Broadcast, Deny Illegality3
International Rule Suspension Extended5
RMA To Discuss War's Effects On Industry
Coast Guard Building Radio Station
Electrical And Radio Group Meeting October 11 In N.Y.C8 Television Held Impractical For Canada
Trade Notes
Mid-Summer Radio Employment Shows Gains10
Pacific Cable Rate Hearing Scheduledll Television Spectacles Are Granted Patentll
LaGuardia Foils Civil Service On ASCAP

No. 1161

# BROADCASTERS UNEASY AFTER FCC "TRIAL" OF WMCA

The manner in which Station WMCA, New York, was placed on "trial" by the Federal Communications Commission this week for broadcasting as news what was purported to be secret military information of Great Britain and Germany has disturbed other broadcasters who see in the hearing an ominous portent of what may happen to other stations should the United States go to war.

Observers also were disappointed in Chairman James L. Fly, who up to this time appeared to have a sympathetic understanding of the industry's problems. His police court manner of lecturing witnesses and summarily dismissing them aroused a great deal of off-stage criticism even from otherwise neutral spectators.

That the FCC had failed to prove its case, so far as illegal broadcasting of "secret" international radio communications was concerned, was apparent after a hearing that dragged through the morning and into the middle of the afternoon on Wednesday.

Realizing the weakness of that angle of the case, Chairman Fly, aided by Commissioners Thompson and Payne, harped at length on the false statements contained in the WMCA advertisement of its "scoop" although FCC officials admitted that this was a matter for the Federal Trade Commission rather than the FCC to be concerned with.

Before the hearing, it was understood, the majority of the Commission was determined to make an example of WMCA by revoking its license, but afterwards the Chairman and other members were obviously angry but appeared less sure of themselves. There were indications that one or more members of the Commission will oppose any drastic punishment of WMCA when the matter is considered in executive session, probably next week.

The inquiry also aroused comment as to why the FCC artfully evaded bringing the <u>New York Herald Tribune</u> into the case any more than was necessary to establish the fact that a <u>Herald-Tribune</u> radio operator picked up the messages broadcast by a German and an English station.

There was no doubt that the newspaper not only furnished the information to WMCA for the broadcast but subsequently published it in its own columns. While FCC officials insisted that the Commission has no jurisdiction over newspapers or the interception of secret international communications by receivers, the order to WMCA to show cause as to why its license should not be revoked stated that both the international radio treaty and the Communications Act prohibit the publication of such messages.

The order readin part as follows:

"Whereas, in order to insure the secrecy of international radio communications, the United States Government has agreed with other governments, including Germany and Great Britain, to take the necessary measures to prohibit and prevent (a) the unauthorized interception of radio communications not intended for the general use of the public; and (b) the divulging of the contents or of the mere existence, the <u>publication</u> or any use whatever, without authorization, of such radio communications; and

"Whereas, Section 605 of the Communications Act of 1934 provides that no person not being authorized by the sender shall intercept any communication and divulge or <u>publish</u> the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person, and further provides that no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto."

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# WMCA OFFICIALS ADMIT NEWS BROADCAST, DENY ILLEGALITY

Donald Flamm, President of the Knickerbocker Broadcasting Company, licensee of WMCA, New York, and other officials of the station stoutly denied an unlawful activity in broadcasting German and British naval orders on the eve of the European war during a four-hour hearing before the Federal Communications Commission this week.

The information was furnished WMCA, it was testified, in the regular news bulletins provided by the <u>New York Herald</u> <u>Tribune</u> under a special "emergency" arrangement from August 25 to September 5.

At the same time William Wiseman, Vice-President, insisted that he had complied with the order to show cause in his answer, which the FCC declared was inadequate. Chairman James L. Fly, who assumed the role of prosecutor at times, flatly stated that the Commission "feels the document is incomplete".

Stanley Wolff, chief radio operator of the <u>Herald</u> <u>Tribune</u>, admitted picking up the naval messages which were broadcast as interruptions to regular press transmission in English. The German communication, addressed to certain German ships, was in the German language.

When translated at the newspaper office, it read: "Upon receipt of this transmission, act upon your special secret instructions." It was accompanied by a code message in figures.

The British radio message ordered British merchant ships in certain European and Asiatic waters to proceed to British ports. They were forbidden to visit Italian ports and those already in Italian harbors were ordered to leave.

