

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1412

March 17, 1942

CLOSED CIRCUIT TALKS MAY PROVE VALUABLE WAR AID

The closed circuit talks from Washington to the affiliates of the four networks and any other stations that want to come in are seen to have great wartime possibilities. Heard over the telephone wires which carry the regular programs, the idea of the off-the-record talks originally was simply to keep the radio stations throughout the country in step but the talks are now seen to have even a larger field of usefulness in that in an emergency a closed circuit conference of any group of local authorities or business men could be called on short notice. All that the station in any city would have to do would be to summon these people to the studios.

When asked about this development, Kenneth H. Berkeley, Manager of the National Broadcasting Company, in Washington, said:

"The closed circuit is not only valuable as a confidential means of communication between government people and the operating heads of the radio stations throughout the country but the broadcasters in turn if the President or other high officials so desired could quickly summon to the stations the United States bankers, engineers, state or municipal officials or any special class. It need not be confined to radio station heads."

Thus the broadcasters are not only able to afford a means of reaching the public immediately through such a hookup as carries the President's speeches but now with the use of the telephone wires already connecting the stations they provide a vehicle for transmitting confidential messages. Incidentally the method of operation of the closed circuit is very simple. For the brief period the wires are to be used - and up to now the closed circuit conferences have only lasted 15 minutes - all the station has to do is to put on a short program of its own during that time.

The second of the closed circuit talks was held last Saturday afternoon, originating in the NBC studios in Washington, when Capt. Leland P. Lovette, new Assistant Navy Public Relations Head, was interviewed by Albert Warner and Morgan Beatty, CBS and Blue Net commentators.

Captain Lovette, fresh from active participation in the battle at Pearl Harbor, was introduced by William B. Lewis, Office of Facts and Figures Radio Chief, who is strongly back of the closed circuit talks idea and whose office is doing much to develop it. Everything Captain Lovette said was strictly confidential but for the future guidance of those concerned or those who were not able to hear him, William Neel, NBC Washington News Editor said a copy of the Naval officer's talk would be sent to every broadcasting station in the country.

The first speaker in the closed circuit series was Archibald MacLeish, Librarian of Congressional Library, and head of the Office of Facts and Figures. It originated in the studios of the Columbia Broadcasting System. The next speaker will be Maj. Gen. A. D. Surles, in charge of Public Relations of the War Department, Saturday, March 28th. It will probably originate in the studios of the Mutual Network but as yet this detail has not been worked out.

It is expected the closed circuit talks will be welcomed by broadcasters throughout the country. Up to now network commentators have had the advantage of attending off-the-record conferences with high officials but this gives the station heads at home a chance to get in on these private talks. It furnishes them with valuable background which they otherwise wouldn't have, prevents them from getting off on the wrong foot, and enables them to put more correct explanations on the air.

The belief is expressed that the appearance of Mr. MacLeish, Captain Lovette of the Navy and General Surles of the Army is just a starter, that the series will probably run for the duration of the war and will include industrial production chiefs and everyone of importance in connection with the war program.

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NAVY RESTRICTS RADIO MESSAGES TO SHIPS

The Navy has restricted communication by commercial coastal radio stations with vessels and aircraft at sea unless they had Navy approval.

Under regulations signed by Secretary Knox, permissible transmission includes radio telegraph and radio telephone communication devoted to distress signals, navigation and necessary ship's business with vessels operating in the inland waters or which have arrived in inland waters.

Communication with commercial vessels outside inland waters is limited to radio telegraph messages involving urgent and necessary ship's business, radio telephone messages if specifically authorized, distress signals and transmission of press material.

For such communication, the Navy announcement said, the "broadcast" method is prescribed and the "call and answer" form of transmission is prohibited unless specific authority is obtained from naval officials.

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NEW RADIO CIRCUITS TO NEW ZEALAND AND NEW CALEDONIA

New direct radiotelegraph circuits have been opened between United States and New Zealand by the Mackay Radio and Telegraph Company and between the United States and Noumea, Island of New Caledonia, Free French outpost in the Southwest Pacific by R.C.A. Communications, Inc.

The New Zealand circuit was established by the Mackay Radio and Telegraph Company in cooperation with the Department of Telegraphs of the New Zealand Government. The announcement states that all classes of messages are being handled at existing Pacific cable rates. Mackay Radio will use its powerful radio station at San Francisco, working with the New Zealand Government station at Wellington. The new service is available throughout the United States at all Postal Telegraph as well as Mackay Radio offices.

