

HEINL RADIO BUSINESS LETTER

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SAYS U.S. FOREIGN RADIO-CABLE COMPANY MUST BE TOUGH

Again declaring there is great need for a monopoly of all American-owned international radio and cable facilities, James L. Fly, Chairman of the Federal Communications Commission, speaking in Detroit, said such a company should be strong enough to combat the fiercest foreign competition.

"Isolation is forever at an end is an inexorable fact", he continued. "In the world of tomorrow we must be in close contact with every point on the globe of real importance from a business or political or social point of view. The international communications system must be an instrument of national policy. Our own inter-company cut throat competition - which enables foreign governments and their inevitable monopolies to play American off against American to foreign advantage must cease. The American company must be single and complete - must be strong, tough, efficient. And it must be backed by the government at every turn if we are to have this one essential of national strength. We are now moving toward this end."

Mr. Fly told his Detroit audience there was a lot going on behind the scenes these days in the Foreign Broadcast Intelligence Section of the FCC:

"For instance, you will remember there was an interval after Pearl Harbor before there was a declaration of war against Germany. During that interval we experienced one of our most unusual cases. Last December 9, an operator at one of our Eastern stations was patrolling the ether when he picked up a station using the letters "UA" for a call. The two rather than the normal three or four letter call, the repetition without answer, and the signal characteristics caused our Intelligence Division to investigate further.

"Soon the stations from coast to coast were reporting bearings on the suspect transmitter, showing definitely its location in Washington, D. C. When on December 10th the station went on the air again, and before it had actually conveyed a single message, the men of our mobile direction-finding units were sitting right on top of the transmitter - in the German Embassy.

"On frequent occasions we learn that the public is alert to the dangers of radio fifth columnists. The elaborately equipped car in a secluded spot catches the eye of some passerby, and the first thing our men know, a police scout car or a shotgun posse of farmers is guiding the way to the local cooler. Credentials don't count for much. It frequently takes Washington influence to relieve the situation.

"You remember the case against those 35 spies who were tried last December in Brooklyn. You probably recall that the Gestapo was tricked into paying for a clandestine radio station on Long Island, ostensibly to be operated by one of the spies. In reality it was run by agents of the FBI and after some months of communications with the Germans, the FBI was able to round up a large ring of spies and potential saboteurs in this country. At the trial, the defendants argued that even if the charges were true, there was no way of proving that there had been any actual communication with Germany; that the other station in the exchange of messages could very well have been operated by Americans in the United States. One of our RID was called to the stand and with maps and other charts proved to the jury's satisfaction that the other station was in fact located near Hamburg, Germany."

"Some months ago the Foreign Broadcast Intelligence Service gave us an interesting test of our engineers' surveillance work. Not many days after Pearl Harbor, the volcano of Mauna Loa in Hawaii became very active and the glow from its crater could be seen for many miles at sea. It would have been a very effective beacon for night flying bombers. The Army and Navy put a tight lid on the news of the eruption and consequently no news came out through legitimate channels. The FBIS clamped on their earphones and strained in the direction of Japan to find if the so-called fifth column of Nesei Japanese were betraying the country adopted by their parents. I'm glad to say that from all the evidence at hand, there was no communication with Japan. Yet Hawaii had been advertised as the hot bed of enemy radio transmitters."

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FEDERAL TELEPHONE AND RADIO AWARDED "M" PENNANT

The Maritime Commission "M" Pennant and Victory Fleet Flag for excellence in war production has been awarded to Federal Telephone and Radio Corporation, manufacturing subsidiary of International Telephone and Telegraph Corporation. A telegram to Col. Sosthenes Behn, President from Admiral H. L. Vickery, member of the Maritime Commission, advised:

"As Chairman of the Maritime Commission's Board of Awards, I take pleasure in advising you that the Board, in recognition of outstanding production achievement, has awarded your Newark, N.J., plant the Maritime "M" Pennant, the Victory Fleet Flag and the Maritime Merit Badges for all plant employees."

Formal award to employees of the Company, which is a large producer of radio units for the wartime merchant marine, will be made later this month.

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AFFIRMS THAT AXIS HEARS OUR SHORT-WAVE BROADCASTS

American short-wave broadcasts to Axis-occupied Europe and Asia are being heard by the peoples in those countries, according to Robert E. Sherwood, Director of Overseas Operations, Office of War Information.

In an article in the special December 7 "United States at War" issue of the Army and Navy Journal, Mr. Sherwood will say the question most frequently asked about America's psychological warfare is whether we can be sure anyone hears the news broadcasts.

