

# HEINL RADIO BUSINESS LETTER

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No. 1440

June 23, 1942

## RADIO ENGINEERS TO STUDY FURTHER WAR REQUIREMENTS

Spurred on to renewed efforts by the war, the Institute of Radio Engineers will meet in Cleveland next Monday, June 29, for a three day session. Headliners to speak Tuesday will be J. A. Ouimet of the Canadian Broadcasting Corporation; Paul V. Galvin, President of the Radio Manufacturers' Association and Neville Miller, President of the National Association of Broadcasters. A. F. Van Dyck, President of the Institute of Radio Engineers will preside.

The program follows, in part:

### Monday, June 29

"Recording Standards", by I. P. Rodman, Columbia Recording Corp., New York.

"A New Approach to the Problem of Phonograph Reproduction", by G. L. Beers and C. M. Sinnett, RCA Mfg. Co., Camden.

"Measuring Transcription - Turntable-Speed Variations", by H. E. Roys, RCA Mfg. Co., Indianapolis.

"A New Type of Practical Distortion Meters", by J. E. Hayes, Canadian Broadcasting Corp., Montreal.

"Frequency-Modulation Distortion in Loudspeakers", by G. L. Beers and H. Belar, RCA Mfg. Co., Camden.

"The Scanning Microscope" by V. K. Zworykin, J. Hillier and R. Snyder, RCA Mfg. Co., Camden.

"Spectroscopic Analysis in the Manufacture of Radio Tubes", by S. L. Parsons, Hygrade Sylvania Corp., Emporium, Pa.

### Tuesday, June 30

"Maintenance of Broadcasting Operations During Wartime", by J. A. Ouimet, Canadian Broadcasting Corp., Montreal.

"High-Power Television Transmitter", by H. B. Fancher, General Electric Co., Schenectady.

"Frequency Modulation Transmitter-Receiver for Studio Transmitter Relay", W. F. Goetter, General Electric Co., Schenectady.

"Effect of Solar Activity on Radio Communication", by H. W. Wells, Carnegie Institution of Washington.

"Television Video Relay System" by J. E. Keister, General Electric Company, Schenectady.

"Mercury Lighting for Television Studios", by A. Breeding, General Electric Co., Schenectady.

"The Focusing-View-Finder Problem in Television Cameras", by G. L. Beers, RCA Mfg. Co., Camden.

"Automatic Frequency and Phase Control of Synchronization in Television Receivers" by K. R. Wendt and G. L. Fredenall, RCA Mfg. Co., Camden.

Wednesday, July 1

"Radio Strain Insulators for High Voltage and Low Capacitance", by A. O. Austin, Barberton, O.

"Brief Discussion of the Design of a 900-Foot Uniform-Cross-Section Guyed Radio Tower", by A. C. Waller, Truscon Steel Co., Youngstown, O.

"Circular Antenna", by M. W. Scheldorf, General Electric Co., Schenectady.

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## FLY APPROVAL SEEN CERTAIN DESPITE SENATE COOLNESS

Although called last Monday morning to consider the renomination of James L. Fly, Chairman of the Federal Communications Commission, the meeting of the Senate Interstate Commerce Committee, of which Senator Burton K. Wheeler is the head, was postponed "for several days". Just what caused the postponement, if anything other than the usual pressure of business due to the war, is not known.

The new seven year, \$10,000 a year term of the Chairman, who has had the job since 1935, begins July 1st. So there is no time to be lost if he is to serve continuously. Despite the delay, there seems to be no doubt but that Mr. Fly will be confirmed.

"There will be a lot of spitting and sputtering in the Senate Interstate Commerce Committee and maybe on the Senate floor, but I think Fly will be reaffirmed without any particular difficulty", a well-informed member of Congress declared. "I believe the general opinion is that Mr. Fly has not made a favorable impression in his appearances before the House Interstate Commerce Committee at the Sanders Bill hearings. He has been inconclusive, indecisive and not always respectful.

"Possibly advance knowledge that the President intended to reappoint him for another seven years made Mr. Fly a little cockier than usual. Whatever it is, I think as the result of his attitude on the witness stand, certain House members have become resentful. I believe there is somewhat the same feeling in the Senate. A lot of the fellows over there would like to take a poke at him but cannot do so because they have not any real reason."

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A book just announced "Radio Network Contributions to Education" by Carroll Atkinson, published by the Meador Publishing Company, of Boston, analyzes the various types of broadcasts, including the forum-panel type with the University of Chicago, and others as examples, Children's type, Information-Quiz type, and the Music type (Damrosch) of program.

