

HEINL RADIO BUSINESS LETTER

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March 24, 1942.

CO-ED FIRST WARTIME WOMAN ENGINEER TO RUN STATION

Leading the way for women the country over in war work to whom the radio industry and the Federal Government are opening the door of opportunity to new fields of highly technical skills, Beatrice Mead, 22-year-old Cornell University co-ed, recently joined the regular staff of control operators of WHCU, the Cornell University station at Ithaca, N. Y. So far as is known, a Federal Radio Education Committee bulletin states, Miss Mead is the first woman to be serving as a full-fledged control operator anywhere in the United States. Specializing in electrical communication, her course covered everything from telegraph and telephone to sound-recording and broadcasting.

"Any capable student in the communications department of the engineering college at Cornell is eligible to apply for a job as control operator, under the apprenticeship policy of general manager Michael R. Hanna," the Federal Radio Education Committee advises. "Usually, interested students with ability are accepted in their freshman or sophomore years. Working with engineering faculty members or senior operators, they gain experience which qualifies them to fill the jobs in their junior, senior and graduate years.

"The example of Miss Mead should prove encouraging to thousands of other women the country over who are eligible for the special training courses as radio technicians now being recruited by the radio industry, in cooperation with the Engineering, Service, Management and Defense Training Division of the U. S. Office of Education. With thousands of radio technicians being drafted for special service in the armed forces, their place in the radio industry will be open to women who take advantage of the training opportunities currently offered throughout the country."

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The Crosley Radio Corporation is carrying this slogan on all its press releases, "Forget Pearl Harbor! Let's Get Tokyo!"

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QUESTION RAISED AS TO DROPPING ALL FCC PROBES

Suggested by the disclosure of James L. Fly, Chairman of the Federal Communications Commission when he appeared before the House Rules Committee that on account of the war, super-power and cleared channel probes had been dropped, Mr. Fly was asked if the rumor was true that all Commission investigations would be suspended for the duration of the war.

"I don't think we arrived at any overall conclusions as to all investigations and studies", Mr. Fly replied. "I did use those two outstanding problems. Our policy is to try to keep to normal current problems and not waste time, funds and energy on matters which can be kept in the background for the time being, and devote all possible time and energy to defense. As I say, though, the action on those two matters is rather a reflection of general attitude rather than the specific crystallized policy."

The Chairman was asked whether there was any point in proceeding with the newspaper-radio inquiry in view of the War Production Board restrictions.

"As a matter of fact there is no great issue there that is of practical significance at this moment in terms of actual construction of stations", the Chairman answered. "It would not make much difference just now what we say about newspaper ownership - not a question of whether it represents newspapers but rather whether it represents defense. However, that study is almost complete."

"Do you mean by that that you will hand down a decision in the press radio inquiry?" "I just don't know. I am making a point that this is not in the same category where we would have to move in", was the reply.

"Supposing a newspaper organization applied for a new station and it was found out by DCB that it would be in the interest of national defense?" the questioner continued. "I wouldn't know. Under the past policy applications coming under Order 79 were all held in pending files and I would not want to conjecture what would happen", Mr. Fly said. "Anyhow we don't have it before us. I don't know what the answer is."

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CENSORSHIP BASEBALL BROADCAST INSTRUCTIONS ISSUED

Asking that it also be called to the attention of the Program and Sports Departments, J. H. Ryan, Assistant Director of Censorship, has issued these instructions to all broadcasters:

"The purpose of this communication is to call to the attention of those in authority certain program problems which might arise in applying the Code of Wartime Practices for American Broadcasters with the advent of baseball season.

"Special attention of all baseball play-by-play broadcasters is called to Sub-paragraphs (1), (2) and (3) of Section I of the Code.

"Sub-paragraph (1) provides that weather should not be broadcast unless officially authorized. It further suggests: "Special care should be taken against inadvertent references to weather conditions during sports broadcasts, special events, and similar projects." This means, specifically, that announcers are advised against any reference to weather during the broadcast. If weather conditions cause cancellation of game, simply state the fact that the game has been cancelled without describing the cause. The unchallengeable baseball broadcast of 1942 will make no reference to the weather conditions at the scene of play.