Although no polls of opinion can be taken in these countries, Mr. Sherwood says, "We get the answer from our enemies themselves, from their increasing admonitions to their own people to stop believing the lies that are told them by American and British and Russian and Chinese propagandists. Our enemies wouldn't be denying these 'lies' if their peoples in ever increasing numbers had not heard or read them."

Increased access to the vast facilities of the British Broadcasting Company has helped make possible the distribution of American news in Europe, the article states.

"Several times each day the people of Europe can hear the voice of America rebroadcast by the powerful battery of B.B.C. transmitters, long wave as well as short wave."

In addition to communicating with the peoples of occupied countries by broadcast, the Director of Overseas Operations emphasizes that word is gotten into Axis-dominated countries by every other available means.

Mr. Sherwood cites the "friendly and valuable cooperation with the R.A.F. Within a month after Pearl Harbor, the R.A.F. was dropping millions of American leaflets which gave the text of President Roosevelt's first war-time report on the state of the Nation."

This means of communications also was used simultaneously with President Roosevelt's address to the French people, broadcast from more than 50 transmitters on both sides of the Atlantic, to herald arrival on an A.E.F. in North Africa.

"Words can bolster the morale of our friends overseas and thus increase their powers of resistance. Words can disrupt the morale of our enemies and thus decrease their powers of resistance", Mr. Sherwood says.

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SIGNAL CORPS CALLS JOHN HOWLAND FOR DUTY IN CAPITAL

It was learned at the office of Maj. Gen. Roger B. Colton, Acting Chief Signal Officer of the Army, that John Howland, Assistant to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, had been called to temporary civilian duty in the Army Signal Corps in connection with the Controlled Materials Plan. Mr. Howland is to serve as expert consultant to the Chief of the Signal Supply Service and has also been assigned as consultant of the Resources Branch of the Signal Corps. Mr. Howland will help in working out Army-Industry collaboration in connection with collection of necessary material list information.

Mr. Howland is well known to the radio manufacturing industry. In the Radio Manufacturers' Association, he has a long record of service on Fair Trade, Commercial Television, Substitute Materials and many other committees, and he was a member of the fifteen-man National Television Systems Committee, as well as being an early FM enthusiast, being one of the original collaborators with Major Armstrong in working out the patent license agreement under which FM receiving sets were sold to the public by all licensed manufacturers.

Eight years ago, as Assistant Deputy Administrator of NRA, he arranged and conducted an industry determination conference authorized by NRA's Industrial Advisory Board, then represented by W. P. Witherow and Donald Nelson, and from the determinations of that day assisted RMA in its establishment of independent status for the industry. Mr. Howland served on the Labor Department panel which established minimum wages for the radio manufacturing industry in 1938. He was also the prime mover of the one-time Daly Committee on certain industry patent licenses.

Mr. Howland is a graduate of the Naval Academy and before going with Zenith was Assistant to the President of Philco.

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LA GUARDIA DEDICATES FEDERAL RADIO PLANE LANDING

As a feature of the program celebrating the third anniversary of the opening of La Guardia Field in New York last Wednesday, officials of the Civil Aeronautics Administration and of the International Telephone and Telegraph Corporation dedicated the airplane radio instrument landing system, which has just been completed at the Airport, with a flight demonstration of this newest radio aid to aerial navigation.

Mayor Fiorello La Guardia, C.A.A. executives, Col. Sosthenes Behn, President of the I. T. & T.; the presidents of the air transport lines which use the Airport, and a party of newspapermen were in the airplane to observe the manoeuvre of following the radio beam which directs the plane safely to the middle of the landing runway. An American Airlines transport was used for the demonstration.

The system, installed at La Guardia Airport and in the process of installation at other large airports of the country, was developed jointly by the engineers of the C.A.A. and Federal Telephone and Radio Corporation, the I. T. & T. manufacturing subsidiary in the United States, which manufactures and installs the equipment for the C.A.A.

Use of the system by the air transport lines will make landings possible at weather ceilings considerably below the safety margins permitted at present without relaxing safety, which has always been the C.A.A.'s one foremost consideration in supervising air transport operations. This will eventually expedite schedules and increase their reliability by minimizing delays due to bad weather.

The pilot has in his equipment on the instrument panels of the plane a dial indicator and two small electric lamps. The instrument landing radio transmitter off the end of the runway actuates the needle of the dial indicator in the airplane by projecting an especially sharp beam of radio energy which gives the exact line of approach to the runway.

