

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1546

July 20, 1943

BELIEVED WILLKIE-McCORMICK RADIO DEBATE WOULD BE WOW

When Col. Robert R. McCormick, publisher of the Chicago Tribune, was asked if he really intended to participate in the 1944 campaign against Wendell Willkie, Colonel McCormick replied, "Definitely not! I am a publisher - not a politician." If, however, the Colonel had been challenged to a radio debate with Mr. Willkie, it is wondered if there might not have been an affirmative answer. Obviously Mr. Willkie, having been through a presidential struggle, would be more experienced in an old-fashioned town-to-town campaign in Illinois. Also he is almost 15 years younger than Colonel McCormick, who is 63 years old.

Over the radio it would be entirely different. Whether the men consented to broadcast from the same platform or whether they would go on at different times, they would be on a much more equal footing. While as far as known Colonel McCormick has never done any town-to-town campaigning, he is an experienced broadcaster. In fact, he has a weekly spot on the Chicago Theatre of the Air program every Saturday at 9 P.M., EWT, over his own Station WGN and has had for years.

For the most part, Colonel McCormick's talks are of a military nature because he is a soldier as well as publisher, his title of "Colonel" being the real thing. He served first as Major of the 1st Illinois Cavalry on duty on the Mexican border 1916-7, was attached to General Pershing's staff in France, was Lieut. Colonel of the 122nd F.A. and later Colonel of the 61st Field Artillery, was awarded the Distinguished Service Medal and once was Commandant at Fort Sheridan. He is also the author of a biography of Gen. U. S. Grant.

Everybody knows what Mr. Willkie's style of broadcasting is and what he is like over the air. He is quick on the trigger and speaks easily whereas Colonel McCormick might be called a solid sender speaking more slowly and at times as if he were weighing his words. Each man is well able to hold his own in his particular way.

One of the biggest laughs in the Willkie-McCormick feud was the Colonel calling Willkie a "foreigner" when, as is well-known, they were born in neighboring States - Indiana and Illinois. There is, however, this difference. Mr. Willkie was born and raised in the small town of Elwood, and Colonel McCormick in the city of Chicago. In a way, their early environments are reflected over the air in their manner of speech and pronunciation.

Mr. Willkie has already had quite a few brickbats on this and Colonel McCormick may attract similar attention for his

pronouncing such words as "mobile" with the long "i" - "mo-bile".

While there might be many things to prevent Mr. Willkie and Colonel McCormick from making an old-fashioned town-to-town series of debates or speeches in Illinois, the radio seems made to order to accomplish the same object. Maybe this is one of the things Gardner Cowles, Jr., prominent Iowa publisher and broadcaster, who has just left the Office of War Information to help Mr. Willkie with his campaign, has in mind. Nobody knows better than Mr. Cowles how to ring all of the changes with the spoken and printed word.

A Willkie-McCormick radio debate, whether the two men actually met face to face, whether the entire nation was covered or if the battleground were confined to the State of Illinois, might assume the present day interest of the old Lincoln-Douglas debates over the slavery issue almost a century ago which likewise took place in Illinois where Abraham Lincoln and Stephen Douglas were fighting for the senatorship. It was an exciting and close contest and though Mr. Lincoln lost, it brought him into the national lime-light.

A McCormick-Willkie radio debate might be carried on very effectively by using only Illinois stations but our guess is that if it were ever staged, by popular request it would be a national affair, the size of the audience would be that of a presidential fireside chat and a grand time would be had by all.

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ARMY DOES AN ABOUT FACE ON RADAR PUBLICITY

"Off again - on again!"

Although a joint Army-Navy statement last April apparently raised the ban on radar publicity and the Government itself set the pace by releasing reams of copy on it, the War Department has again clamped down the lid and, according to the Radio Manufacturers' Association, future radar articles in the press will be more sharply restricted.

The "about-face" order came in a letter from Col. John T. Winterick of the Signal Corps, head of the Review Branch, War Department Public Relations Department:

"During the past two months a tremendous amount of publicity has been devoted to the subject of radar. Some of the proposed publicity has included classified information, release of which would be of great value to the enemy. Other types of publicity have promoted controversy as to allocation of credit for the development of radar. This has not been conducive to cooperation at home and abroad - cooperation which is essential to the winning of the war.

