

# HEINL RADIO BUSINESS LETTER

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No. 1273



## YOUNG ROCKEFELLER MAKES FIRST WASHINGTON SPEECH

Despite the report that Nelson A. Rockefeller, President of Rockefeller Center and Coordinator of Latin American Economic and Cultural Problems of the National Defense Commission would inaugurate an elaborate exchange of short-wave radio programs between the United States and our neighbors to the South, only casual mention of radio was made when Mr. Rockefeller, in his maiden speech in Washington addressed the National Press Club Wednesday. Because his talk was "off the record", it is not permissible to tell what he said.

Someone observed after hearing the address that evidently what Mr. Rockefeller proposed to do was largely a duplication of what is already being done by the State and Commerce Departments. It seemed to be the impression that the field Mr. Rockefeller was entering was already well covered by the Government.

Among those at the guest table were Dr. Stanley K. Hornbeck, Advisor on Political Relations in the State Department; Mr. Ben M. Cherrington, Chief of the Division of Cultural Relations of the State Department, and Michael J. McDermott, genial Chief of the State Department Press Division. There were also officials from the Commerce Department. This turnout caused Mr. Rockefeller to laughingly remark that he didn't know that all of the other cultural experts in Washington would be there to listen to him. Few members of the Latin-American Diplomatic Corps were present. About 300 attended the luncheon.

A critic of the Administration professed to see a political angle in Mr. Rockefeller's present assignment.

"Election isn't far off", he remarked. "Lining up a man with a big and influential name like Rockefeller just at this time when the Administration is out seeking the votes of all classes and is particularly desirous of those of the conservative element, would be the same as taking on somebody like Edsel Ford during the campaign. I think young Mr. Rockefeller was brought in by the President more or less as political window-dressing."

Nevertheless, Mr. Rockefeller proved himself an interesting and capable speaker, showed excellent judgment in making his talk short, and what he had to say apparently got over in good shape. In appearance young Rockefeller reminded those of the radio industry of Philip Loucks, former secretary of the National Association of Broadcasters, if Phil were taller and younger.



Mr. Rockefeller, a son of John D. Rockefeller, Jr., now 32 years old, obtained his preparatory education at the Lincoln School of Teachers College in New York, and an A.B. from Dartmouth. He is a Trustee of the Modern Museum of Art in New York City, which last Summer featured a series of program of modern music of Mexico, directed by the famous Mexican conductor, Carlos Chavez.

Mr. Rockefeller announced Thursday that James W. Young, Director of the Bureau of Foreign and Domestic Commerce, would serve as Director of the Communications Division on the Coordinator's staff, in charge of press, radio and motion pictures. Mr. Young is expected to retain his Commerce Department post. He has been Director of the Bureau of Foreign and Domestic Commerce since September, 1939. Mr. Young was born in Covington, Ky., January 20, 1886, and educated in the public schools of Covington. Beginning as an office boy in the J. Walter Thompson Advertising Company in New York, and later stenographer, he finally became a Vice-President of the company. Later Mr. Young was Chairman of the Board of the Lane Company in San Francisco. He was Professor of Business History and Advertising in the University of Chicago, 1931-35; President of the Board of Trustees of the Laboratory of Anthropology, Santa Fe, N.M., and past president of the American Association of Advertising Agencies. Mr. Young was the author of "Advertising Agency Compensation", published in 1934, and is editor of the "Papers of the Association of Advertising Agencies".

Mr. Rockefeller has also appointed John Hay (Jock) Whitney, socially prominent sportsman to his staff. As a dollar-a-year man, Whitney will work on motion pictures.

Mr. Rockefeller is scheduled for two coast-to-coast radio broadcasts to tell the public about the Latin-American work he is undertaking. On Tuesday, October 15th, he will laud the Pan-American highway as a means of improving friendly relations between the Americas when he appears as guest of honor at a dinner of the Automobile Manufacturers' Association and the Pan-American Highway Confederation in New York City.

The dinner will be broadcast over the NBC-Blue Network from 9:35 to 10:00 P.M., from the Empire Room of the Waldorf-Astoria Hotel.

Mr. Rockefeller, along with Wendell L. Willkie, Mrs. Roosevelt, Col. Frank Knox, Secretary of the Navy, and others of prominence, will participate in the New York Herald-Tribune Forum on current problems to be held in New York. His speech on "Coordinating the Culture of the Americas" will be carried by the Blue Network of the National Broadcasting Company in the session beginning at 2 o'clock Wednesday afternoon, October 23. Mr. Winthrop Rockefeller, a brother, will speak at the morning session of the Forum that day on "Aviation Training for the Young."