When the pilot flies his plane so that the needle of the indicator is on the exact vertical, the airplane is headed directly for the runway. The two electric lamps are actuated by two "marker" transmitters, which project radio energy straight upward. One tells the pilot when he is at a certain definite point several miles from the airport. There he checks his line-up with the runway and he checks his altitude which permits him to gauge the correct line of descent for landing. The second "marker" is at the boundary of the airport where the pilot makes his final, quick instrument check. If at either of these points the pilot finds that he is the least bit off-line or that his altitude is wrong, he does not attempt to make the landing, but returns to the beginning of the instrument landing course and comes in as many times as are necessary to make a perfect landing.

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"PRODUCTION SOLDIERS" INCLUDE PRIZE RADIO THINKERS

Among the ten American production soldiers who will be honored by President Roosevelt, on Thursday, December 10, at the White House for their outstanding contributions to the war effort, are the employees of several radio and communications manufacturing companies. These employees and the committees submitting their suggestions are:

Clinton R. Hanna, United Electrical Radio and Machine Workers and Association of Westinghouse Salaried Employees and Westinghouse Electric and Manufacturing Co., East Pittsburgh, Pa.; Edwin Curtiss Tracy, United Electrical Radio and Machine Workers and RCA Manufacturing Co., Camden, N. J.; and Madison E. Butler, Rochester Independent Workers and Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.

As the result of the action taken by the War Production Drive's Board for Individual Awards, composed of distinguished engineers, the winners of Citations will receive from the President both a gold emblem and a document signed by Mr. Roosevelt and Donald M. Nelson, Chairman of the War Production Board.

A radio worker who will be given a Certificate of Individual Production Merit by the President and the committee sending in his suggestion is Stanley Crawford from United Electrical Radio and Machine Workers and RCA Manufacturing Co., Camden, N. J.

Drive Director Marshall and members of his staff will be hosts to the ten suggestion winners in their visit to Washington, December 10. A reception will be held at Drive Headquarters, followed by the White House ceremonies at which Mr. Marshall will present the production soldiers to Mr. Roosevelt and Mr. Nelson.

Mr. Nelson will address the honored group at a luncheon at Hotel Washington, after which a program of entertainment is planned.

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FCC REFUSES TO DELAY A. T. & T. LONG LINES QUIZ

The request of the American Telephone and Telegraph Company to drop the probe or postpone the hearings in high rate allegations of the telephone long lines, which would include the charges to broadcasting stations, has been refused. The hearings as originally announced are scheduled to begin December 16th.

The A. T. & T. had contended that any rate reduction at this time would interfere with successful prosecution of the war, as it would stimulate long-distance toll traffic.

In its order, the FCC said that there was no necessity for the company to present evidence as to its separation of the property, revenues, and expenses of the other telephone carriers participating in interstate service. It added that the company should present in writing on the hearing day the nature of the evidence upon which the request for more time is based. It said a decision would be made at that time as to the necessity for a continuance.

The Commission designated Commissioners Paul A. Walker, Ray C. Wakefield and Clifford J. Durr to conduct the proceedings and to submit appropriate reports to the Commission. Mr. Walker was designated Chairman.

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FTC EXAMINATION DOESN'T ALARM NETWORKS

It was said on good authority that the networks were not particularly concerned over the request for information and an examination of their affairs now being conducted by the Federal Trade Commission.

"As far as I have been able to learn", our informant said, "it is simply based on a single complaint - that of an advertiser who charged that a practice of granting preferential rates exists in the network field.

"The Commission found that it didn't have a great deal of data about the networks and decided to get some."

Accordingly representatives of the FTC have been assigned to make an examination of each of the networks' books and files to determine whether any of them has shown discrimination in the sale of facilities. The particular objective of the probe is to find such data that will demonstrate that the contracts and billings relayed to an agency or account are not in accordance with the networks' rate cards. It is the first investigation of this kind that the chains have been subjected to.

As is customary in such matters, FTC officials were mum and did not reveal the name of the advertiser who made the complaint.

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FCC ACTION

Applications Received: WCAR, Pontiac Broadcasting Co., Pontiac, Mich., Special service authorization to operate from 7 A.M. to local sunrise during the months of December, 1942; January, February and March, 1943; with power of 250 watts (1130 kc.); W6XDU, Don Lee Broadcasting System, Los Angeles, Calif., modification of construction permit which authorized addition of aural equipment using Special emission for extension of completion date to 4/1/43.

