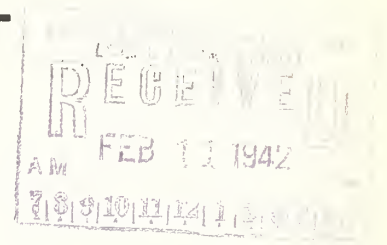


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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February 10, 1942.

TO QUERY 50,000 LATIN AMERICANS ABOUT U.S. PROGRAMS

One of the most comprehensive efforts ever made to find out how the short-wave programs of the United States are getting through to Latin America is soon to be undertaken by Nelson Rockefeller, Coordinator of Inter-American Affairs. Fifty thousand questionnaires will be sent to listeners down there asking not only how our programs are coming in but how they compare in strength of reception and quality of entertainment value and popularity with the enemy countries. Also with the stations of our Allies.

The questionnaire will be printed in Spanish, Portuguese and English. It will be prefaced by the following request to Latin-American listeners:

"Will you please send us your criticisms and opinions of the short wave broadcasts from the United States, which you either hear or try to hear? The U.S. program schedules being sent you regularly list the programs on which criticism is desired. If you will return this report to the Coordinator of Inter-American Affairs, with as complete answers as possible, and as soon as possible, you will greatly help the broadcasters of the United States to improve their broadcasts to you.

"Most of the questions have been so arranged that they may be answered by making a mark showing the reply you wish to make.

"If you listen on a wave length, as shown on your radio dial, which is not shown under the station call letters, please write in the wave length heard.

"May we assure you that criticism to assist in making these broadcasts better will be appreciated even more than any complimentary statements which you may find it appropriate to make."

The listener may omit his name if he desires but will be asked to give the city and country where heard and the make and model of his radio. Also to list in order, the type of four programs to which he prefers to listen, such as news, drama, opera, classical music, popular music, serials, language lessons, travelogues or others.

The broadcasting organizations on whose short-wave stations a report is to be asked are:

The Columbia Broadcasting System; General Electric Company; National Broadcasting Company; Crosley Corporation; Westinghouse Radio Stations, Inc.; World Wide Broadcasting Corporation; British Broadcasting Corporation; U. S. S. R. Radio Stations; German Radio Stations; Italian Broadcasting System and Japan Broadcasting Corp.

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The questions will be:

"Mark the wave length heard best from each station; indicate local time each station is heard best; give date of report each station heard; heard direct by short wave or local rebroadcast, and indicate opinion of program subject matter."

Also, "how loud is the broadcast signal?; Is there much variation in the signal strength?; How is the musical tone quality?; Was much interference with the broadcast noted?; Indicate in the order of your preference (1, 2, 3, etc.) the stations whose programs you enjoy most; and Indicate the relative signal strength (1, 2, 3, etc.) of the stations to which you listen."

Just who compiled the Rockefeller questionnaire is not known but it is very much on the order of inquiries which used to be sent out by John H. Payne, former Chief of the Electrical Division of the Bureau of Foreign and Domestic Commerce, who is now Associate Director of the Radio Section of the Rockefeller organization.

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LABOR WILL BACK DCB IN WARTIME EFFORT

Full cooperation of industry and labor interests in the communications industry have been pledged to the Defense Communications Board, Chairman James L. Fly announced yesterday (Monday) in making public the following joint statement by the Labor and Industry Advisory Committees of the Board in connection with the victory drive:

"Recognizing the vital role of the Communications industry in winning the war, the Industry Advisory and Labor Advisory Committees of the Defense Communications Board, at a joint meeting on February 3, 1942, pledged the full cooperation of Industry and Labor in the communications field in advising and assisting the Board.

"The Industry and Labor representatives present recognize that wartime efficiency of communications requires the special contributions of each group and the closest cooperation with the Government.

"To this end, these committees will aid the Defense Communications Board in its important task by the consideration and study of communications problems on which the Board desires assistance."