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## RCA GETS \$7,000,000 WAR ORDER

The Radio Corporation of America Thursday received an order for \$7,605,773 for radio receivers from the War Department. The Philco Corporation of Philadelphia, a \$671,000 order for sets.

William S. Knudsen, National Defense Commissioner in charge of production, said that contracts have been signed in connection with the Defense Program to a total of \$8,000,000,000. A total of \$4,000,000,000 in appropriations or contract authorizations remains to be contracted for and the completion of this is expected to be by November 1st.

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## ELLIOTT STILL TARGET; INCOME WAS \$76,000

The following exchange took place between Representative John C. Schafer (R.), of Wisconsin, and Speaker Sam Rayburn in the House of Representatives:

Mr. Schafer: "Mr. Speaker, I ask unanimous consent to address the House for 1 minute."

The Speaker: "Is there objection?"                      There was no objection.

Mr. Schafer: "Mr. Speaker, I wish to announce to the Members of the House and to the country that our distinguished colleague the gentleman from New York, Hon. Hamilton Fish, this evening at 10:30 o'clock p.m., over a hook-up of the National Broadcasting System, will discuss a very interesting subject, Conscription and Capt. Elliott Roosevelt." (Laughter) "If, however, before 10:30 this evening Capt. Elliott Roosevelt is made a general in charge of the Procurement Division of the Army Air Corps the gentleman from New York will have to discuss the subject, Conscription and Gen. Elliott Roosevelt." (Laughter and applause).

According to a newspaper dispatch from Fort Worth, the books of the Texas State Network showed that Elliott Roosevelt gave up an annual income of at least \$76,000 to serve in the Army. G. T. Stanley, Treasurer of the network of which young Roosevelt was President, organizer and principal stockholder, said that Elliott, as Managing Director, received \$24,000 a year in salary. The salary was increased by slightly more than \$1,000 a week which he received from a tooth-powder company for weekly comment programs.

Mrs. Ruth Roosevelt, Elliott's wife, is now President of the Texas State Network and has been designated his representative in operation of his radio properties and also to represent him as chief stock-holder.

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## GREAT LAKES RADIOPHONE RATES FOUND UNREASONABLE

The rate schedules of Lorain County (Ohio) Radio Corp., consisting of a \$25 a month ready-to-serve charge per ship plus charges of 75 cents to \$1.00 for each 3-minute message and another rate of \$1.50 per message for occasional users of radiotelephone service between ships on the Great Lakes and Lorain Corporation stations at Lorain, Ohio; Duluth, Minn., and Port Washington, Wis., have been found unreasonable by the Federal Communications Commission. These cases also involved the rates and practices of Thorne Donnelley, doing business as Donnelley Radio Telephone Company, for like service through his station at Lake Bluff, Ill. The Commission also cited certain illegal practices of both carriers.

In the matter of the Lorain Corporation, the Commission finds the charging of a higher rate for a call to or from a station on a ship which does not contract to pay the Lorain ready-to-serve charge than for a like call to or from a station on a subscribing ship is an unjust discrimination against persons calling to or from ship stations on non-subscriber ships and declares the suspended Lorain tariffs unlawful.

With respect to Lorain and Donnelley radiotelephone service jointly, the Commission holds with reference to the former.

"The ready-to-serve charge unjustly discriminates against the small user, against the user who has no need for Lorain inspection service, and against the user equipped with ship station equipment which Lorain is not competent to inspect, and is unjust and unreasonable and therefore unlawful."

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## ALLIED PRINTING TRADES SPEECH COMEBACK

A subscriber writes:

"It is too bad that you can't make facetious comments after your articles, because it would have been so nice for you to have said after the first page article in the September 24th issue, wherein John Haggerty, President of the International Allied Printing Trades Association set forth his blast, that you had heard the story so many times before: from the stage coach drivers when they saw the railroads coming, and the livery stable owners when they saw the automobile come.

"Think of the poor carriage, whip and harness manufacturers that the automobiles put out of business.

"They should have been stopped!"

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10/11/40

CAUTIONS WILLKIE TO WATCH STEP ON RADIO

Alfred M. Landon, former Republican candidate for President, gives the following radio advice to Wendell Willkie in the current issue of Look Magazine:

"Much of the present campaign will be fought by radio. And, though he (Mr. Willkie) is an able speaker, Willkie must remember that he is matched against one of the most effective radio broadcasters of all times. This is important because today thousands of voters form their judgments from the speeches that come from the loudspeakers and from the newsreels. Once the campaign is under way, speech follows speech, appearance follows appearance, problem follows problem - all under constantly mounting tension. Yet there can be no letdown in his addresses.

