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DCB AND FCC TO BE INCLUDED IN WAR REORGANIZATION

It appears certain that the Defense Communications Board and the Federal Communications Commission will be included, along with the other Commissions and war agencies, in a drastic overhaul of the Government's civilian war effort which now looms. The White House has announced that it would revise to some extent the present war production structure. Senators Kilgore, of West Virginia, Murray, of Montana, Pepper, of Florida, and Truman, of Missouri, and Representative Tolan of California, all Democrats, have gone farther in making it known that they would soon introduce a bill placing under one-man control, all of the Nation's civilian war activities. The name of Barney Baruch has even been mentioned for this position, but evidently as an added inducement to get President Roosevelt's approval of their bill, the Senators say they will write in a clause that he could appoint Vice-President Wallace to this position if he chooses to do so.

The Citizens' Bureau of Governmental Research, which has made a study of the subject, has recommended that everything having to do with radio or communications in a newly reorganized War Cabinet, be transferred to the Postmaster General under what would be known as the Post Office and Communications Department. The Defense Communications Board would be under a unified War and Navy Department administered by a Secretary of War and Navy.

The organizational expedient of superimposing a network of new responsibilities upon a labyrinth of old lines of control, without giving to the new offices definite and undivided executive authority over the facilities of Government which they are called upon to use, is a further departure from tested principles of organization that, in a crisis, can bring frightening possibilities", the Citizens Research Bureau states.

"It makes the accomplishment of tasks of unprecedented size and importance dependent upon inter-departmental and inter-agency cooperation decreed by executive order, instead of upon delegations of full authority.

"This brings to attention an ominous circumstance in which a Chief Executive, under the present organization of Government, could not, even if he wished, delegate any large grant of authority. The resort has been to large grants of responsibility, which, in the tangle of overlapping lines of control, cannot be accompanied by commensurate delegations of authority.

"With 81 of these lines of control now emanating from the Chief Executive, it is like trying to drive four 20-mule teams at once, with the mules not lined up in harness, but each one hitched by a separate lasso to the driver's seat, all managed by a criss-cross of reins and pulling in independent directions. This draws the wagon forward, but not with the speed demanded in danger."

There have been previous suggestions to transfer the FCC to other departments, such as the Post Office or Commerce Departments and even to abolish the Commission altogether. It doesn't seem that the latter is apt to be done in the present reorganization movement but the Communications Commission and the Defense Communications Board seem certain to be slated for a chance of status.

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PETRILLO SENATE HEARINGS TO BE OVER BY CHRISTMAS

Although the date for the beginning of the Senate hearings in connection with the resolution by Senator Clark (D.), of Idaho, to investigate the ban of James C. Petrillo on the manufacture of broadcast transcriptions has not yet been set, assurances are that the hearings will not be lengthy and will be finished by Christmas and possibly much sooner. The sessions are only expected to last a few days.

The Sub-Committee of the Senate Interstate Commerce Committee, composed of Senator Clark, Chairman, and Senators Tobey (R), of New Hampshire, McFarland (D), of New Mexico, White (R), of Maine, and Tunnell (D), of Delaware, will meet early next week to decide when the hearings will begin and who the witnesses will be. It was believed that Mr. Petrillo himself would be among those called upon to testify.

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FCC'S CO-OP REPORT GOES TO WHEELER

Chairman James L. Fly said Monday that the Federal Communications Commission had completed its report on the refusal of the National Broadcasting Company and the Columbia Broadcasting System to accept advertising from the National Cooperative League. He said that it was not extensive and would be submitted in a day or two in the form of a letter to Senator Burton K. Wheeler, of Montana, Chairman of the Senate Interstate Commerce Committee. Mr. Fly said it would be up to Senator Wheeler as to whether or not the letter would be released for publication.

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SEES OWI FOREIGN PROPAGANDA PROGRAMS GETTING THE AXE

That the new-found Republican strength will make itself felt in next year's appropriations no one doubts", Helen Lombard writes in the Washington Star. "The prevailing uneasiness among the mushroom agencies which have flourished in the warmth of unlimited funds indicates that even they have a premonition of what is in store for them.

"Likely to feel the ax first are the hybrid organizations dealing with the 'war on the mind' and with propaganda.

"In the OWI the fattest salaries and the most numerous jobs are in the Foreign Propaganda Division. Only a fraction of the OWI budget is being used to keep the American public posted on the war. An enormous personnel, which Elmer Davis has inherited and not selected, is being employed for the diffusion of propaganda to Japan, China, Arabia, India, Europe, North Africa and South America. The problem is not whether such propaganda is effective. The question is whether it is heard.

"The broadcasts to Japan, for instance, are not likely to win many converts to the allied cause. The Tokio government, following the Nazi cue, has rendered the limited number of existing sets unfit for short-wave reception.