Commenting upon the statement, Chairman Fly said:

"I had intended to add a note simply expressing my gratification for the constructive and cooperative attitude which was taken both by the management representatives and union representatives. All of them have been extremely cooperative and there has been a general tendency to forget differences and move together shoulder to shoulder and do a real job. And, needless to say, that's very heartening."

The Industry Advisory Committee comprises Walter S. Gifford and Keith S. McHugh, President and Vice President respectively of the American Telephone and Telegraph Co.; Jack Kaufman and F. C. Alexander, Executive Vice President and Vice President of Globe Wireless, Ltd.; Col. Sosthenes Behn, President of the International Telephone and Telegraph Corp.; Frank W. Phelan, President of All American Cables and Radio, Inc.; E. F. Chinlund and Ellery W. Stone, President and Executive Vice President of Postal Telegraph, Inc.; Joseph Pierson and Donald K. deNeuf, President and Superintendent of Operations of Press Wireless, Inc.; David Sarnoff, President, and his assistant, Dr. C. B. Jolliffe of the Radio Corporation of America; William E. Beakes and R. V. Howley, President and Vice President of Tropical Radio Telegraph Co.; R. A. Phillips and Louis Pitcher, President and Executive Vice President of the United States Independent Telephone Association; and A. N. Williams, and E. R. Shute, President and Vice President in Charge of Traffic of the Western Union Telegraph Company.

Representing labor interests interested in communications, the Labor Advisory Committee members are: Robert J. Watt, of the American Federation of Labor; Joseph P. Selly, of the American Communications Association, for the Congress of Industrial Organizations; and Paul E. Griffith, President of the National Federation of Telephone Workers.

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PACIFIC COAST JAP STATION REPORT SPIKED

There was no confirmation at the Federal Communications Commission that a Japanese spy radio station had been seized last week on the West Coast near the Burbank airport. A motorist was supposed to have been riding by with his radio on and to have traced the radio station to an abandoned water tower.

A member of the Commission after contacting the official in charge of keeping his ear on the ground for any spy stations reported:

"He says that is like the rumor about someone who was supposed to have been shot right at his transmitter in Honolulu. That had no foundation at all. He says he thinks this is probably the same kind of story because the only reports he has had are the rumors that have come through the press services rather than from official circles, so he will guess that it hasn't happened."

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ACCUSES FCC TRYING TO STAVE OFF SENATE INVESTIGATION

Expressing the hope that the House will report favorably on a resolution which will bring about an investigation of the Federal Communications Commission in the near future, especially of a disproportionate number of Senate appointees, Representative Richard B. Wigglesworth (R.), of Massachusetts again paid his respects to the Commission, saying:

"I suspect that the FCC has feared for some time an investigation by the Interstate Commerce Committee in the Senate. I call attention in this connection to a table inserted in the hearings from which the interesting fact appears that the Commission has seen fit to employ no less than seven persons who formerly were on the rolls of this Senate committee.

"The number includes a general counsel at \$9,000; an assistant general counsel at \$7,500; an assistant secretary at \$5,600; an attorney investigator at \$4,600; a social-science analyst - whatever that is - at \$3,800; and two secretaries, one at \$4,000 and one at \$2,100.

"Under leave to extend my remarks, I include a copy of the table at this point:

Statement Showing Present Employees of the Federal Communications Commission Who Have at Previous Times Served on Senate Committees.

(Name, title, salary, and service with Senate Committee)

Henry M. Barry, secretary to Commissioner, \$4,000; Clerk to various Senate standing committees.

Edward M. Brecher, secretary to Commissioner, \$4,000; Senate Committee on Interstate Commerce, editorial assistant.

Charles Eugene Clift, principal investigator, \$3,800; Senate Subcommittee on Education and Labor, investigation.

Allen W. Sayler, attorney-investigator, \$4,600; Senate subcommittee under Senate Resolution 266.