Mr. Wolff testified that he "picked up" the messages in the course of regular news broadcasts which were interrupted for the transmission of the orders, that he understood them to be "original orders" and not a part of the news program, and that he so transmitted them to WMCA.

Leon Goldstein, WMCA's special events and news editor, who received them from Mr. Wolff, said that he understood them to be "bulletins" for which the regular broadcasts were interrupted, but which were equally "news" for legitimate broadcasting.

He said that, in that belief, he had "checked" on them with the International News Service, which together with <u>The Daily</u> <u>Mirror</u>, constituted the company's regular news sources, augmented temporarily by The Herald Tribune service.

In reply to a question by Commissioner Craven, Mr. Wolff said that both messages, were transmitted in telegraphic, but not secret, code by official German and British broadcasting stations used commonly, but not exclusively, for news broadcasts.

Considerable time in the hearing was taken up with the WMCA promotional advertisement headed "Scoop", which reproduced clippings from the <u>New York Daily News</u> and the <u>New York World-</u> <u>Telegram</u>, crediting the station with "scoops" on the pre-war British and German naval orders.

Mr. Flamm assumed "full responsibility" for the advertisement, which appeared in <u>Variety</u> and <u>Radio Daily</u>, but explained that he had perused it rather hastily. He and Mr. Goldstein insisted that they did not know how George Ross, <u>World-Telegram</u> columnist, who stated that WMCA had a naval officer decode the messages, obtained his incorrect information. Mr. Goldstein said he did not talk with Ben Gross, of the <u>Daily News</u>. Mr. Wiseman, when grilled by Chairman Fly and William J. Dempsey, FCC counsel, as to why his reply to the Commission's order was not more detailed, insisted that he replied as directed and did not believe the FCC was interested in "irrelevant matters" such as the advertisement.

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# INTERNATIONAL RULE SUSPENSION EXTENDED

Still deliberating the varied communications problems related to the European war, the Federal Communications Commission this week stated that its rule governing the programs of U. S. international stations had been extended further pending a completion of the broader study.

The rule, which specified that international broadcasts should promote American culture and good-will toward the United States, was suspended in the late Summer following a hearing at which broadcasters attacked it as a form of censorship.

The following resolution was adopted by the FCC with regard to the rule:

"Whereas, on May 23, 1939, the Commission adopted Rule No. 42.03(a) having to do with the conduct of international broadcast stations, which rule was thereafter suspended pending further investigation, and

"Whereas, the outbreak of the European war has injected into the problem of international broadcast regulations various additional significant factors, and

"Whereas, on September 6, 1939, this Commission appointed a committee composed of Chairman Fly, Commissioner Brown and Commissioner Craven to study the various phases of the communications problem in relation to current war conditions, to maintain contact with the various Government agencies and the industry and to report to the Commission its recommendations, which committee has made studies and held various conferences on the problems in relation to international broadcasting,

"Therefore, be it resolved, that said rule is hereby further suspended pending the conclusion of said studies and conferences and subject to the report of said committee recommending to the Commission such further action as it may deem appropriate."

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# RMA TO DISCUSS WAR'S EFFECTS ON INDUSTRY

Fall meetings of the Radio Manufacturers' Association October 10 and 11 in New York City at the Hotel Roosevelt, will largely be devoted to problems and opportunities resulting from the European war and also national promotion projects, according to Bond Geddes, Executive Vice-President. Plans to promote sales of short wave radio, due to the special interest in European broadcasts, together with the joint industry promotion of RMA and the National Association of Broadcasters, and also promotion projects for RMA amplifier and parts manufacturers will be considered. The largest attendance of RMA members during the annual Fall meetings in years is expected.

Preliminary to the meeting of the RMA Board of Directors called by President A. S. Wells on Wednesday, October 11, there will be many RMA committee and group meetings at the Hotel Roosevelt on Tuesday, October 10. On October 10 there will be a large meeting of the RMA Export Committee, called by Chairman S. T. Thompson of Chicago, to consider the many foreign trade problems resulting from the European conflict, including embargoes and quotas, together with the new trade treaties being negotiated by this Government with Argentina and Belgium. Also on October 10 plans to stabilize introduction of new tubes will be considered by the RMA Tube Control Committee of which Dr. W. R.G. Baker of Bridgeport is Chairman.

Several group meetings of parts and accessory manufacturers also will be held October 10, following recent reorganization of the RMA Parts and Accessory Division by Chairman H. E. Osmun of Milwaukee. Already there has been scheduled meetings of the Variable Condenser Section and Volume Control Section, under the respective chairmenship of Samuel Cohen of Elizabeth, N.J., and William Nicely of Chicago, and other newly organized sections of parts manufacturers are arranging additional meetings.