"In the South Pacific islands under Japanese domination only the whites and the high native officials used to possess sets. These have now been confiscated by the conqueror.

"France has never been as radio-minded as this country. The sets in existence have been wearing out since the occupation; replacements are impossible, and the few radios which are capable of receiving short-wave broadcasts are hidden by their possessors and are being saved for the reception of vital communications which cannot be used for propaganda purposes. The Nazi authorities have made it an offense punishable by death to own a short-wave set.

"In Germany a very cheap radio is now available to the population. It costs only about \$4 and is very popular in the Reich. It is made of plastic and cannot receive broadcasts from stations more than 150 miles away. It receives local news, transcribed music and speeches of Nazi officials.

"There are the huge Indian and Chinese populations and the Arab masses which could be regaled by the American broadcasts - if they had radio sets."

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CHARGES BROADCAST BY MAAS SPEEDS UP WAR NEWS

The charges made by Representative Melvin J. Maas (R), of Minnesota, last week in his CBS broadcast on the mishandling of the war news are credited with our getting news of the great South Pacific naval victory so quickly. Up to that time, news from the Southwest Pacific had been held up for weeks and months but the Navy Department evidently deeply stung by the criticism of Mr. Maas, gave out the news of the South Pacific battle almost immediately.

In his broadcast, Colonel Maas also criticized what he asserted to be the concealment of facts from the public and gave alleged instances. What he termed "misleading and oft-time fake" information was pictured as producing a false sense of security which, he said, discounted the revelation of facts later.

Earl Gammons, new Washington Vice-President of CBS, was quick to size up the Maas broadcast as a "hot potato" and lost no time offering the Navy the next 15 minutes for rebuttal. This was turned down by the Department after consideration.

Mr. Maas was inaccessible over the week-end, evidently not desiring to continue the controversy through the newspapers. However, he had previously been quoted as saying that the Navy had made an effort to "gag" him or modify drastically the charges in the CBS broadcast. Mr. Maas said a copy of the speech was sent to the Navy in advance of delivery. Representatives of the Navy questioned the accuracy of his statements as to the truth of communiques issued in Washington while he was in the Solomon Islands.

"At my request", he said, "they sent several representatives to my office to go over the statements they questioned and I made several changes in the text of a purely minor nature."

"Another immediate result of the broadcast of Colonel Maas was Representative Martin of Massachusetts, the Republican House leader, saying that Congress should act immediately to correct "the astounding condition" pictured by Mr. Maas. He said he believed Congress had the responsibility for remedying the "situation".

Senator Vandenberg, (R), of Michigan, declared that charges such as those broadcast by Mr. Maas should be dealt with by a joint Congressional committee, such as has been proposed by Senator Maloney, (D), of Connecticut.

Senator Vandenberg said "the charges are serious and there ought to be a conclusive answer". "Colonel Maas' statement is a typical example of the things that should be dealt with by a joint Congressional committee on war cooperation", he declared. "It ought to have realistic exploration. I don't know where there is an appropriate Congressional forum for that purpose. Colonel Maas cannot be dismissed as an armchair strategist. He comes from the service."

The Maloney bill would set up a twelve-man committee composed of six Senators and six members of the House with equal representation between the two major political parties.

The purpose of the committee would be to give "advice and thought" to the President. It is the outgrowth of a desire by Congress to have a better hand in running the war. Many members feel that what they term mistakes of administration could be more effectively controlled and corrected if there was a disposition on the part of Mr. Roosevelt to heed the advice of Congress.

On the House side of the Capitol it was said that legislation of similar nature will be introduced. The charges made by Representative Maas' broadcast were said to be responsible for the determination of some members to create such a committee.

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NBC LOSES ITS WASHINGTON DIVISION ENGINEER TO NAVY

Already hard hit, the National Broadcasting Company lost one of its good old stand-bys in the Capital when A. E. Johnson, its Division Engineer, was appointed a Lieutenant in the Naval Reserve. The service will not be new to Mr. Johnson, who was a radio operator in World War I. He later joined old Station WRC on upper 14th Street, back in 1926 before the National Broadcasting Company was organized. Although youthful in appearance, he is a veteran in the radio business, having been with the NBC since its inception. Mr. Johnson will report for active duty with the Navy November 24th.

It is expected that he will be succeeded at NBC by Don Cooper, who also has been with the company for many years and at present is Mr. Johnson's assistant.

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RCA EXTENDS SOLDIERS' RADIO MESSAGES TO AUSTRALIA

Extension of the Soldiers' Message Service (American Expeditionary Forces messages) to and from Australia, was put into effect by R. C. A. Communications, Inc. last Sunday.