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"It is requested, therefore, that publicity and advertising featuring radar be discontinued. Your company's cooperation in this matter will be a contribution in the national interest."

All of which sounds a trifle like closing the barn door after the horse has been stolen. As pointed out in our article, "Everybody Goes to Town on Radar" (June 25), a listening post tuned in on Berlin heard that our elaborate descriptions of radar had even been picked up by Germany and were to be re-broadcast to the Axis nations by short-wave. It was also pointed out in the article that it appeared to be bad business to divulge the names of those companies manufacturing radar in this country as this might serve as a suggestion to saboteurs to blow up these plants. One firm went so far as to offer pictures of radar equipment and the Government went still further and offered sound films on radar for exhibition in plants of radio and radar manufacturers. If enemy aviators ever got here, they would know exactly where to go to bomb these factories just as the United Nations bombed the great Zeppelin works on Lake Constance largely engaged in making radars and repeatedly bombed the Philips Radio establishment at Eindhoven.

At that, if an error has been made in giving radar too much publicity, the manufacturers themselves are not wholly to blame as no doubt every piece of copy was offered to one or another of the Government censors and given official approval before publication.

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FCC HEARINGS GO MERRILY ALONG DESPITE WHITE HOUSE GAG

Getting far more attention than they would if Congress were in session (a great publicity break for both sides), the hearings of the Federal Communications Commission investigation by the special House Committee headed by Representative Eugene Cox (D), of Georgia, took a new lease on life Monday despite the President's gag on military officials who had previously been called on to testify, and in spite of similar balking on the part of James L. Fly of the FCC, one of the leading men in the show. Mr. Cox said that hearings would be continued throughout the week and if so, it looks as if standing room only will be at a premium. Both sides have been accused of seeking the headlines but whether accidental or intentional nobody could have done a better publicity job than the one who got the bright idea of holding the hearings when Congress was not in session, otherwise with big war stories popping all over the Hill, the FCC investigation might have been lost in the shuffle.

The most serious charge was made by Eugene L. Garey, Committee Counsel, that the FCC manipulated defense appropriations in ways that Congress had not intended. He said that FCC duplication of services had resulted in a loss of \$8,000,000 in three years.

Mr. Garey also challenged the legality of approximately 2/3 of the FCC set-up which he said was included in the Radio Intelligence Division and the Foreign Broadcast Intelligence Service. Neither he said had been authorized by executive order or statute and both were useless.

Highlights of Monday's sessions included the following:

Philip C. Hamblet, Assistant Director of Overseas Operations of the Office of War Information, said it was "no military secret" that the Army wanted the FBI's staff of some 31 persons kicked out of North Africa. The unit was finally transferred on June 1 to the Psychological Warfare Branch of the Army's Intelligence Service.

Committee Investigator Harry Barger told of interviews with military and naval officers, precluded from appearance before the Committee by a White House gag, in which the Navy in particular voiced its objections to radio intelligence activities of the FCC.

The Army Transport Command was quoted by Mr. Barger as having absolutely "no use" for the agency's services which consume two thirds of its \$8,000,000 annual appropriations.

Several other Government agencies "throw the FCC material into the wastebasket", Mr. Barger testified he was informed.

The OWI doesn't use the FCC service, Mr. Hamblet testified, preferring to base its reports on the actual text of foreign radio broadcasts. The witness said it was "possible" that the FCC summaries were colored by bias, prejudices, predilections, and political views of agency employees.

The Coordinator of Inter-American Affairs wrote the FCC that its Latin-American broadcast analyses were "no longer useful".

Despite this, the FCC continued to expand its radio intelligence activities, Committee Counsel Garey asserted. He produced records to show that the FCC told the House Appropriations Committee on one occasion it needed \$558,000 for 148 new employees to assist in the war effort, but a week after it got the money was spending it for an entirely different purpose.

Mr. Garey declared that FCC employees were required to take a special "oath of secrecy" which pledged them not to divulge any information. This particular "secrecy" oath, alleged to have been made up by the FCC, Mr. Garey charged was in violation of the U. S. statutes which prohibit interference with the right of Civil Service employees to petition Congress or to give information to a Congressional Committee such as the Cox Investigating Committee.

Coming back at Mr. Fly criticism that Admiral S. C. Hooper's charges were those of an "irresponsible person", Mr. Cox said that Admiral Hooper had "contributed more to the development of radio than any man since Marconi".