The first direct communications link between the Island of New Caledonia and North America, the new Radio Corporation radio circuit removes the previous necessity of contacting Noumea by way of Australia. The RCAC cooperated with the New Caledonia Administrative Center of General de Gaulle in establishing the Noumea connection. Noumea is the center of a local radio communications network linking the other Free French islands of the New Hebrides, the Marquesas, Tuamotu and the Society Islands.

The Island of New Caledonia lies just north of the Tropic of Capricorn approximately 6,400 miles from San Francisco. It is 1,050 miles northeast of Sydney, Australia, almost directly on a line from Sydney to Honolulu, Hawaiian Islands. It is nearer the Solomon Islands, where Japanese naval units recently have been reported.

The San Francisco-Noumea circuit is the sixth direct radio link between the United States and the Far East and the Southwestern Pacific to be established by RCAC since this country entered the war. The others are Chungking, China; Cebu, Philippine Islands; Sydney, Australia; Wellington, New Zealand; and Medan, Sumatra.

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HOPES FOR TELEGRAPH MERGER LEGISLATION

The matter of merging the Western Union and Postal Telegraph companies was brought up when Chairman James L. Fly, of the Federal Communications said in answer to a question:

"We are hopeful that something will be done on the telegraph merger legislation very shortly. That situation is crying for attention. I believe both the Senate and House are giving that matter active attention."

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NATIONAL ARCHIVES PRESENTED WITH PEARL HARBOR NEWSCASTS

A notable addition to recordings of historic broadcasts being collected and preserved in the National Archives is a set of 20 records of the thrilling radio bulletins the day Pearl Harbor was attacked. They are the gift of Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, and were personally received by S. J. Buck, U. S. Archivist. The recordings began with the flash that shook the world from Pearl Harbor at 2:39 P.M., that never-to-be-forgotten Sunday afternoon of December 7th and continue through Monday.

The Archives collection of historic broadcast recordings includes President Roosevelt's speech to Congress following Pearl Harbor, Prime Minister Churchill's speech to Congress, the President's January 6th firechat having to do with war preparations and many others.

The Archives also contains a recording of the eye-witness broadcast of the Airship "Hindenberg" Disaster at Lakehurst, N.J., May 6, 1937. It was presented to the Museum by Burrige D. Butler of Station WLS, Chicago. Mr. Butler, owner of WLS had sent an announcer, Herbert Morrison, and an engineer, Charles Nuhlsen, to Lakehurst to make a recording of a description to be rebroadcast later over WLS, of what was expected to be a routine arrival of the airship, which was then regularly making trips across the Atlantic. To the horror of these men, the "Hindenberg" exploded almost in their faces. The recording went on automatically and the broadcast later proved to be one of the most sensational of its kind in the history of radio.

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MARINE CORPS SEEKS RADIO OPERATORS FOR RAID DUTY

The Marine Corps has opened enlistments to qualified radio specialists and announced it was seeking a number of qualified engineers for special aircraft warning duty as commissioned officers.

The radio specialists, who must be between 17 and 35, are required to have either an operator's license or at least three months' experience in radio repair or service. After training, they will be assigned to air raid warning and maintenance work. Those who fail to complete their radio school work will be assigned to line duty in the corps.

Physical requirements for the engineers sought by the Marine Corps are less rigid than for general line duty. Men holding a bachelor's degree in electrical communication or radio engineering are preferred, and those selected will be trained in aircraft warning equipment at one of the service schools.

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SUPREME COURT TO REVIEW CHAIN BROADCASTING RULING

The Supreme Court agreed yesterday (Monday) to review a decision by a three-judge Federal Court at New York, which dismissed suits brought by the National Broadcasting Co., Inc., and the Columbia Broadcasting System, Inc., to enjoin the Communications Commission from enforcing restrictions on chain broadcasting.

The companies challenged a FCC order barring exclusive network affiliate station contracts and prohibiting any company from owning two networks.

Such an order, the companies contended in the three-judge court, constituted an unauthorized attempt to enforce the Federal anti-trust laws.

In a two-to-one decision the three-judge court held that it did not have jurisdiction to pass on the order.

Joining in the Supreme Court appeal were the Woodmen of the World Life Insurance Society, which owns and operates Station WOW in Omaha, and the Stromberg-Carlson Telephone Manufacturing Co., which owns and operates Station WHAM in Rochester, N. Y.