The Commission en banc took the following action:

KYA, Palo Alto Radio Station, Inc., San Francisco, Calif., designated for hearing application for modification of license to move the main studio from San Francisco to Palo Alto, Calif.; KEX, Oregonian Publishing Co., Portland, Ore., denied request for special service authorization to install a 10 kilowatt transmitter, and operate with 10 kilowatts power with present vertical antenna for the license period ending January 1, 1943; Same - designated for hearing application for construction permit to install new transmitter, install directional antenna for day and night use, increase power from 5 kilowatts to 50 kilowatts and move transmitter locally; W8XO, The Crosley Corp., near Mason, Ohio, present license further extended upon a temporary basis only, pending determination upon application

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for renewal, for the period ending January 1, 1943; WOOD, King Trendle Broadcasting Corp., Grand Rapids, Mich., granted modification of construction permit, as modified, which authorized increase in power, installation of directional antenna for night use, and move of transmitter and studio and new transmitting equipment for extension of completion date from November 23 to December 23, 1942; WRUL, World Wide Broadcasting Corp., Boston, Mass., granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than January 1, 1943.

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LA GUARDIA WINS FIGHT FOR WNYC NIGHT TIME

Regarded as a personal victory for Mayor La Guardia, who put up a big fight for it, New York's Municipal Station WNYC, which up to now had to cease broadcasting at sundown, may remain on the air until 10 P.M. This no doubt will be hailed with particular delight by Mr. La Guardia, who has been having a big fight with the New York newspapermen and has been broadcasting the week's news to the people Sunday afternoons. The Mayor will now be able to go on during evening hours if he desires to do so.

The fight on WNYC was made by CBS Station WCCO, of Minneapolis by Earl Gammons, then Manager of WCCO, but now CBS Vice-President in Washington. Mr. Gammons made out a good case and probably would have won had not Mr. La Guardia's political power been thrown into the controversy. It was contended that WNYC, being on the same frequency (830 kc) and operating at the same time might conflict with WCCO.

The FCC ruling was a reversal of its decision of two months ago rejecting the WNYC bid for permission to operate until 11 P.M. The WNYC request has been opposed for the last two years by CBS's Station WCCO. A reason given for FCC's granting WNYC the time extension was because of the municipal station's key activity in the broadcast of civilian defense material. The FCC ruling was made under the war services application and does not affect the basic clear channel dispute.

WNYC, it was said, will be able to start operation on the extended schedule within about two weeks, after minor adjustments to its present directional antenna equipment.

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WINS PRIZE DEFENDING RADIO AGAINST "PLUG UGLIES"

An echo of the "Plug-Uglies" protest against objectionable commercials started by the Reader's Digest was a St. Louis mother winning first prize in a letter-writing contest in the magazine "The Woman", defending radio against the Digest charges.

"I, too, read 'Radio's Plug Uglies' in the August Reader's Digest and it burned me up", declared the writer of the prize-winning letter. "Why, I almost brought up my two boys by radio! They brushed their teeth twice a day, saw their dentist twice a year. They gladly took their daily baths, ate certain breakfast food, drank fruit juices. Once, when I sent my younger boy to the store for a loaf of bread, he asked the grocer 'Is this the bread what has Vitamin D?' My grocer laughed and gave him the right kind. I'm glad Mr. Smith came to radio advertising's defense - I listen and learn!"

The Mr. Smith referred to in the letter was William J. Smith who wrote an article in a previous issue of the same magazine, about the place of advertising in the American system of broadcasting, and its value. "All I can say is that the average person should be very happy to listen to whatever radio commercials the advertiser wishes to get across to him in payment for \$270,000,000 worth of entertainment and education free of charge", Mr. Smith declared.

The Reader's Digest published an article by Robert Littell called "Radio's Plug Uglies." While praising radio for bringing "solace, laughter, music and news to millions", Mr. Littell asked why so many sales appeals had to be "so insistent and so offensive." Listeners were invited to join the Plug Shrinkers, an amiably exasperated group of listeners who proposed to do something about it.

An enrollment blank read: "Please tell (sponsor) his commercials are (check appropriate epithet)", with a choice of 11 designations including "long-winded", "tiresome", "silly", and "repulsive".