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## RADIO GALORE IN IOWA WHERE THE TALL RADIO MEN GROW

Iowa, noted as the birthplace of prominent Washington radio men, also rates high in the number of homes with radio sets, the Census report reveals.

Among those who hail from Iowa, who have landed with both feet in the Nation's Capital, are Earl Gammons, newly appointed Director of the Washington office of the Columbia Broadcasting System, succeeding Harry C. Butcher, Vice President, recently called to active service in the Navy. Mr. Butcher, too, is from Iowa.

Likewise Frank M. Russell, Washington Vice-President of the National Broadcasting Company was born in Iowa and also Carleton Smith, newly appointed Manager of WRC in Washington, and famous as NBC's presidential announcer. Frank E. Mullen, Vice President and General Manager of NBC was also prominently identified with Iowa having graduated from Iowa State College and served later as Farm page editor of the Sioux City Journal.

The Census report on radios in Iowa homes is:

OCCUPIED DWELLING UNITS WITH RADIO FOR STATE AND CITIES OF  
25,000 or MORE: 1940

(A dwelling unit was enumerated as "with radio" if it contained a usable radio set or one only temporarily out of repair)

Area - Iowa The State	Total	With Radio	No Radio	Not Reporting Radio
Total Dwelling Units (including urban)	701,824	617,006	66,958	17,860
Rural-nonfarm dwelling units	161,077	138,016	19,587	3,474
Rural-farm dwelling units	228,354	194,636	28,277	5,441
Burlington	7,861	7,069	611	221
Cedar Rapids	18,488	17,175	856	457
Clinton	7,467	6,952	362	153
Council Bluffs	11,693	10,487	895	311
Davenport	19,141	17,842	975	324
Des Moines	46,629	42,318	2,263	2,048
Dubuque	11,513	10,602	689	222
Mason City	7,238	6,684	416	138
Ottumwa	9,262	8,427	657	178
Sioux City	22,851	20,664	1,510	677
Waterloo	14,930	14,018	552	360

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## GREAT PROGRESS REPORTED IN RECORDING ON A WIRE

The Armour Research Foundation in Chicago told of a development in recording radio broadcasts on a magnetized wire, a thing scientists have been working on for years. Recording on wire is not a new thing but dispatches from Chicago states that this device is far ahead of anything yet achieved and records sound on steel wire as thin as a human hair. The opinion is expressed that it may revolutionize the technique of transcription.

Dr. Harold Vagtborg, Director of the Foundation, affiliated with the Illinois Institute of Technology, credited the device chiefly to Marvin Camras, 26-year-old staff assistant physicist.

The recorder is about the size of a large portable radio and an eight-hour continuous recording can be wound on a spool 5 inches in diameter and 2 inches wide. It records sound magnetically and there is no mechanical change in the wire, which can be demagnetized and used again.

Once the recording is made, the sounds can be played back immediately without processing. Dr. Vagtborg said the wire would retain this recorded sound potential for years or could be wiped clean instantly by the demagnetizing process.

The recorder, he said, can be set to start and stop automatically and needs no attention while running. He said these advantages give it limitless practical applications, such as:

In airplanes microphones placed in the control cabins could pick up all conversations and commands. Housed in an asbestos case, the recorder would survive a crash and tell the story of what preceded it.

It could record millions of words of enemy propaganda at government monitoring radio stations and reduce greatly the amount of critical materials used in making standard type recorders. The storage problem, too, would be minimized.

In the home radio, the device could record a daytime program - such as a baseball game - so that those away could hear it later.

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Station WMRF, Lewistown, Pa., has been added to the Red Network of the National Broadcasting Company as a bonus station for advertisers purchasing the combined facilities of WFBG, Altoona, and WJAC, Johnstown.

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## SEES AMATEURS FAVORED OVER COMMERCIAL CIRCUITS

An inconsistency was seen by an official in the Federal Communications Commission's closing down all commercial domestic radio circuits but at almost the same time allowing amateurs to resume operations in the cities.

"Of course these amateurs will operate in behalf of the OCD and to that we have no objection", this official said. "There are about 80 commercial domestic wireless circuits being operated and these were closed down because the FCC said it was impossible to furnish censors for all of them.

"In almost the same breath, however, the FCC issued an order to grant permits to hundreds of radio amateurs to resume operations apparently without censorship."