The Mutual Broadcasting System, Inc., intervened in the litigation on the side of the FCC.

Opposing counsel joined in asking the tribunal to hear arguments in time for a decision before the court adjourns for the Summer early in June.

The three-judge court's decree was entered on February 21 and the Supreme Court appeal was rushed with all possible speed.

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RULES STRICT IN BROADCAST STATION PRIORITIES

Asked if there was anything new on priorities having to do with construction or maintenance of broadcasting stations, James L. Fly, Chairman of the Defense Communications Board, replied:

"No, nothing that is startlingly different. The situation is, of course, tough and military and defense requirements are paramount and we certainly have, for that matter, in all probability no right to expect very generous allocations of materials except where we can show a pretty strong defense function. Even so, you know, at frequent times they must balance one defense function against the other. I think the rules are bound to be strict and strictly construed in the light of critical materials. There has been no change in the rules, however, and none is contemplated at the moment."

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WAR CLOUDS GATHER OVER N.A.B. AND NEVILLE MILLER

It looks as if the National Association of Broadcasters were in for a war-time making over. Also that the going is not so good for Neville Miller, its first, and in the opinion of some members entirely too highly, paid President. In fact, there is strong talk of trying to get rid of Mr. Miller, who receives \$35,000 a year and going back to the old custom of a broadcaster serving without pay. A hook in the latter proposition is that the ex-Louisville Mayor, who according to the allegations is a better politician than he is a trade association executive, holds an iron-clad contract which still has about two years to run.

The reorganization of NAB and what, if anything, is to be done about Mr. Miller, may be a topic of discussion at a meeting of the NAB Board of Directors which will be held in New York this week.

Things have never been the same with the NAB President since he had the "dead mackerel" tangle with Chairman James L. Fly of the Federal Communications Commission at St. Louis. Since then Mr. Fly has refused to recognize Mr. Miller as the industry spokesman and the NAB, so far as the FCC is concerned, has been pretty much on the outside looking in, which the broadcasters seem to think is not the place for them to be when the country is at war.

Those who believe there should be a drastic reorganization of NAB urge, according to Broadcasting Magazine:

- "1. That the major networks be relegated to associate rather than active membership and that no network executive, employee or official be permitted to serve on the Board of Directors.
- "2. That new leadership be infused in the NAB, probably through restoration of a practical broadcaster as President.
- "3. That economies be effected in NAB operation with certain of its present activities discontinued.
- "4. That experienced "legislative counsel" be retained to handle Congressional contacts and other Washington-front activities.
- "5. That the association be streamlined and placed on a war footing, with non-essential peacetime pursuits eliminated.

"The plea for economies in NAB operation first developed last January when John A. Kennedy, President of WCHS, and the West Virginia Network, and 4th District Director, proposed at an NAB Board meeting that a survey be made of the budget and that it be sharply reduced. As a result of this, a Finance Committee, headed by J. Harold Ryan, Fort Industry Company, Vice-President and Assistant Director of Censorship in Charge of Radio, was designated.

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"The economy move was thoroughly discussed at the executive session of the 4th District meeting at Roanoke. C. T. Lucy, General Manager of WRVA, Richmond, in advance of the session on February 14, had circulated the membership stating that he was finding it difficult to convince himself 'we are getting our money's worth from the NAB'.

"He disclaimed any intention of resigning or assuming the role of agitator for lower dues but said he felt more money was being spent than necessary for a trade association and that with uncertainty 'staring us in the face' it behooved stations to watch their step.

"A resolution was adopted at the Roanoke meeting which read:

"Resolved, it is the sense of the 4th District membership assembled at Roanoke, Va., on March 7, 1942, that the Board of Directors of the NAB immediately appoint a committee to make a study of the management, structure and finances of the NAB, looking toward greater unity, economy and efficiency.

"And be it further resolved, that the committee make its report setting forth its recommendations in detail to the membership at the 1942 Cleveland convention."

Final action on any reorganization of NAB and whether or not Neville Miller is to be retained is slated for full discussion at the annual NAB convention at Cleveland next May.

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F.D.R. ADDRESSES UNIT PLEA TO SARNOFF

David Sarnoff, President of the Radio Corporation of America, as President of the Economic Club of New York and toastmaster at its dinner last (Monday) night, was the recipient of a lengthy letter from President Roosevelt in which he warned that the supreme strategy of victory must be for the United Nations to remain united.