Action will be taken by the RMA Directors October 11 regarding the radio merchandising rules promulgated July 22 by the Federal Trade Commission. Recommendations with respect to RMA action will be made by the Association's Fair Trade Practice Committee of which Commander E. F. McDonald, Jr., of Chicago, is Chairman.

Arrangements will be made by the Association's Board also for procedure before the Treasury Department on October 17 in the hearing arranged by RMA to again urge repeal of the 5 percent radio excise tax. The Treasury hearing is in charge of a special RMA committee headed by A. H. Gardner of Buffalo, and there will be reports to the RMA Board of many other committees in development of Association services to member companies and on many industry problems.

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## COAST GUARD BUILDING RADIO STATION

A new \$250,000 radio station, on land once owned by George Washington, soon will be ready to help the Coast Guard sharpen its watch on America's land and sea boundaries.

The station, under construction at "The Hayfields", Va., once part of the Mount Vernon estate, will be equipped with a powerful receiving unit, and six remote control transmitters, capable of giving the Coast Guard instant communication with points anywhere in the world; including the 90 other Coast Guard radio stations, and hundreds of radio-bearing ships and planes.

Each of the transmitters will be in a separate sealed structure, controlled from the central receiving building 2,500 feet away. The radio plant will also include a testing laboratory and power supply unit, housed in separate buildings.

The present site of the radio center was sold by George Washington to his estate manager and distant relative, Lund Washington, after the Revolutionary War. Nearly 200 acres of the once-rich farm land are being torn up for the necessary underground control cable circuits.

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## CANADA CENSORS POLITICAL TALKS IN ELECTION

The general election which Premier Maurice Duplessis has called in Quebec for next month on the ground that the autonomy of that Province is menaced by the Federal Government's war measures, will be subject to censorship and will be the first in Canada's history to be held under such restrictions, according to the Ottawa correspondent of the <u>New York Times</u>.

Broadcasting of speeches at political meetings held during the campaign will not be allowed. Only studio broadcasts will be permitted and texts submitted in advance will be scanned by the war censors.

The Censorship Board in a statement pointed out that all radio stations in Canada were informed on September 22, before it was known that an election would be held in Quebec, that broadcasts from political platforms would not be allowed since it was impossible to censor them. The order thus has no special application, it is asserted, to the election in Quebec.

Premier Duplessis is irked, however, by the restriction. He declared that it would prevent "free discussion of questions of vital importance to the electors of the Province." As for the rule requiring studio political broadcasts to be passed by the censor before delivery, the Premier said emphatically:

"As Prime Minister of Quebec Province I will submit no text to the Canadian Broadcasting Corporation. I contend that the Prime Minister of Quebec has the right to express his views and those of the Province without having to pass through Federal authorities."

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# ELECTRICAL AND RADIO GROUP MEETING OCT. 11 IN N.Y.C.

As a feature of the National Foreign Trade Council's Annual Convention being held at the Commodore Hotel, New York City, October 9, 10, and 11, it has been arranged to have Industrial Group meetings covering various industries on Wednesday morning, October 11.

The Electrical and Radio Group meeting will be presided over by William E. Knox, Assistant General Manager of the Westinghouse Electric International Company, who has recently returned from a world wide trip in behalf of his company. John H. Payne, Chief of the Electrical Division, Bureau of Foreign and Domestic Commerce, will act as counselor for the meeting.

This is the second year in which these group meetings have been featured as part of the Foreign Trade Council Convention, the meetings last year having proved particularly interesting and useful.

"Representatives of any American firms interested in Electrical or Radio foreign trade will be welcome, whether they attend the other sessions of the National Foreign Trade Convention or not", the Commerce Department stated. "Questions or subjects for pertinent discussion at the meeting should be sent either to Mr. Knox or Mr. Payne as much in advance of the meeting as possible."

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# TELEVISION HELD IMPRACTICAL FOR CANADA

Television development in Canada is definitely in the experimental stage and its early practical application is discounted", the U. S. Commerce Department reports.

"Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense", the report states. "Television is not economically feasible in Canada at present."

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9/29/39

TRADE NOTES

Gene Buck, President, and the Board of Directors of the American Society of Composers, Authors and Publishers have sent out invitations for a "Festival of American Music" to be presented next week in Carnegie Hall, New York City, in commemoration of ASCAP's twenty-fifth anniversary.