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## NELSON TAKES UP CUDGEL FOR REED

Donald M. Nelson lost no time defending Philip D. Reed, Chief of the WPB Bureau of Industry and in private life Chairman of the General Electric Company, whose work was criticized by the Truman Senate Committee. Mr. Nelson said:

"I am sorry that the Truman Committee, which has done and is doing such valuable work, should have been critical of the work of Philip Reed.

"During the past five months American industry has been converted from peace to war. Mistakes have, of course, been made. But the record of the War Production Board speaks for itself. The production we are getting is due to the teamwork of many able men. Mr. Reed is entitled to full credit for his participation in this work. I have full confidence in him and sincerely hope that he will continue his valuable assistance in the war effort as long as he can do so."

Following this Mr. Reed said:

"When the Truman report was issued I told Mr. Nelson that my resignation was on his desk whenever he wished it. In his statement Mr. Nelson said all that I could have wished to say and far more than I myself could have said.

"He is more familiar with what I have done and what I have tried to do than anyone outside the War Production Board could possibly be, and his expression of confidence is, so far as I am concerned, controlling.

"So long as Mr. Nelson believes I can be helpful I shall be proud to serve him and the War Production Board in any capacity to which he may assign me."

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## FORBES REPLACES EARL GAMMONS AS MANAGER OF WCCO

William E. Forbes has been appointed General Manager of WCCO in Minneapolis and St. Paul to succeed Earl Gammons, who is moving to Washington, D. C., as Director of Columbia's office in the Capital city to succeed Harry C. Butcher, former CBS Vice-President called into the Navy.

Mr. Forbes has been assistant to Donald W. Thornburgh, CBS Vice-President in Los Angeles, for the last four years. He brings to WCCO a wide experience in the broadcasting field. His duties with CBS have included not only all phases of local operation, but he has handled many network programs in Los Angeles on which such well known performers as Amos and Andy, Edward G. Robinson, Cecil B. DeMille, Bob Burns, and others have appeared.

He is a native of Anoka, Nebraska, and is a graduate of the University of California at Los Angeles.

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## RADIO DOING BETTER JOB THAN MAN, EXPERT STATES

The development and use of radio waves that resemble light waves in some respects, and which can be formed into beams and made to do things that cannot be done with light, will be a part of the contributions to be made by the science of electronics toward better living when the war is over.

This was explained by William C. White, head of General Electric's electronic laboratory. As broadcasting was electronics' contribution to better living after the last war, an equal contribution will be made by this science after the present conflict, the expert said.

The present war has enormously increased the scope and extent to which electronic devices are being used, Mr. White explained, because these devices not only save manpower but also can do many jobs better than man. The science of electronics was pictured by the engineer as extending the range and accuracy of the human senses.

As one of numerous applications of the new radio waves, Mr. White stated how they can penetrate clouds, smoke, fog, and storm and thus become a great aid in the navigation of ocean liners and aircraft.

"Navigation of ocean liners is in many ways based on vision, which in turn is based on the use of light and sight", he pointed out. "The steering of a proper course is largely a matter of noting position of shoreline, lighthouses and buoys. Avoidence of



collision is also largely based on seeing. But night reduces the effectiveness of these aids to navigation and fog almost renders them useless.

"Radio beams of the newer high-frequency waves will provide a method of locating aids to navigation as well as locating obstacles when these cannot be seen. Navigation of aircraft will be aided also."

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#### W.U.-POSTAL MERGER BILL DOES NOT AFFECT FOREIGN RADIO

Apparently the bill passed by the Senate Thursday, which would permit a merger of the Western Union and Postal Telegraph Companies affects only the domestic communications companies and does not contain any authorization for the merging of U. S. radio and cable companies in the international field. The bill as originally drafted did, but evidently this clause was dropped later.

Senator McFarland (D.), of Arizona, said the measure authorizing the voluntary consolidation and merger of all domestic telegraph operations was "soundly in the public interest".

The Senator asserted that the Postal Telegraph Co. was "going in the hole" at a rate of \$300,000 monthly, while Western Union suffered "great losses in recent years". He said that merger should assure an efficient telegraph communication system badly needed for the war effort.

The bill now goes to the House.