A selection of any three of more than 100 texts may be transmitted to members of the American forces in Australia for 60¢ per radiogram. To facilitate filing of the messages, special forms containing all texts, are available at all Western Union offices, according to the RCAC announcement.

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CAN COOPERATE IN MANPOWER, SAYS FCC HEAD

Apropos the suggestion of the War Manpower Commission that broadcasters study their employment needs with the view in mind of preparing a "manning table" to aid local Selective Service Boards in the replacement of essential men who may be called for military service, Chairman James L. Fly of the Federal Communications Commission was asked where the broadcasters would stand under this plan.

"I don't think we have any specific rules on those things, have we?" was his reply. "We have done about all we can at this end of the line. I think we will get a very considerate attitude but I cannot say what their positions will be."

"Your representatives are continuing with their conferences, aren't they?"

"Oh, yes", said the Chairman, "they have always been most cooperative on it."

"The position of the broadcasters is quite confused at present - is there any light on where they stand?" the FCC head was asked.

"After all, that is a matter for the decision of the Selective Service and War Manpower people", he replied. "All I can do is cooperate with them - studies and investigations and recommendations and help them understand - the main job has been done here - largely by the industry, in arriving at definitions and the understanding of the jobs and functions. But we are not in a position to make the decisions. I don't mean to say the problem is not acute; of course it is acute. And that is the reason we have such a great and continuing interest in it, but the whole manpower problem in all industries is acute."

"Should an individual broadcaster prepare a Manning table plan and attempt to participate in this new manpower solution?"

"You had better talk with the experts on that", Mr. Fly concluded.

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The Office of Civilian Defense announced that it has transferred to the Navy Department its demonstration model of the Bell Victory Siren, believed to be the loudest noise machine in the world. It is operated by a gasoline engine and requires no outside source of power supply. Under unfavorable conditions the siren is considered adequate to warn about 9 square miles in residential areas. Under favorable conditions it has covered more than 130 square miles.

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IT'S CROSLEY SQUARE IN CINCINNATI

Following the historic precedent of the famous Fountain Square in Cincinnati, the new broadcasting home for Stations WLW-WSAI-WLWO, located at ninth and Elm Streets in downtown Cincinnati, will be known as "Crosley Square", it was announced by James D. Shouse, Vice-President of the Crosley Corporation in charge of broadcasting.

In making the announcement, Mr. Shouse awarded Bob Freed and John Cornell, station staff members, with \$25.00 War Bonds for submitting the name finally accepted by the judges in a station-wide contest.

There will be an official dedication over the new home of the Crosley stations, a large six-story stone building formerly the home of the Cincinnati Elks. Beginning with that date there will be a change in the wording of WLW's station announcement. In the future, it will be: "This is WLW, the Nation's Station, Crosley Square, Cincinnati."

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G.E. WORKERS WIN \$115,000 FOR 10 MONTHS' SUGGESTIONS

During the first 10 months of 1942, G-E employees were paid \$115,000 for 12,250 ideas for saving materials or time in war production.

Robert Spring is a \$500 winner. He devised an improvement in the machining of a tuning arrangement for aircraft radio units which now speeds production. With 20 earlier suggestions, his awards since 1928 total \$1,220.

John Vos, radio test man suggested an improvement in assembling radio equipment for the Army and Navy which will save thousands of man-hours and conserve large quantities of scarce materials. A former art student, he received \$400.

Miss Laura Garrison received \$350 for an improvement in a type of radio transmitter part, several of which go into complex aviation equipment. In all she has won approximately \$500 for 17 suggestions adopted. She has been an assembler for the Company since 1928 and now devotes most of her time to teaching operations to new women employees.

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NATIONAL PRESS CLUB AND ASCAP HOST TO SERVICEMEN

More than 250 servicemen, including both United States and British fighting men, were guests of the National Press Club American Legion Post No. 20 and the American Society of Composers, Authors and Publishers at the first of four Saturday parties held in the National Press Club in Washington.

Robert L. Murray of ASCAP was master of ceremonies and the guests included House Minority Leader Martin, Representative Costello, (D), of California, a member of the House Military Affairs Committee, and Representative Sheppard (D), also of California.

Press Club Legionnaires and Representative Martin donned aprons for the occasion to serve refreshments to soldiers, sailors and marines as an array of local and national talent provided songs and music.

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ARMY-NAVY FOOTBALL SPONSOR TO SHARE NETWORKS WITH U.S.

Cooperative sharing of three networks by a commercial sponsor and Government agencies, will take place during the broadcast by NBC, CBS and Mutual, of the Army-Navy football game at Annapolis, on November 28. Through an arrangement between Esso Marketers, sponsors of the sports broadcast, and the U. S. Treasury Department, the periods usually allotted to the reading of commercials, will be divided between the two organizations throughout the game.