The speakers at the dinner at which there were 2,000 guests included Lord Halifax, British Ambassador; Max Litvinoff, Russian Ambassador, and Dr. Hu Shih, Chinese Ambassador.

Mr. Sarnoff read the letter from President Roosevelt, in which the Chief Executive predicted that eventually our "rising tide of production and manpower" would "overwhelm the enemies of freedom and democracy", but warned that meanwhile the United Nations must remain "united in purpose, united in sympathy, and united in determination".

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WPB GUTHRIE INVESTIGATIONS MAY ENLIGHTEN SET MAKERS

It is just possible inside information regarding the order closing down the manufacturing of radio sets may be forthcoming in the numerous investigations planned of the resignation of Robert R. Guthrie, Chief of the Textile Clothing and Leather Goods Branch of the War Production Board.

Mr. Guthrie, who had briefly been the Deputy Chief of the Industries Branch with supervision over durable consumers' goods, had succeeded in that position in obtaining an order closing down the refrigerator and radio industries on April 22 and 30, respectively, in the face of fierce industry opposition.

Following the radio and refrigerator controversies, however, he had been summoned by the Chief of the Branch, Phillip Reed, Chairman of the Board of General Electric Company, who accused Mr. Guthrie of taking a hostile and suspicious attitude toward industry. Nevertheless, Mr. Reed gave him the choice of remaining Deputy Chief or head of the Textile Branch. He chose the latter.

Mr. Guthrie at the time he took over the position as Deputy Chief of the Industry branches last January, found that the radio industry had been allocated 100,000 pounds of aluminum for January, or almost 50 percent of the peacetime rate of consumption; 95,000 pounds in February and 85,000 pounds in March. Mr. Guthrie cancelled the March allocation.

While Senate and House groups were completing plans for calling Mr. Guthrie and others, and Donald M. Nelson, WPB Chief, was scanning his organization for some one to head up an investigation, the United Electrical Radio and Machine Workers of America, (C.I.O) came to Mr. Guthrie's support and called upon Mr. Nelson to reinstate his former Division Chief as well as the assistants who followed him from the Government agency.

If such a reinstatement is not ordered, the union said, "the faith we have in WPB's determination to do a job of all-out production will be sorely shaken."

The message was conveyed in a letter from Russ Nixon, Washington representative of the C.I.O. union, who said that members of his union have fought for the prompt cessation of civilian production and conversion to war work in the radio, refrigerator, washing-machine and typewriter industries but have met "vigorous opposition" from a great number of important War Production Board officials.

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"BROADCASTING AS USUAL" OUT, MULLEN WARNS

That "broadcasting as usual" is in the same category as "business as usual", that "broadcasters as a whole are not 'sufficiently realistic'", and that "vastly more" will be expected of them, were highlights of an address by Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company at a meeting of executives of regional NBC affiliated station executives in New York Monday night. The gathering was the first of a series of such conferences, the second of which will be held in Cincinnati tomorrow (Wednesday) night under the chairmanship of James D. Shouse, Vice-President of the Crosley Radio Corporation. Headed by William S. Hedges, Vice-President in Charge of Stations, there will be further meetings in Chicago, Dallas, Atlanta and San Francisco.

Mr. Mullen, keynote speaker at the New York conference designed to coordinate NBC's facilities in the war program, praised radio's contribution since December 7. But a greater effort remains to be made, he indicated.

"Profits may seem vital to us, but they will be important only as funds to finance the war", Mr. Mullen said.

Mr. Mullen urged also the preservation of "democratic discussion and even constructive criticism of government", but warned that "it is our duty to see to it that all such discussion and criticism on the air is from responsible people only."

Other speakers included Dr. James R. Angell, Educational Counsellor for NBC; Paul W. Morency, Manager of Station WTIC, Hartford and Clarence L. Menser, NBC Program Manager. One hundred New York and New England officials attended the conference.

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TELEVISION MEETING SCHEDULED

The Federal Communications Commission today (Tuesday) decided to meet in informal conference with television permittees and licensees and representatives of the Radio Manufacturers' Association on April 9th at 2:30 P.M. in Room 6120 of the Commission offices to discuss wartime television problems for the purpose of determining policies that may be followed regarding television broadcasting during the duration of the emergency.

Due to limited facilities, attendance at this conference will be restricted to not more than two representatives of any television station or organization.

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 ::: TRADE NOTES :::
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Expected in Washington is Dr. Julio Barota, Director of the Radio Division of the Brazilian Department of Press and Propaganda, who arrived in New York by plane last Saturday. After conferring with the Rockefeller organization with regard to South America short-wave broadcasts, Dr. Barota in all probability will proceed to the Capital.