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#### RADIO WISECRACK CONTRIBUTES TO CONGRESSMAN'S DEFEAT

According to Mark Sullivan, noted columnist, Representative Luther Patrick (D.), of Ninth Alabama District, made one wisecrack too many over the air. Mr. Sullivan writes:

"One cause of Mr. Patrick's defeat was his own fault. In a radio address he had tried to be, for a moment, a smart aleck. He had emitted a wisecrack. His opponent made a phonograph recording of the wisecrack and played it up and down the district. The unfortunate jocisity was only two sentences: 'You know how it is with Congressmen. We vote a bill out today, and then buy a paper to see what it was.'"

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## HOW WOULD "GOVERNOR McCOSKER" SOUND?

A passing suggestion in his column by a well-known columnist is said to have caught the eye of President Roosevelt and resulted in the President appointing Elmer Davis, Director of the War Information Board. Now comes another columnist, Danton Walker, who brings up the name of Alfred J. McCosker, President of WOR and Chairman of the Mutual Broadcasting System, as a possible candidate for the Governor of New York. Mr. Walker writes:

"Is Alfred J. McCosker, President of WOR and Chairman of Mutual Broadcasting, the Democratic dark horse for New York's Governor? McCosker, it seems, is persona grata with FDR and Jim Farley and a personal and political friend of four out of seven of Kennedy's new Tammany Hall steering committee which includes Alfred E. Smith and Bob Wagner."

As we have said repeatedly, sooner or later somebody high in the industry is "going to town" politically on radio. For years newspaper executives have been rewarded with senatorships, ambassadorships and other important positions but up to now, none of the really big political plums has ever gone to anyone connected with radio nor has anyone in the broadcasting industry ever cashed in on it to the slightest degree. It seems, therefore, to be an unusual chance for our old friend "Hollywood" McCosker if he really went after it. That is exactly the type of man we have long had in mind.

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## PRESS AGENT TIGHTENING UP AS NEW WAR CHIEF BEGINS

Although radio would not be affected to any great extent the salaries and output of all Government press agents and information staffs would receive close Congressional scrutiny under provisions of a bill introduced Thursday by Senator Tydings (D.), of Maryland.

The measure stipulates that a definite congressional appropriation or authorization would have to be obtained for all "publicity and related activities".

This portion of the bill would become effective July 1, 1943, but it is also provided in the measure that beginning July 1 of this year, all agencies of the executive branch would file with the Congressional Joint Committee on Printing a copy of all publicity material and releases. Books, pamphlets, magazines, booklets, circulars, periodicals, releases, scripts, speeches, recommendations, reports and other "similar or analogous documents or material" distributed to the public would be covered in this provision.



As a means of getting at the "cost and other ramifications" of the Government publicity picture, the bill would make it mandatory for appropriations hereafter made for the Government agencies to state specifically: amounts for purchasing duplicating, printing, and "auxiliary equipment; salaries paid all persons engaged in the operation of such equipment; salaries of all persons engaged, in whole or in part in the preparation of any publicity material; the amount, including salaries, and all other expenses, connected with the dissemination or distribution of such material to the public.

It is significant that Senator Tydings should introduce this bill just as Elmer Davis, new War Information chief is getting his feet into the stirrups. Of Mr. Davis, there are some interesting comments in the Editor & Publisher:

"It seems that a piece in the March 14 New Yorker magazine's Notes and Comment reviewing Davis' critique, was the first to nominate him. Apparently it came to White House notice, Davis came under the official scrutiny as a candidate and eventually was considered the ideal man for the job to be done.

"The New Yorker piece was written anonymously by E. B. White, former staffer who is now living in Maine. Writing of '12 steps we'd like to see taken to win the war', White said the first was unification of government information bureaus and the appointment of Elmer Davis to head them up.

"The other night", said White, 'Davis presented the best case for unification and the strongest indictment of the present mess. In our opinion he is not only right but he is the man to sit on the desk.

"The other 11 recommendations for winning the war, will be presented as soon as the government acts on the first one."

"Davis' income, it is understood, has been in the neighborhood of \$100,000 a year. What his salary as OWI boss will be hasn't been told. His guess is it will be in the \$8,000 to \$10,000 bracket.

"To accept the post Davis ended his contract with CBS at a reported salary of \$56,000 a year. The contract had several years to run. He received additional income from BBC but turned all of it over to British war charities and, more recently to American war relief organizations, including the Red Cross.