A story of the achievements of Powel Crosley, Jr., of Cincinnati, is carried in the September 30th issue of the <u>Saturday</u> <u>Evening Post</u>. Titled "The Crosley Touch - and Go!", the article by Forrest Davis describes Crosley's varied interests in the industrial and sports fields.

And Mr. Crosley is receiving congratulations today on his Cincinnati "Reds" winning the National Baseball League Pennant for the first time in twenty years.

The State Department will begin negotiations next month with the Argentine and Belgium Governments on reciprocal trade treaties, it has been officially announced, and the RMA Export Committee under Chairman S. T. Thompson will represent the radio interests involved, especially with Argentina. The RMA is cooperating with the Bureau of Foreign and Domestic Commerce in preparation of radio recommendations and data. American interests in Buenos Aires also are assisting.

A. MacGillivray, for the last year Assistant Controller of the RCA Manufacturing Company, has been elected Controller of the company, according to announcement this week by George K. Throckmorton, President. Mr. MacGillivray joined the RCA Radiotron Company in 1930 and in 1935 was transferred to the RCA Manufacturing Company headquarters at Camden, N. J., to take charge of tax, insurance and budget accounting activities.

Bond Geddes, Executive Vice President of RMA, has been elected a Vice President of the American Trade Association Executives, the national organization of over 500 industrial and other trade associations. Mr. Geddes also is on the Board of Directors of the national organization and is Vice President of the Washington Trade Association group.

Although supporters of Father Charles E. Coughlin met Sunday, as usual, before Station WMCA's headquarters at 1657 Broadway, New York City, the building was not picketed for the first time since December 19, 1938, a representative of the station announced this week. Federal collections last August of the 5 percent radio excise tax were \$401,738.21, a slight increase over the August 1938 radio taxes of \$399,828.47. The large seasonal increases in excise taxes on mechanical refrigerators continued in August, when the collections were \$1,004,409.97, compared with refrigerator taxes in August 1938 of \$418,762.09.

Tony Wakeman, WOL sports commentator, and the American Broadcasting Co., Washington, owner and operator of WOL, has asked District Court to dismiss the \$150,000 slander suit filed against them recently by Natie Brown, Washington heavyweight. Brown's suit alleges that the sports broadcaster, in a broadcast the day after the Washington fighter met Tony Galento in the ring at Detroit last February, accused Brown of "taking a dive" for the New Jersey boxer.

Niles Trammell, Executive Vice-President of the National Broadcasting Company, has announced the appointment of A. E. Nelson, Sales Manager of the NBC-Blue Network, as Manager of Stations KPO and KGO, San Francisco, effective October 1st, and the transfer of Lloyd E. Yoder, Manager of KPO and KGO, to the managership of Station KOA, Denver, on October 15. Both will report to William S. Hedges, NBC Vice-President in charge of stations. At the same time, Mr. Trammell announced the appointment of Robert Owen as Assistant Manager of KOA, effective October 15.

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## MID-SUMMER RADIO EMPLOYMENT SHOWS GAINS

Large increases last June in radio factory employment and payrolls, without much change in average weekly and hourly earnings and hours worked, were detailed in the current June employment report of the U. S. Bureau of Labor Statistics. Nationally there was a considerable employment increase last June, 46 of 87 manufacturing industries surveyed reporting employment increases, and 57 larger payrolls.

Radio factory employment last June increased 12.6 and was 33.1 percent above radio employment in June 1938. The June index figure was 108.5 compared with the previous May index of 96.4. A supplementary government report stated that in the monthly turnover rate per 100 radio employees there were layoffs of only 1.55 per 100 last June and 1.81 the following month of July, while the ratio of new radio employees hired was 7.87 last June and 6.51 in July, compared with 7.77 in July 1938.

Radio factory payrolls last June increased 13.2 percent and were 32.9 percent above radio payrolls in June 1938. The June index figure on payrolls was 95.2 compared with the previous May index of 84.1.

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## PACIFIC CABLE RATE HEARING SCHEDULED

The Federal Communications Commission this week ordered an investigation into the practices of six West Coast telegraph companies handling transpacific cables.

The Commission alleged that charges for transpacific messages are lower when sent from Seattle and Los Angeles than when originating at Portland, Ore. The companies named are the Mackay Radio and Telegraph Co., of California; R.C.A. Communications, Inc.; Commercial Pacific Cable Co.; Globe Wireless, Ltd.; The Western Union Telegraph Co.; and The Postal Telegraph-Cable Company. A hearing has been set for October 30th.