Edward Cooper, assistant secretary, \$5,600 (recently appointed by the Federal Communications Commission to the office of assistant secretary); Senate Committee on Interstate Commerce.

Mrs. Mary M. Donahue, secretary to General Counsel, \$2,100; Senate Committee on Interstate Commerce.

Miss Elsa Gullander, social-science analyst, \$3,800 (appointment approved by Federal Communications Commission, but not yet filling the position); Senate Committee on Interstate Commerce.

Lucien Hilmer, assistant general counsel, \$7,500; Senate Committee on Interstate Commerce.

Telford Taylor, general counsel, \$9,000; Senate Committee on Interstate Commerce.

"The Commission furnished, at my request, a list showing the name, position, grade, and salary of all those now employed in

its Foreign Broadcast Monitoring Service. The list indicates a personnel in Washington of 225 and in the field of 31, or a total of 256. It includes 2 assistant editors, 12 editorial assistants, numerous translators and analysts, and many other positions. I confess that without further explanation I do not know what the duties of many of those listed are. Your committee is advised that the needs of this unit under wartime conditions are now receiving careful study by the Bureau of the Budget. Further information in this connection will, no doubt, be available when the agency next appears before your committee.

"Because of charges similar to those made in respect to the O.C.D., the list of the foreign broadcast monitoring service was also referred to the Dies committee, with a request for similar comment in respect to those included in the rolls of this Division.

"Again, I do not know whether the Dies committee has done a complete job on the list or not; I have received, however, from the Dies Committee the names of a number of persons included in the list, who, according to the Dies committee, have had affiliations in the past with Communist front organizations.

"Again I am not going to take the time to go into detail. I may mention in passing, however, that included among the names of those received from the Dies committee is that of Goodwin Watson, chief analyst, at \$5,600, whom the House dealt with in connection with the Independent Offices Appropriation Bill and whose case is now being considered by the Senate Appropriations Committee, because, despite the record made by the able gentleman from Alabama (Mr. Starnes), there appear to be at least three members of the Federal Communications Commission who think he should be retained on its rolls. His record requires a page and a half of comment.

"There are also the names of Peter Rhodes, foreign editor, at \$4,600; William E. Dodd, Jr., editorial assistant, at \$2,600, whose record requires three full pages; Charles E. Gould, editorial assistant, at \$2,600; Mary Johnson, translator, at \$1,800; and a number of other persons in minor positions. Again, under leave to extend my remarks, I shall include at this point the comments of the Dies committee and allow them to speak for themselves."

The alleged communistic records of Messrs. Watson, Rhodes, Dodd, Jr., Gould and Mary Johnson, which Mr. Wigglesworth introduced at this point covered the better part of two pages of the Congressional Record (Pages 1136-37 - February 6).

Congressman Wigglesworth concluded:

"I may say incidentally that the Federal Communications Commission reports that five employees in this unit have had their appointments terminated since July 12 last for other reasons, as a result of findings by investigators of the Civil Service Commission."

Commenting upon the records of Dr. Goodwyn Watson and the others which Representative Wigglesworth set forth, someone remarked, "They should call it the Federal Communist Commission."

PRESS HEARINGS ADJOURNED; STAHLMAN SCHEDULED LATER

The Federal Communications Commission hearings on whether or not newspaper-owned radio stations should be singled out for special treatment adjourned last Friday to an undetermined date at which time James G. Stahlman, publisher of the Nashville Banner, who the District of Columbia Appeals Court recently ruled must respond to the FCC's subpoena. The Court ruled that the Commission has the right to inquire into the newspaper issue "but cannot deny an application for broadcast facilities merely because the applicant publishes a newspaper."

Elisha Hanson, counsel for Mr. Stahlman, in appealing to the higher court, had characterized the FCC proceedings as a "fishing expedition" and the Court of Appeals backed him up in this saying:

". . . we do not mean to hold or to suggest that the Commission is authorized to require appellant or other witnesses whom it may summon to bare their records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment, but only that the Commission may, without interference, seek through an investigation of its own making information properly applicable to the legislative standards set up in the Act. We should not assume that the investigation will be conducted for any other purpose or in disregard of the constitutional limits which govern such procedure."