"President Roosevelt's clever use of radio makes him a strong campaigner. As he speaks into a microphone, he realizes that 30 million people are judging him not especially by what he says but by how he says it. The President is a natural political actor. He is most effective when dramatizing his own personality. Much of his life has been spent in political activity and he has the self-confidence that comes to a veteran of the spotlight. He is a great showman. Willkie must match this dramatic appeal with his own brand of showmanship; he must not hesitate to capitalize on his own colorful, dynamic personality."

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GERMAN TELEVISION PIONEER DIES

Dr. Paul Nipkow, pioneer in the field of radio television died in Berlin recently, shortly after celebrating his eightieth birthday.

Dr. Nipkow patented an invention which he described as an "electrical telescope" as early as 1884, but was unable to pay the costs of extending the patent. It was only six years ago that Dr. Nipkow finally gained public recognition and was made Honorary President of the newly founded German Television Society.

Although the "Nipkow Disk" has been superseded in recent years by other devices, it played an essential part in all the early developments of television.

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## TO DETERMINE FM SKY-WAVE INTERFERENCE

Authority has been granted Station W9XA in Kansas City, Mo., by the Federal Communications Commission to operate on a frequency of 26,300 kilocycles, using a maximum power of 1000 watts, special emission (FM) in cooperation with the licensee of high frequency broadcast station W2XJI, for a period not to exceed 30 days, to conduct and determine the extent of mutual sky-wave interference existing between two stations operating with 1 kilowatt on 26300 kilocycles, employing frequency modulation, and to determine to what field strength contour of the desired station the interfering station whose transmissions are received via sky-wave will interfere with program reception of the desired station in its own coverage area.

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## COAST GUARD RADIOMEN CLASS

Prospective Coast Guard radiomen have assembled at Fort Trumbull Training Station, New London, Conn., for intensive training in the operation of the radio equipment in use in the Service. Classes will include not only training in code but will cover all the operating procedure encountered in the handling of routine and emergency messages.

This class is one of those which is assembled at Fort Trumbull every 3 months for the purpose of maintaining the supply of radiomen for the Service. Each class is composed of about 50 students. The Coast Guard headquarters is particularly desirous at this time to maintain the full quota of radiomen and invites applications from men desirous of receiving radio training.

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## BBC NOW BROADCASTS NEWS IN CYPRIOT

One of the most remarkable developments of the war has been the increase in the foreign language broadcasts of the European short-wave stations. For instance, since September 16, news in Cypriot has been a daily feature of the British Broadcasting Corporation's Overseas Service. The bulletin, which follows immediately upon the evening bulletin in Greek, is broadcast at 1:45 P.M., EST, on the frequency of GSC (9.58 mc., 31.32 meters).

The BBC is now broadcasting every day fifty-five news bulletins in twenty-two languages other than English, Welsh, and Gaelic. In addition, the Overseas Service includes regular transmissions in Maltese and Burmese.

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::::: TRADE NOTES :::::  
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The radio industry showered congratulations on Powel Crosley, Jr., owner of the Cincinnati Baseball Reds winning the World's championship. It was the first World Series to go to Cincinnati in 21 years and Powel was hailed as a conquering hero.

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Charles E. Wilson, President of the General Electric Company, has announced a \$50,000,000 expansion program for National Defense. This will include new facilities for manufacturing radio transmitters and receivers for the Army and Navy Signal Corps.

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What is described as a radical new treatment of the acoustical problem presented by record surface and mechanical noises present in all phonographs, the "Tone Guard", has been developed by RCA engineers at Camden, and incorporated in the new RCA Victrola home entertainment instruments. It is a simple system of grooved wells around the inside edge of the phonograph compartment directly beneath the lid. It does not attempt to block out extraneous sounds, but to capture them. It is actually a tuned acoustical filter.

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Station WLOF, Orlando, Florida, will become an affiliate of the National Broadcasting Company, October 21, bringing the total of NBC affiliates announced to date to 204.

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The Bureau of Foreign and Domestic Commerce in its "World Radio Markets" series, has issued reports on Guatemala, Ecuador and Paraguay.

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An application has been made by Station WTMA at Charleston, S.C., to change its frequency from 1210 to 1220 kilocycles and to increase power to 1 KW.

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The first two-way amateur radio television circuit in New York City has been set up by the W2USA Radio Club between Club headquarters in the Communications Building at the New York World's Fair, and the top floor of the 40-story Daily News building eight miles away in Manhattan. The installation comprises camera and receiving equipment at each studio so that each operator can see and be seen, hear and be heard.

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10/11/40

Hygrade Sylvania Corporation - Eight months ended on Aug. 31: Net profit, \$548,716, equal, after dividends on the preferred stock, to \$2.21 a share on the outstanding common stock.