 The Columbia Broadcasting System has applied for a modification of construction permit for K59L for a new high frequency broadcast station in St. Louis, requesting extension of completion day to October 18, 1942.

 During the period, January to November 1941, it is estimated by the U. S. Commerce Department that about 3,453 radio sets were imported into Ecuador from the United States - with none from other countries. There were 27 radio broadcasting stations in Ecuador, compared with 18 stations at the close of 1940. Radio listening continued to increase in popularity in 1941, particularly with respect to short-wave reception.

 Sylvania announces a series of 1 and 2 column newspaper mats, available free to Sylvania radio servicemen. "Radios Need Inspection Too" is one of the themes that is illustrated several ways with a touch of humor. Others are handled in radio quiz form, telephone dial and dramatization of late news bulletin reception

Sylvania urges radio servicemen to promote their expert abilities aggressively, now when new sets are disappearing from the market and the public can keep up their "radio contacts" only by having a serviceman repair broken down sets.

 About 1,500 successful amateur license applicants whose examination papers have been on file at the Federal Communications Commission since December 7th, will now receive their operator licenses and bring the amateur total close to 60,000. More than 10,000 of that number are already in military communication service, it is estimated.

 Crosley Corporation - For 1941: Net profit, \$1,493,135, equal to \$2.73 each on 545,800 shares, contrasted with consolidated net loss of \$1,589,288 in 1940; net sales, \$27,171,880, compared with \$16,915,349. Current assets on Dec. 31 last were \$8,015,801 and current liabilities, \$3,182,107; earned surplus increased to \$2,520,986 from \$1,108,728 a year earlier.

 Station KEX, owned by the Oregonian Publishing Co., Portland, Oregon, is seeking special service authorization to operate on 1190 kilocycles, 10 KW, install new transmitter for period ending January 1, 1943.

Just off the press is the printed report of "Statistics of the Communications Industry in the United States" by the Federal Communications Commission for the year ended December 31, 1940.

Opening of the Government's anti-trust suit against 12 leading firms in the electric light bulb industry was postponed yesterday (Monday) in the Federal Court in Trenton, until tomorrow amid circumstances which led to speculation that the case might be settled, or at least deferred until after the war.

Among the defendant concerns are the General Electric Co., Westinghouse Electric & Manufacturing Co., Corning Glass Works; International General Electric Co., Inc., New York; N. V. Philips' Gloeilampenfabrieken, Cracao, Dutch West Indies and New York; Consolidated Electric Lamp Co., Danvers, Mass.; Hygrade Sylvania Corp., Salem Mass; Ken-Rad Tube & Lamp Corp., Owensboro, Ky.; and Tung-Sol Lamp Works, Newark.

The Offensive of the Airwaves, by America and the United Nations, directed specifically against the Axis, was launched last Sunday, March 15, by the National Broadcasting Company in close cooperation with the U.S. Office of the Coordinator of Information as a mighty demonstration of the overwhelming force of united democracy in action.

Two regular programs, "United America Speaks", and "The United Nations Speak", are to be broadcast on Sundays, Mondays and Wednesdays to the four corners of the world over NBC's short-wave transmitters WRCA and WNBI and also over the NBC serviced Westinghouse station WBOS. Leaders of the countries at war with the Axis will take part.

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TRANSMITTER TOWER LIGHTS NOT BLACKED OUT IN TESTS

Acting under an order from the three controlling boards in Washington - the Federal Communications Commission, the Civil Aeronautics Authority and the Defense Communications Board - tower lights and marker beacons on transmission towers of broadcast stations will remain illuminated during local test blackout periods. To darken the towers would render them a hazard to friendly aircraft.

"We will co-operate with local defense boards to the fullest degree", E. K. Cohan, head of the CBS Engineering Department, said. "We will extinguish all building and ground lights, any station identification signs or lights and help in any other way we can but under the present rulings the marker beacons must remain lighted. All of our transmitters, however, are now manned 24 hours a day in order that they may be completely and promptly blacked out in an actual raid."

Only the interceptor commands of the districts in which the towers are located have the authority to order a complete blackout of tower lights. Even when radio stations are ordered off the air and a blackout of ground lights is ordered because of the presence of unidentified aircraft in the vicinity, the tower lights would not be extinguished except on specific orders from the interceptor commands.

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