"Sub-paragraphs (2) and (3) provide against the release of information concerning our armed forces. In each sub-paragraph, it is suggested that the movement of personnel of armed units should not be used unless appropriately authorized. It is likely that some broadcasters will want to interview former baseball players and officials who have joined the armed forces and have returned to their original environments on furlough. It is especially important that in conducting such interviews, the interviewer should not elicit from his subject the exact identity of the latter's unit (unless he is in a training camp), his destination after the furlough has expired or any other information falling within the purview of Section I of the Code. Likewise, announcers should guard against stating specifically the location of former baseball notables who are now with the armed forces, again unless they are in training camps in the continental United States.

"If it is the plan of any radio station to conduct informal quiz programs at locales of games, special reference should be made first to the stipulations in Sub-paragraph (b), Section II of the Code.

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RCA OPENS CIRCUIT FOR PICTURES FROM AUSTRALIA

Pictures flashed by radio last Saturday night across 7,420 miles of the Pacific from Melbourne to San Francisco when R.C.A. Communications, Inc. opened the first direct radiophoto circuit ever operated between the United States and Australia.

This new radiophoto channel to the Antipodes is expected to greatly facilitate the dispatch and exchange of photographs between Australasia and America. Arrangements for the service were completed during the past week following several days of negotiations and tests by RCAC with the Amalgamated Wireless Company, Ltd. of Australia.

Since Australia became the chief focal point of the Pacific War, the demand and the need for direct radiophoto service between

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the South Pacific and this country has been sharply emphasized. Heretofore, radiophotos originating in Australia have reached the United States through New York by way of London, involving substantially more time and expense in transmission and relay.

Normally, photographs measuring 5 x 7 inches are used in the transmissions. Reception is at the rate of one inch of the picture every two minutes, so that a photograph scanned across the 5-inch side is received in ten minutes.

This radiophoto circuit is the second important communications link established by RCAC between the United States and Australia since this country entered the war. On December 25th a direct radiotelegraph circuit was opened by RCAC between San Francisco and Sydney.

Further strengthening the radio life-line of communication between the United States and Australasia, a new direct RCAC radiotelegraph circuit has been in operation between San Francisco and Wellington, New Zealand, since February 23rd. That also marked the first direct radio communications to be established between this country and New Zealand.

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ALERT RADIO OPERATOR CITED; AIDS RESCUE OF SEVEN

For his alertness in intercepting an SOS message and his initiative in taking action which assisted in the rescue of seven men in a Navy patrol plane forced down at sea off the Galapagos Island, James F. Farrell, radio operator in the Federal Communications Commission monitoring service, has been formally cited by the Commission.

A member of the Commission's National Defense Operations Section for but eight months, Mr. Farrell was on listening-in duty at Westchester, Pa. when he heard the plane radio its position and desperate situation. He immediately communicated this and subsequent information to the Philadelphia Navy Yard.

The Director of Naval Communications advised the Commission that Mr. Farrell was not only first to flash word of the plane's plight but also stated that his alertness in watch-standing and initiative in taking prompt action under such circumstances is considered highly commendable and worthy of recognition.

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WOULD HAVE TELEVISION READY TO GO WHEN WAR ENDS

Whether television will be scrapped for the duration, as it has been in England, will be one of the questions taken up at the forthcoming conference with the television permittees and licensees as well as representatives of the Radio Manufacturers' Association at the Federal Communications Commission's conference April 9th. Regardless of this, Chairman James L. Fly of the FCC revealed the fact that he wanted television to take advantage of the present lull to make further research and preparation so as to be all ready to go ahead at the conclusion of the war. The discussion was started by someone asking him if there was anything new on color television.

"I have no recent report on color television", the Chairman replied. "I think you have the word on our proposed conference on television next month. There will probably be some important questions on television to be considered at that conference."

"Other restrictions that affect communications?" he was asked.

"They are working on a general order now having to do with telephone."

"Doesn't television seem wrapped up with other broadcast restrictions?"

To this Chairman Fly replied: "That may be true."

Here someone mentioned operating time. Mr. Fly continued: "But some of the people are operating more than that now but they may not operate fairly. That is, NBC may be doing 20 hours and someone else 10 or 12. That is one of the questions we are going to review. That is one of the reasons the conference is called."

Then the question was brought up about the advantage of having television ready as a post-war industry.

"The thing we must do is to keep television in vigorous condition and get all the benefit we can out of this time which is necessarily devoted to it and then be ready to shoot the well-sounded industry when the let-down comes after the war", Mr. Fly declared. "It will be of tremendous benefit not only to the industry but to the country to have such an industry that is ready to go, and of course we do expect that it will be ready to go."