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R. C. A. Communications - August and eight months:

	1940	1939
August gross	\$610,225	\$ 467,747
Net income	112,254	55,632
8 months' gross	5,067,235	3,601,035
Net income	1,005,775	288,918

Radiomarine Corporation - August and eight months.

August gross	\$ 74,696	\$ 81,607
Net income	14,265	13,206
8 months' gross	604,536	603,629
Net income	132,871	93,015

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The colony of Lourenco Marques in Portuguese East Africa offers a small but steady demand for radio receivers, the American Consul advises. The principal American and foreign radio manufacturers are represented by local agents at Lourenco Marques and Beira. According to latest official statistics, 2,910 receiving sets are registered for license purposes. Of this number a Dutch product leads with 743 sets, two American makes are next with 396 and 292 sets, respectively, a British produce (His Master's Voice) is fourth with 278 sets, and another American make is fifth with 246 sets.

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FOUR STATIONS ON 780 KC BOOSTED

Four stations on 780 kilocycles, in widely reported parts of the country - KGHL, Billings, Mont., WEAN, Providence, R.I., WTAR, in Norfolk, Va., and KECA, Los Angeles, have been authorized to increase their present power of 1 KW to 5 KW, according to the Federal Communications Commission.

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In July 1940, licenses issued to radio listeners in Switzerland numbered 4,726, bringing the total number of licensed receiving sets in that country to 611,307, the American Consulate General at Zurich reports.

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# TRAMMELL CONTINUES NBC CHANGES

In a general NBC shakeup by Niles Trammell, new President, Sidney N. Strotz, formerly in charge of the Central Division at Chicago, succeeds John Royal as Vice-President in Charge of Programs. Harry C. Kopf, Sales Manager in Chicago, will succeed Mr. Strotz.

Frank E. Mason will relinquish his supervision of the International Short Wave Department to concentrate on his duties as Vice President in charge of the Information Department. L. P. Yandell, who formerly handled commercial short wave international broadcasting, has been appointed Manager of the International Short Wave Department. Clayland Morgan, formerly Assistant to the President in Charge of Public Relations, becomes Director of Institutional Promotional.

John Royal, as previously stated, now heads the newly created post of New Activities and Developments in Broadcasting.

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## GALLUP POLL FAVORS RED BAN

In this vote, a Gallup Poll indicated thumbs down on allowing Reds to broadcast:

"Should Communist party candidates be allowed the same amount of time on the radio as the Democratic and Republican candidates?"

Yes. . . . .	29%
No . . . . .	71%

"Do you think Communist party candidates should be allowed any time on the radio?"

Yes. . . . .	37%
No . . . . .	63%

"Should Communist party candidates be allowed the same amount of free time on the radio as the Democratic and Republican candidates?"

Yes. . . . .	25%
No . . . . .	75%

"Do you think Communist party candidates should be allowed any free time on the radio?"

Yes. . . . .	31%
No . . . . .	69%

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## FORMER FCC COUNSEL TO PRACTICE LAW

Former Assistant General Counsel George B. Porter, who resigned on July 31 last, terminated his pay-roll status with the Commission on October 7th, and is now engaged in the private practice of law in Washington, D. C.

Since creation of the Commission in 1934, Mr. Porter has been in charge of legal matters affecting broadcasting. Before that time he was Acting General Counsel of the Federal Radio Commission, which he joined in 1931.

Mr. Porter is associated with A. G. Haley under the firm name of Porter and Haley.

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## SPANISH CONCERN ASKS GOVERNMENT RECOGNITION

"Marconi Espanola, S.A.", a Spanish radio concern in Madrid, which has been manufacturing under license from the Marconi Corp. certain of its products and marketing imported goods of the parent concern, has applied to the Government of Spain for permission to be considered as a corporation of national interest, the American Commercial Attache advises.

It is estimated that annual production will be 1,000 transmitting tubes of various types, 100,000 receiving tubes, and 50,000 radio receiving sets, which will be progressively increased so that by the end of 6 years there may be manufactured annually 3,000 transmitting tubes, 1,000,000 receiving tubes, and 100,000 receiving sets.

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## SARNOFF FORESEES UNPRECEDENTED SCIENTIFIC ADVANCES

Looking ahead, David Sarnoff, President of the Radio Corporation of America, said at the American Life Convention in Chicago, that the scientific and industrial advances of the next fifty years will pale those of the past into insignificance. He pointed to the release of atomic power through isolation of Uranium 235, and to the electron microscope, a product of radio research, as sign-posts to new vistas of civilization. As the result, coming generations, he believes, will dwell in a new economy of abundance; a new society will be born.

"The troubled state of the world today", continued Mr. Sarnoff, "represents a challenge to clear thinking. Scientists have accepted this challenge, and mankind will benefit from their vision and courage."

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