The last witness Friday was Dr. Roscoe Pound, Dean Emeritus of the Harvard University Law School. He told the FCC that it was his opinion that no "hard and fast" rules on newspaper acquisition of radios should be made.

Mr. Pound contended the Commission should consider all factors in each application because "a general rule cannot take care of exceptions and conditions".

"There is need for individualizing", he said. "There are more and more cases where you cannot apply a hard and fast rule."

Asked his opinion of so-called "one-one" cities, in which the only daily newspaper controls the only broadcast station, Mr. Pound replied that "theoretically it looks pretty bad, but I do not think it is an actuality."

"Is there any such thing as a person cut off from all but the local radio station?" he asked.

Chairman James L. Fly asked Mr. Pound his attitude in the case of rival applications, one by a newspaper and the other non-newspaper. Mr. Pound said he felt it proper for the Commission to "take account of" newspaper ownership in such cases, but that he did not feel this should be a controlling factor in itself.

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Mr. Pound said the promulgation of rules discriminating against any class, such as newspaper owners, or any church group, would be "infringing considerably" on the Bill of Rights.

"When you begin to encroach, the tendency is to extend control", he said. "The time to resist is in the beginning."

Donald Harris, an FCC attorney, remarked that some people felt "affirmative Government action" was necessary to safeguard freedom of speech and freedom of the press".

"That", Mr. Pound commented, "is arrant nonsense. The tendency of those who have power is to reach out for more power. Any Government control of the press is the beginning of autocracy."

Asked by Mr. Harris whether he felt the question "before the house" involved freedom of speech and freedom of press, Mr. Pound replied:

"It is distinctly a move in that direction."

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NO PRIORITY ORDER YET BUT FUTURE GRANTS

Asked if he had any idea when the priority order would be coming along for other than standard broadcast stations, James L. Fly, Chairman of the Federal Communications Commission, replied:

"No, I haven't. Of course the important thing was simply to bring into practical operation what has for some time appeared to be a fundamental policy on the part of the defense agencies. That is that there should not be future grants and we did what seemed to be the simplest thing to avoid trouble - that was to stop the grants in the standard field for the time being. Now I say for the time being - I have no doubt that the policy of not making standard broadcast grants where there is existing primary service - but in principle we suppose it is for the duration.

"As to how they will be defined into specific detail - in answer to 40 different questions that will arise in specific cases - procedural mechanism - That will all have to be worked out. As to what will be done with FM and television, that's another thing. That has not been considered. Of course we have always had it in mind but there has been no specific policy adopted in relation to it. That is one thing that we will have to take up in the very near future. That's unavoidable, of course."

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PROCEDURE AND PERSONNEL NOT AFFECTED IN NEW WPB SET-UP

Radio industry problems, procedure and official personnel generally are not affected by the new War Production Board organization, under Chairman Donald M. Nelson, according to a Radio Manufacturers' Association bulletin. Prominent in the new WPB is J. S. Knowlson, former President of RMA, who has been appointed Director of the Division of Industry Operations. This has charge of converting civilian industries to war production, also taking over priorities administration and requisitioning authority.

Jesse L. Maury and his staff continue unchanged in the radio interests and the WPB Electrical and Consumers Durable Goods Branch. This and other industrial branches, including the radio and other industry advisory committees, are directly under Philip D. Reed, Chairman of the General Electric Company. He has been appointed by Mr. Knowlson to head up the WPB Industrial Branches.

In the military radio production of WPB, Ray Ellis continues actively for the radio branch of the Division of Production, which is headed by W. H. Harrison.

Priorities administration, formerly of OPM and SPAB, now is under C. H. Matthiessen, Jr., former OPM Assistant Deputy Director, who has been appointed by Mr. Knowlson to have charge of WPB priorities matters.