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A daily G-E short-wave program planned especially for the boys in the U.S. armed forces in Iceland and North Ireland, will go on the air beginning Monday, April 6th.

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DR. GOLDSMITH INVENTS MICRO-TELEVISION SYSTEM

Micro-television facsimile in which the images received are too small to be viewed by the human eye but may be enlarged by projecting them on a screen is the invention (Patent No. 2,275,898) of Dr. Alfred N. Goldsmith, radio and television researcher of New York City. The patent is assigned to RCA.

Dr. Goldsmith's television system is designed for the transmission of written, printed, typed or drawn matter. Whereas prior systems of transmitting through the ether such information, known as facsimile, required from one to twenty minutes for each sheet or page, the new micro-system cuts down the time to one second per page.

The images, which are too small to be comprehensible to the human eye, are photographed on a negative film, developed in a processing apparatus and passed through a projector which enlarges and throws the image on a viewing screen.

By photographing the images on film, a permanent record which can be viewed at will and stored in a small space like micro-film records is obtained.

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WOR SURPRISED WHEN IT PICKED UP MAC ARTHUR

How WOR and Mutual happened to broadcast the voice of General MacArthur for the first time since he left the United States, is told by the station as follows:

"WOR was monitoring and recording the regular official Australian Broadcasting Corporation shortwave news program last Saturday morning at 7:40 - which WOR regularly rebroadcasts later to listeners - when the Australian announcer suddenly called attention to the fact that General MacArthur's Melbourne talk would be heard at the end of the news. A few minutes later came the voice of an announcer on the scene describing Melbourne's welcome to the American General, then a minute later the voice of General MacArthur himself.

"Against a background noise of the welcoming crowds came the voice of the Australian announcer, close to MacArthur in the railway station at Melbourne. * * * Here the noise drowned out the announcer - then a voice, evidently that of some radio technician, was heard requesting the General to come closer to the microphone - next came the voice of General MacArthur himself:

"I want to say how glad I am to meet the Australian press', were General MacArthur's first words. 'Some of the best friends I have in the world are press men. I hope in the near future to meet you individually. This morning I have a prepared statement which I wish you would quote. I'll read it. . .'"

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MCDONALD LOSES HOME WHEN HE TURNS YACHT OVER TO NAVY

The first person in the radio industry to lose his home as a result of the war was Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, when he turned his luxurious yacht "The Mizpah" over to the Navy last week. Not only have his cruises and explorations aboard "The Mizpah" afforded him his recreation but the yacht anchored off the Chicago Yacht Club below Michigan Avenue in sight of the city's skyline has for years also been his home.

It was an amusing thing that Commander McDonald's little daughter, Marianne Jean, who was raised on the yacht, walked with a regular sailor's roll. Mr. McDonald's friends will long remember the hospitality dispensed aboard the "Mizpah". Particularly if it happened to be a sweltering summer day.

"If the nights get too hot for us to sleep here on the Chicago waterfront", Mr. McDonald once remarked, "we simply go out into Lake Michigan for ten or fifteen miles and throw out the anchor for there you can always get a cool breeze and sleep like a log."

The "Mizpah" has been on explorations including Labrador, and Central and South America. Also the Cocos-Galapagos Islands Archeological Expedition in 1929, the Georgian Bay Expedition in 1930, and the expedition to find LaSalle's lost ship "Griffin" in 1937. When on the cruise to the South Seas, Commander McDonald learned that some people were in distress on Galapagos Island. Leading a searching party, he found Dr. Frederick Ritter, famous physician, and Dore Strauch, wife of a schoolmaster, who had caused an international sensation by eloping from Germany and losing themselves in the far-away islands. They were dressed in ragged clothes and short of food and their discovery was headlined in newspapers all over the world. Madame Strauch later described the rescue in her autobiography. This book "Satan came to Eden" was widely read at the time.

There were many noted guests entertained aboard the "Mizpah" in Chicago, including Marconi, Commander Donald B. MacMillan, the explorer with whom McDonald made two trips to the Arctic, and Gutzon Borglum, the great sculptor. It was on this yacht that one evening to amuse Commander McDonald's daughter that Gen. Hugh Johnson to the amazement of everyone and the great glee of the little girl, stood on his head on the deck.