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## TELEVISION SPECTACLES ARE GRANTED PATENT

Albert A. Arnhym of Chicago has obtained a U. S. patent (No. 2,058,941) which offers a pair of television spectacles which are sensitive to infra-red rays. The patent states: "In protection against airplanes in wartime the heated portions of the airplane, such, for example, as the engine, would emit infra-red rays through any intervening fog or smoke, or through ordinary darkness, and said rays would be rendered visible by means of the present invention.

He also states that airplane pilots flying safely above clouds and wearing such tele-spectacles would be able to see the terrain below through the infra-red rays radiating from the ground.

It has already been reported that England, France, Germany and Italy have experimented with aerial television. Planes equipped with television sets, it is said, have sent pictures of the clouds through which they are flying to a ground station, while the latter has transmitted to the pilots pictures of clouds thirty miles ahead.

Aerial television holds the possibility of permitting artillery men to see exactly where their shells are falling miles away. A plane carrying a television set might send back to headquarters an actual scene of enemy troop movements and concentrations exactly as they are at the moment. On the screen, officers of a battleship would see whether the shells hurled from its guns were landing on the enemy ships out of ordinary sight beyond the horizon.

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Mayor F. H. LaGuardia intervened in New York Wednesday to forestall the arrest of Gene Buck, President, and three other officers of the American Society of Composers, Authors and Publishers on warrants issued in Missoula County, Montana, charging attempted extortion, attempts to obtain money under false pretenses and conspiracy, according to the <u>New York Herald Tribune</u>. The charges emanated from a dispute between ASCAP and some Montana radio stations over the payment of royalties on broadcast music, and Mayor LaGuardia, it was said, believed that the whole question was a civil, rather than criminal, one.

New York detectives were about to execute the warrants in the office of Louis D. Frohlich, ASCAP's general counsel, when they received a telephone call from Summer City Hall. They took all the papers to the Mayor's office there and a few hours later Police Commissioner Lewis J. Valentine announced:

"This is all a very technical matter. His Honor, the Mayor, has checked it and has instructed the Police Department to confer with the Corporation Counsel before taking further action."

Mr. Frohlich was one of the other ASCAP officials accused by the warrants, which were made out last June 19 by Ward H. Jones, Justice of the Peace of the Township of Hellgate, Mont., on the complaint of A. J. Mosby, operator of radio station KJVO, in Missoula County. The other two officers were E. C. Mills, Chairman of ASCAP's Administrative Committee, and John Paine, General Manager.

The warrants also named as defendants Lenox R. Lohr, President of the National Broadcasting Co.; William W. Paley, President of the Columbia Broadcasting System; Niles Trammell and Edward Klauber, respectively Executive Vice-Presidents of the two chains; A. L. Ashby, Vice-President and General Counsel, and John F. Royal, Vice-President in Charge of Programs of NBC; Isaac D. Levy, a director of Station WCAU, of Philadelphia, and "John Doe".

No attempt was made, however, to execute the warrants on these officials. NBC announced that the Missoula County authorities had ordered the warrants withheld as far as the NBC officials were concerned because NBC has sent the authorities a statement asserting that the company was not guilty.

A similar statement was sent by CBS, the <u>Herald Tribune</u> said, but none by ASCAP. So on Sept. 19 Edward T. Dussault, Missoula County District Attorney, wrote the New York police either to obtain statements similar to those received from NBC and CBS from the four ASCAP officials "or incarcerate them under the warrants of arrest that you have."

Mr. Mills said that he went with Mr. Buck and Mr. Paine to Mr. Frohlich's office not only expecting but wanting to be arrested. He said that ASCAP wanted to fight the thing out, rather than accept the alternative of sending a statement to Missoula County protesting innocence and refusing to waive extradition, as NBC and CBS had done. He said he just could not understand why such a statement could be substituted for arrest.

Asked to unravel the background of the tangled situation, Mr. Mills said that Mr. Mosby had taken advantage of a new "anti-ASCAP" law in Montana to broadcast ASCAP music without paying royalties. The radio chains were still supplying music to Mr. Mosby without collecting any money for ASCAP, the composers' copyright pool, but Mr. Mosby feared they were "conspiring" to cut off the music supply and demand royalties. This, he said, was the basis of Mr. Mosby's "haywire" charges of extortion and conspiracy.