Esso Marketers paid \$100,000 for broadcasting rights to the contest, the sum to be divided equally between Navy Relief and Army Emergency Relief. But NBC's 128-station network serves 77 areas where Esso Marketers do not operate. Consequently, these outlets will be detached from the main network while the sponsor's commercials are being read. In their place, appeals for war bond sales and for Army and Navy enlistments will be read by another announcer.

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Under the title of "Action on the Home Front", the National Chamber of Commerce has launched a new series of radio programs. Presented each week by more than 100 Chambers of Commerce in cooperation with their radio stations, the programs feature top Federal executives on the home war front.

Among those to be interviewed by Chamber commentator Hardy Burt will be WPB Chief Donald Nelson; WPB Vice-Chairman William Batt; Admiral Emory S. Land, Administrator, War Shipping Administration; Paul McNutt, War Manpower Commission chief, and others of equal note.

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McCLINTOCK SOON TO BE MBS FIRST PAID PRESIDENT

As soon as his successor has been appointed as Executive Director of the Advertising Council, Miller McClintock will take over his new position as the first paid President of the Mutual Broadcasting System. W. E. Macfarlane, Business Manager of the Chicago Tribune, and President of Mutual since its inception 8 years ago, will continue as Chairman of the Executive Committee, and Alfred J. McCosker remains Chairman of the Board, while Fred Weber continues as General Manager.

The great increase in the number of stations and the volume of sponsored programs has necessitated a paid executive who could devote all of his time to the network.

Mr. McClintock, who is widely known in selling and advertising circles, has served as the Executive Director of the Advertising Council, the chief executive of the Traffic Audit Bureau, technical director of the Advertising Research Foundation, and as Market Research Adviser to the can manufacturing industry. Prior to his entry into advertising and marketing affairs, he was widely known in educational and engineering circles, having been Director of Engineering and Administrative Research in Harvard University and in Yale University, and consultant in many Government agencies. The Advertising Council announced last week that Mr. McClintock would be relieved of his duties in this position, but would continue his relations with the Council.

Mr. McClintock, who is 48 years of age, was born in Nebraska, spent his childhood in Nevada, and received his education in the public schools of California and Stanford University. Subsequently, he received advanced degrees from Harvard University. Married, and father of two children, he resides at Scarsdale, N. Y.

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WJSV'S AD TAKEN FOR RADIO COLUMN

Its writer Glynn of WJSV, Washington, leaving to join the Navy, calls attention to what has evidently been a satisfactory type of station newspaper advertising. It is about a third of a column daily in the Washington Post under a two-column head "Listen with Glynn" set in run of the paper reading type. The Post has no daily radio column but the WJSV ad appears to be it.

"You all may not have noticed it but every day - and I mean every day, seven times a week - the thing called "Listen With Glynn" has been appearing in the Post since well over two years ago", Mr. Glynn writes in his farewell.

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"Glynn would like to think that the reason his successor has not been selected by CBS as yet is that he's pretty hard to replace, but there may be other views on the thing.

"One of the greatest compliments the obviously prejudiced column has received came from a constant reader of The Post one day not long ago, when she complained vigorously to the editors that Glynn was interesting enough as far as she was concerned, but she couldn't see why he was so unfair and only mentioned WJSV and Columbia Broadcasting System programs. It was pretty hard explaining to her that Glynn, like most other people in this crass, cruel world, was a mercenary fellow who had to live and who accepted pay from the Columbia Broadcasting System for his foul endeavors accordingly.

"But, outside of the necessary prejudice, in the main it was a pleasant enough task. And the thing that amazed Glynn constantly was that occasionally he would run across people who actually read the thing."

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WMAL'S MANPOWER PROBLEM SOLVED - ALMOST

With the national manpower question becoming more perplexing and confused every day, Blue Net Station WMAL in Washington thought for a time that it had solved its local situation with a "one-man-radio-station". Here is how it happened:

Farsighted Commercial Manager B. B. Baylor, with the constant personnel changes in mind, inquired of the United States Employment Center for a prospective salesman. The Government agency promptly sent over an applicant,

During the interview, Mr. Baylor learned that the applicant's major experience had been in the sales line, but that he wanted to be an announcer. So the Commercial Manager obligingly turned him over to Program Manager John R. Edmunds.

Mr. Edmunds discovered that the job-seeker based his knowledge of announcing on experience as an amateur radio operator. The man, however, appeared to understand the fundamentals of radio engineering and had considerable interest in this line of broadcasting work.

That is where Chief Engineer A. E. Johnson enters the picture. Mr. Johnson talked to the man and offered him a job. Well, said the man, I'll think it over.

Evidently that's what he is doing for WMAL has heard nothing further from this "Jack-of-all-trades".

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