The "Mizpah" said to be one of the most beautiful private yachts on the Great Lakes, is 185 feet long, 27½ foot beam. It was designed by Cox and Stevens. It has a 7,000 mile cruising range and a speed of 21½ miles an hour. The yacht is equipped with a powerful radio-telephone transmitter through which Commander McDonald kept in touch with things while at sea.

The "Mizpah" has gone to the Navy via the War Shipping Administrator. Its destination and assignment have not been made public.

PRICES FROZEN ON RADIOS AND OTHER HOME APPLIANCES

In an order of the Office of Price Administration effective next Monday, March 30th, price ceilings were established on radios and phonographs and four additional household items. Also on new typewriters.

Four of the OPA regulations, those applying to new typewriters, domestic washing and ironing machines, radio receiving sets and phonographs and domestic heating and cooking stoves and ranges are "temporary", that is, they will remain in force for sixty days, and peg prices at the levels of last Thursday, March 19.

The two "permanent regulations", which apply to household vacuum cleaners and to mechanical refrigerators, fix retail ceilings at levels used by manufacturers in their recommended retail price lists. Price margins of wholesale distributors of the two products are "frozen" at the levels prevailing last October 1-15.

"Inasmuch as there has been no increase in manufacturers' prices", John E. Hamm, Acting Price Administrator said, "it is obvious that wholesale and retail prices are being pushed up simply on the theory that the public should be glad to get a new refrigerator or washer or vacuum cleaner or radio at any price in these items."

"This is the reasoning that makes for profiteering and stimulates inflation. We have the duty of preventing these twin evils and are acting accordingly. Enforced scarcity will not be permitted to dictate the price of any article subject to OPA control, now or in the future."

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RACETRACK RADIO TIPSTERS SENTENCED TO PENITENTIARY

Stiff sentences meted out to two men who resorted to illegal use of radio in an effort to broadcast "sure tips" to confederates during a horserace should deter others from trying to beat the races - at least with radio, the Federal Communications Commission opines.

In the U. S. District Court for the Northern District of West Virginia, Joseph M. Wozniak on March 21st received a prison term of 15 months and was fined \$600 in addition. An accomplice, William M. Brennan, was sentenced to prison for one year and a day and was fined a like amount.

These men were apprehended while using unlicensed radio equipment at the Charles Town racetrack. Wozniak operated in the grandstand. By means of a portable radio transmitter concealed about his person, he broadcast the progress of a race to Brennan, in a nearby tourist cabin. Brennan, in turn, used a more powerful transmitter to flash the expected result to confederates listening in out-

side places. Thus, the conspirators were enabled to place sure bets on a race before the result became known to the public.

At the trial which was held at Fairmont, West Virginia, Commission monitoring officers testified how they had intercepted the messages, had traced the origin of the transmissions, and had kept the defendants under surveillance. The messages were sent in a sort of code. Wozniak would talk into his sleeve, in which a "mike" was concealed. At the start of a race he would whistle a few bars of a popular song. Then, as the race neared the finish, he would cut in with the number of the lead horse, repeating the same until the race was completed. From the tourist cabin Brennan would relay the signal, following it with such commonplace expressions as "testing" and "that is all".

Wozniak and Brennan were found guilty on three indictments, one for operating a radio station without the station license required by the Communications Act; the second for operating without the operator's license required by the Act, and the third for conspiracy to violate the Act.

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WINCHELL NAMED IN ANOTHER SUIT - \$1,000,000 THIS TIME

Closely following the suit for \$400,000 filed against him, his sponsor and the National Broadcasting Company for defamation, by Mrs. Eleanor Patterson, publisher of the Washington Times-Herald, Walter Winchell, radio commentator, was named a defendant along with two other persons in a million dollar damage suit filed by Mrs. Elizabeth Dilling, author of "The Red Network", in a cross bill and counterclaim to her husband's divorce suit. The suit was filed this week in the Superior Court in Chicago.

In her action to obtain \$1,000,000 in damages from Albert W. Dilling and his attorney and Winchell, Mrs. Dilling charged that on his March 1 broadcast, Winchell said "in a malicious manner", that he had been waiting two years for Dilling's action in order to be able to voice his own knowledge of Mrs. Dilling's character during one of his broadcasts.

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Fight fans all over the world in the military services of the United States will be able to hear the Joe Louis-Abe Simon heavyweight champion contest Friday, March 27, through WGEA and WGEO, General Electric short-wave stations in Schenectady, at 10 P.M., EWT.