In the first four weeks, 15,000 enrollments arrived at Plug Shrinkers headquarters, 522 Fifth Avenue, New York. They are still coming in. Said one, "I regret that I have but one blank to fill in for my country." Said another, "Thanks for not sending me the human stomach in full color. In return, I enclose no box tops." Many sent petitions with a dozen or more signatures. Frequent comments are: "I can furnish a certified list of 20 families in accord with us." "I could get thousands of signers." "I have talked to hordes of people about this." "Send me more blanks." One in four of the enrollment blanks was accompanied by a letter. Many suggested that dues be collected to carry on the fight; others sent money, which was returned.

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TRADE NOTES

"A wave of 'fear buying' of radio batteries is sweeping the country but is unnecessary and harmful", Drew Pearson writes in "Washington Merry-Go-Round". The WPB has limited the sale of batteries to curtail this wave, but it has not frozen them."

On September 5, Elmer Davis, Director of War Information, announced that 239 non-essential Government publications issued in Washington had been discontinued and 284 others curtailed in order to clear the way for more important war information.

On November 29, the German-controlled radio from Paris said: "The Washington Director of United States War Information Bureau has decided to suppress 239 great United States newspapers and 280 other publications have suffered considerable reduction in size and circulation."

The Crosley Corporation of Cincinnati has applied for a construction permit for a new international broadcast station to be operated on 6080, 9590, 11710, 15250, 17800 and 21650 kilocycles, with power of 200 kilowatts.

An informal luncheon in honor of President Carlos Arroyo del Rio of Ecuador and his official party was given Wednesday by International Telephone and Telegraph Corporation, with Sosthenes Behn, President of I. T. & T. as host for the company. The affair was held in a penthouse atop the International Telephone Building, at 67 Broad Street, New York.

"Remember?" says a WOR press release.

"You were listening to WOR's broadcast of the Brooklyn Dodgers - New York Giants professional football game at the Polo Grounds.

"Suddenly, at 2:27 P.M. that day - December 7, 1941 - a voice cut into the football broadcast:

"FLASH! WHITE HOUSE ANNOUNCES JAP ATTACK ON PEARL HARBOR."

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CRANDALL NAMED PUBLICITY DIRECTOR OF COLUMBIA

George Crandall, acting as such since September 1, has been made Director of CBS Publicity, according to an announcement by Frank Stanton, Vice President.

Mr. Stanton said that Mr. Crandall "is exceptionally well equipped for his new responsibilities because of his intimate knowledge of radio station operation and his frequent contacts with radio editors in CBS station cities from coast to coast."

Mr. Crandall began his career in radio as Manager of WIBX, Utica. Prior to that he had been for brief periods on the staff of two Utica newspapers and had taught music theory at the Utica Conservatory of Music. After leaving WIBX, Mr. Crandall went to New York and joined CBS four years ago.

In 1940, Mr. Crandall was made Assistant Publicity Director under Louis Ruppel, then Director of Publicity. His duties as outside contact man for the department took him on more than 100,000 miles of air travel and thousands of additional miles by bus, train and car to visit more than 100 of the network's affiliates, many of them several times. He visited newspapers and magazines all over the country and made a host of acquaintances among newsmen from coast to coast.

He also accompanied Edward R. Murrow on his country-wide lecture tour early this year. When Hal Rorke resigned as Assistant Director to enter the Army Air Force in July, Mr. Crandall took over Mr. Rorke's duties inside the organization.

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PAY OF 293 TELEPHONE OFFICIALS RAISED IN YEAR, FCC REVEALS

Telephone and telegraph companies paid \$10,000 or more last year to 642 officials, of whom 293 got increases over their 1940 pay, the Federal Communications Commission disclosed yesterday in an annual salary report.

The best-paying job, of course, was that of President, the 33 men holding that title among the 48 companies which reported employees in the \$10,000-a-year class averaging \$36,000 each. The next best average pay was the \$25,000 for General Counsel, while the 45 Vice Presidents listed averaged \$22,000.

The Commission said that 89 telephone and 15 telegraph carriers report to it, but only 39 of the former and 9 of the latter paid salaries as high as \$10,000.

The individual salaries were identified only by title and company, but the largest salary - \$206,250 for the President of the American Telephone & Telegraph Company - obviously belonged to Walter S. Gifford, of New York.

Pay increases of 10 per cent or more went to 108 officials, with the largest percentage increase being the 50 per cent boost from \$9,600 in 1940 to \$14,400 in 1941 given a Vice President of the Home Telephone & Telegraph Co. at Fort Wayne, Ind. Several of the higher-priced company heads had their salaries upped \$10,000 last year.

Only two officials in the \$10,000 and more class reported pay cuts in 1941.

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