"Although he has been 'in the chips' in recent years, Davis has been unchanged by his success. He is one of the few reporters carrying a cane, but he's no stuffed shirt. At CBS he liked to chat with pages, elevator men, and the news staff.\* \* \*

"CBS hired Davis on Aug. 23, 1939, just before the invasion of Poland, to pinch-hit for H. V. Kaltenborn, who had gone to England to cover the war crisis. Although his down-to-earth Hoosier twang had not impressed radio listeners in previous appearances, Davis' calm delivery clicked in times of tense news. One radio associate's explanation is that radio audiences had changed and a calm voice, though nasal, was preferred to a golden one in war coverage. His nightly listening audience was estimated at 12,500,000 persons."

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 ::: TRADE NOTES :::  
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The name of the Defense Communications Board (DCB) has been changed by President Roosevelt to Board of War Communications (BWC).

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The establishment of labor management committees in ten General Electric plants brings to 900 the number of plants participating in the War Production Drive, it was announced at War Production Drive Headquarters. One of the latest concerns to report the establishment of a Labor Management Committee was the Mackay Radio & Telegraph Company in San Francisco.

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Louis A. Zangaro has been appointed National Supervisor of the Communications Division of the National Broadcasting Company Traffic Department.

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Reprints of the testimony of William S. Paley before the House Committee on Interstate Commerce last month are now being distributed with a card attached which reads:

"To those who are interested in maintaining freedom of the air, this booklet is sent with the compliments of the Columbia Broadcasting System."

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War to the contrary notwithstanding, radio loudspeakers made of local materials have recently been produced in India under the guidance of the Board of Scientific and Industrial Research. Also the Commerce Department states that the manufacture of radio condensers is being studied, and magnets for the radio and meter industries will soon be taken up for research.

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An order by Leo T. Crowley, Alien Property Custodian, requires all persons claiming any interest in patents or patent applications now or formerly owned by nationals of designated foreign countries to report their interest, including any license agreement or claims of ownership by August 15, 1942. The purposes of the order, Mr. Crowley stated, are to locate and describe enemy-owned patents and interests in patents, to protect the rights of American citizens in foreign owned patents and in patents which were once foreign owned.

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Robert M. Morris, a pioneer in radio broadcasting, has been called to Washington as a Chief Radio Engineer in the U. S. Army Signal Corps. Mr. Morris started at WEAJ as radio engineer when it was owned by A. T. & T. When the National Broadcasting Company was formed, Mr. Morris became Chief Development Engineer. He later became Business Manager of the NBC Radio-Recording Division.

An "OEM Handbook", describing the Office for Emergency Management has been issued. The 72-page booklet describes in detail the organization of the War Production Board, the Office of Price Administration and the other constituent agencies of the OEM. Personnel is listed in most cases down to the branch level in each agency. Included are organization charts of the WPB and the Bureau of Industry Branches of the WPB Division of Industry Operations.

Copies of the booklet are available from the Superintendent of Documents, Washington, D. C., and at OEM field offices.

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Effective as of October 1, Station WTMJ, Milwaukee, will increase the network rate from \$340 to \$360 per evening hour. New business accepted before October 1 will be protected at the \$340 rate for one year to September 30, 1943.

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On the radio the other night Carmen Miranda, telling what to do when an air raid alarm sounds, said: "First you put out the light. Then you put out the air-raid warden."

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#### MAJORITY DEPEND UPON RADIO FOR WAR NEWS OFF CLAIMS

According to a confidential study made by the Bureau of Intelligence, U. S. Office of Facts and Figures, on the "American Attitude Toward War News" the radio is now said to be ahead of the newspapers as the public's source of war news. This study reportedly states:

"In the present war, however, radio has challenged both the prestige and the power of the press. In the reporting of news, it has rivaled, in a number of respects surpassed, the newspaper.

"More than half the American people now regard radio as their prime news source. In the months of January, February, March and May, the Bureau of Intelligence asked a national cross-section of the public 'Where do you get most of your news about the war - from talking to people, from newspapers, or from the radio?' Radio was chosen over newspapers consistently by nearly two to one.

"It is able to report news more rapidly; its news can be received almost without cost once the receiving instrument has been purchased; it can be heard with a minimum of mental effort and while the listener may be otherwise engaged; and, finally, it affords a sense of intimate participation in certain events through sound effects and through the voices of personalities which it transmits."

The OFF Survey was said to have asked the question: "Do you have more confidence in the war news on the radio, or the war news in the newspapers?"

Radio, it is reported, was chosen by 46% and newspapers by 18%. Unaccounted for was 36% of the public, which gave answers not subject to classification in either category. The bureau observed ~~perhaps~~ perhaps many of them were without preference between the two media.

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