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 ::: TRADE NOTES :::
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Dr. Assis de Figueiredo, Assistant Director of Brazil's Department of Press and Propaganda now in the United States advises that a new nightly radio program from the United States to Brazil, to be prepared and spoken by a staff of Brazilian journalists and radio men, is scheduled to begin March 30. At Rio it will be re-broadcast over 89 Brazilian stations. Of Brazil's 2,000,000 sets, Dr. Figueirdo said about half are equipped with short-wave.

Louis Thompson, formerly with the Columbia Broadcasting System has been appointed operating manager for Metropolitan Television, Inc., a subsidiary of Abraham & Straus and Bloomingdale's Department stores in New York City, and is beginning the construction of the company's station on top of the Hotel Pierre.

James H. Carmine, formerly General Sales Manager of the company since 1928, has been elected Vice President in Charge of Merchandising by the Philco Corporation.

From Mears Radio Hearing Device Corp., 1 West 34th St., and Charles W. Hoyt Co., 551 Fifth Ave., New York City, the latter an advertising agency, the Federal Trade Commission accepted a stipulation to cease certain representations in the sale of hearing-aid devices. In the sale of the Mears company's vacuum tube crystal hearing-aid device designated "Aurophone Model No. 98", the respondents agree to cease disseminating advertising matter representing that the product is better suited to supply the hearingaid needs of persons regardless of the kind or degree of their hearing afflictions, and that the device is an entirely new product or is the lightest or smallest hearing-aid instrument now on the market.

At its meeting in New York City last week, the Board of Directors of the National Association of Broadcasters adopted a resolution inviting the networks to active membership. Instead of paying dues as associate members, the networks would pay on a pro-rata basis. NBC and CBS, based on their brackets, would contribute \$24,000 each and the Blue \$9,000.

Fred W. Morrison of the Mutual Broadcasting System was elected President of the Radio Correspondents' Association yesterday (Monday) at a meeting in the NBC studios, Translux Building, Washington, D. C. He succeeds H. R. Baukhage, Blue Network Commentator who becomes a member of the Board of Directors. Earl Godwin of the NBC was elected Treasurer; Francis W. Tully, Jr., of the Yankee Network, Secretary; and Eric Severeid of the Columbia Broadcasting System, Vice-President.

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ADVERSE MONOPOLY DECISION POSSIBILITIES DISCUSSED

The possibility of an adverse decision by the Federal Court on the issue of "option time" claimed the attention of members of the NBC-Red Network Advisory Committee of the Second District, meeting in Cincinnati last week with network officials. Robert Dunville, of WLW, acted as Chairman in the absence of Harry Stone.

William S. Hedges, Vice President in charge of Station Relations, explained to the station managers the present status of the NBC legal action in the Federal Court.

Questioned as to what would happen if the new FCC rules were held to be operative by the courts, Hedges explained that the effects on the affiliates would be actually no more than the affiliates themselves determined, pointing out that it will be a simple matter for a station to refuse an outside program when it knows a Red one is coming its way.

"We can give you first refusal of time under the new rules but you could not give it to us", he said. "We are talking over plans - if the suit is lost, which I do not believe it will be - under which we will give you first refusal of our time but it will be revocable if you do not accept a large proportion of the programs we offer."

Reviewing the testimony given by Niles Trammell, NBC president, before the Commission, Hedges pointed out that any national advertiser might buy a super network of 60 stations, and cover the country, knocking out many regional and local stations. This would leave a second best network costing more than the first with 65 per cent of the coverage for the next important advertiser while the third best network available, also costing more than the super network, would give barely half the national coverage.

"It is in your power to determine the effect of the rulings", Hedges said. "It will be most disastrous to the American system of radio if you do not hold together. We are going to operate in good faith and try to sell our stations even if they are not the most powerful in each locality. But the Commission says you are being emancipated, so you can refuse any business you do not want to take."

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Thirty of America's leading figures in the fields of education, religion, government and the arts and sciences who have gained wide attention for their contributions to the advancement of Inter-American unity, will convene at the Pan American Union in Washington, on Saturday, March 28, to create a permanent administrative structure for the new NBC Inter-American University of the Air. The delegates have been chosen jointly by Dr. James Rowland Angell, Public Service counsellor of the National Broadcasting Company and President Emeritus of Yale University and Sterling Fisher, educator and assistant public service counsellor for NBC.

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