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FCC HAS MORE OFFICE SPACE --- ON PAPER

It was said at the Federal Communications Commission yesterday (Monday) that the Commission at last had found more office space but as yet it was on paper. For additional room they had been promised the old Stillson-Hutchins Building at 10th and D Streets, N.W., the old home of the Washington Post. It is about three blocks from the Commission's present offices. Asked if they would get the whole building, Mr. Fly replied:

"Yes, we need more than that. I think there is 30 thousand square feet of office space there. We are terribly crowded. We have so many people - some on important work, particularly engineers, six, eight, ten in one office with lots of records. To have professional people working under those circumstances is not only uncomfortable to them but it might decrease the efficiency. You can't work efficiently under those circumstances. That situation must be relieved. Our staff has generally increased. The Monitoring Service has increased and in other branches there has been some increase, so we are in a critical situation quite apart from the addition of the defense mechanism and personnel."

"Then I take it you have not decided just who will be there?" the Chairman was asked.

"We are still studying that", he replied. "There will be considerable reshuffling. I haven't taken it up with the Commission, but I assume the people that are doing the work that is currently most significant and where they need to be in touch with the main office most continuous will be the people who will remain close to the Commission, and those whose contacts are required less often will be at a greater distance."

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::: TRADE NOTES :::
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Extended service by two of New York's six active FM stations now makes FM listening possible in that area from 7:30 A.M. to 12 midnight. W47NY, operated by Muzak, has moved its sign-on time up to 7:30 A.M. daily. Sign-off is at 11 P.M. W2XQR, the experimental outlet of WQXR which previously went off the air nightly at 10 P.M., now transmits until midnight.

WOR is now broadcasting periodic announcements publicizing the free courses in "Fundamentals of Radio" that will be offered by local universities to meet the urgent need in both industry and the armed forces for trained radio technicians. Rutgers University has already begun its course of 16 weeks of radio technical instruction in Bayonne and Red Bank, and by the end of February will be operating in 30 different cities in New Jersey.

The Radio Recording Division of the National Broadcasting Company will begin immediately to release to its Thesaurus subscribers music controlled by several ASCAP publishers, C. Lloyd Egner, Vice-President in Charge of the Radio Recording Division has announced.

Larus & Brother Company, Inc., Richmond, Virginia, have resubmitted their application for a construction permit for new relay broadcast station, on 31620, 35260, 37340, 39620 kcs., 100 watts, A-3 emission,

The "electric eye", used for years to count traffic, open doors for busy waitresses, sort coffee beans according to color and do a dozen or more other jobs which previously had to be done by hand, has just come into a real wartime occupation, that of standing by as all-night guard for alert warnings of possible air raids. Focused on the street lights, which will be turned off the instant a warning is received in any city, the "electric eye" sounds an immediate warning and likewise turns off the lights in the home, store, display signs or wherever lights are to be extinguished to perfect a city blackout, a General Electric Bulletin states.

Don Lee Broadcasting System, (W6XDU), Portable-Mobile, Los Angeles and environs, modification of construction permit, which authorized addition of aural equipment using Special emission) for extension of commencement and completion dates only to 3/1/42 and 9/1/42 respectively.

Quarterly dividends on the outstanding shares of Radio Corporation of America \$3.50 First Preferred stock and outstanding shares of "B" Preferred stock, were declared for January to March. The dividend on the First Preferred stock is $87\frac{1}{2}$ per share, and the dividend on the "B" Preferred stock is \$1.25 per share.

Beginning at 12:30 A.M. next Sunday, the New York Daily News will broadcast over WNEW, in New York City, a five-minute news period, hourly on the half hour twenty-four hours a day and seven days a week. It will be similar to the news broadcasts started recently by the New York Times.

Among the pictures of "Life Goes to A Party" (Life, February 9) of the brilliant reception given in Washington by Joseph E. Davies, former Ambassador to Russia, and Mrs. Davies, to Maxim Litvinoff, the Soviet Ambassador, are a couple of familiar faces. One of them is Harry C. Butcher, Vice-President of the Columbia Broadcasting System in Washington (Page 106), and nearby is Merle Thorpe, Editor of the Nation's Business. Life says: "With champagne, music and fanfare, it was the biggest blowout in Washington since the war began."

The Radio Age for January published by the Department of Information of the Radio Corporation of America, contains the following articles: Radio at the Ready: 1941-1942, by David Sarnoff; "Blue Network Company, Inc."; Pacific Link; Phonograph Comes Back by Frank B. Walker; Electron Microscope in New Fields by Dr. V. K. Zworykin; "Finest Programs Possible"; RCA Men Aid Government Groups by Dr. C.B. Jolliffe; Laboratories Cornerstone Laid; New Studios; RCAM Employees in New Victory Campaign; Tubes Rushed; RCA Sign Off.

Station WSAV, Savannah, Georgia, has asked the FCC for a construction permit to change frequency to 1370 kc. from 1340, increase power from 250 watts to 1 KW, install new transmitter and install directional antenna for night use.

For the second time in four years, WOR is one of the winners of the Annual Advertising Awards. In 1938, WOR became the first radio station ever to win one of the awards. At the annual Awards Dinner last Friday, Joseph Creamer, WOR's Director of Promotion and Research, was cited for "technical excellence of visual presentation, layout, art and typography."

"In honor of a man and an ideal . . ." - three talks on freedom by Archibald MacLeish, William S. Paley and Edward R. Murrow made at the dinner CBS gave to the last named in New York have been attractively reprinted in pamphlet form.

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THROCKMORTON ELEVATED TO RCA MFG. CO. CHAIRMANSHIP

George K. Throckmorton, for the past five years President of the RCA Manufacturing Company, Inc., of Camden, N. J., has been elected Chairman of the Executive Committee of that company. Robert Shannon, former Executive Vice-President, was elected President.

In announcing these organization changes, David Sarnoff, President of the Radio Corporation of America said:

"The new President of the RCA Manufacturing Company is a man from the ranks. 'Bob' Shannon, as he is affectionately known by thousands of employees, started as a factory worker thirty years ago. He has occupied various executive positions in the R.C.A. organization during the past twelve years.

"The conversion of a substantial part of the facilities and personnel of RCA Manufacturing Company to specialized manufacture of radio and electronic products for the Army and Navy has greatly increased the load on the management in two important respects", Mr. Sarnoff stated. "First, the volume and variety of these products require increased study and effort which must be given to plans and their execution. Second, speed is of the essence. Nothing can be put off until tomorrow which it is humanly possible to do today.

"The Directors of RCA Manufacturing Company have therefore created an Executive Committee of the Board. This committee will act during the intervals between meetings of the full Board, so that decisions on all plans can immediately follow their formulation, thus effecting the greatest possible flexibility and speed of action. * * *

"Under Mr. Throckmorton's able supervision the RCA Manufacturing Company, which employs more than 20,000 workers, prepared itself in advance to meet the demands now placed upon it by the war. Its plant facilities were enlarged in the interests of national defense. Its workers patriotically pledged themselves to 'Beat the Promise' by endeavoring to make deliveries on Government work in advance of contract dates.

"Last week the United States Navy awarded to RCA Manufacturing Company the coveted Navy 'E' pennant, in recognition of the company's 'outstanding results in the production of Navy material vital to our war effort'. In Navy parlance it means 'well done' - the highest praise the Navy can bestow. The winning of the Navy 'E' is an eloquent tribute to the leadership of Messrs. Throckmorton and Shannon."

Membership of the Executive Committee of RCA Manufacturing Company is composed of the following members of the company's Board of Directors: G. K. Throckmorton, Chairman, Gano Dunn, J. G. Harbord, DeWitt Millhauser, David Sarnoff, O. S. Schairer, and Robert Shannon.

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