Mr. Garey read a commendation of Admiral Hooper from former Secretary of the Navy Josephus Daniels which said the naval officer had charge of construction and maintenance of all Navy, Shipping Board and commercial radio stations during the World War, and said: "The Navy and the country as well, owe a large debt to Captain Hooper for his vision as to the early recognition of the importance of wireless and his able and practical efforts to broaden this important service."

Secretary of the Navy Swanson wrote: "The work of Captain Hooper, as evidenced in part by the basic letter, places him and the United States Navy in a leading position throughout the world in the field of radio communications."

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NEW YORK STATION IMPORTS RECORDS FROM ENGLAND

A new way to by-pass James C. Petrillo, of the American Federation of Musicians, in his effort to shut off new radio transcriptions is being tried out by Station WNEW in New York City importing records from England.

The idea of thus securing these records is credited to Martin Block, one of the station's announcers, who is also in charge of the recordings.

Mr. Block arranged to have friends in England mail to him new records made there. Some records have been brought to New York by plane through an arrangement which Mr. Block worked out with overseas acquaintances.

"It's all perfectly legal and within our rights and has nothing to do with the ban on recording", a station spokesman said.

In the meantime newspapers keep hammering away at Mr. Petrillo. In an editorial entitled "Giggle Smokers", the Washington Post said:

"The departure the other day of Mr. Gene Krupa, the hot jive drummer, for the San Quentin (Calif.) Prison has aroused a new flurry of excitement about the drug called marijuana. There seems to be very little doubt that the smoking of marijuana is unhappily common among performers of jazz orchestras, especially those of the 'hot' (as differentiated from the 'sweet') variety. There is probably also some measure of addiction among the more psychotic patrons of such orchestras. This may or may not be what is really behind Mr. J. Caesar Petrillo's war against juke boxes and phonograph recordings, though, if it is, we wish that he would come out and say so. It wouldn't improve Mr. Petrillo's position among his own musicians, probably, but it might raise him a bit in the estimation of the general public."

Another editorial captioned "Petrillo's Arrogance" recently appeared in the New York Sun and read as follows:

"Evidently fortified by a Supreme Court decision that he could not be touched by injunctive action, James C. Petrillo now says to all record makers: 'We're not going to make transcriptions for you at all any more because you haven't got anything we want.' It is interesting to recall that this comes six months after Petrillo told a committee of the Senate that he was prepared to enter into negotiations "immediately" with broadcasters and recording companies to end the ban on making transcriptions which he announced last August. He then said he would be satisfied with one or two cents a record from the makers. Now - brought together with the makers and a representative of the United States Conciliation Service in an effort to negotiate an agreement - he declares: 'The transcription people tell us that their gross business is \$4,000,000, that they pay musicians \$1,100,000 and that their net is \$250,000. The companies can't give us anything. If they gave us their entire gross it's still small peanuts to the federation.'

"Later leadership has provided many striking cases of arrogance in recent years, but few that equal this position taken by the head of the American Federation of Musicians. In Petrillo's favor it must be admitted that when it was proposed to refer the controversy to the War Labor Board he announced his decision to abide by any government ruling, observing 'No John L. Lewis stuff here.' Now that the dispute has gone to the WLB it is to be hoped that he has not suffered a change of heart. Somehow a way should be found to obtain justice for the recording companies and the public to whose entertainment those companies cater."

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MCDONALD PLAN SAVES U.S. MILLIONS IN ROYALTIES

The Government is saving incalculable millions of dollars in royalty payments on radio patents as the result of a plan proposed to the Signal Corps by Commander E. F. McDonald, Jr., President of Zenith Radio Corporation of Chicago. Under this plan, which has been accepted, it was said by all but three or four of the country's manufacturers of radionic equipment, each company has granted the government a free license for the duration of the war under all patents it owns or controls.

The story was released by Hugh Robertson, Executive Vice President and Treasurer of the Company, who said that on October 17, 1941, Major (now Colonel) Donald K. Lippincott called on Commander McDonald stating that the Government was still trying to adjust patent royalty claims incurred during the 1917-18 war, and was sounding out radio manufacturers on a plan for having payments made on new contracts without similar confusion.

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A patent pool whereby the Government would allot fixed royalties to radio companies had been suggested. Mr. McDonald said that in his opinion we would be into the next war before the Government would ever get radio manufacturers in agreement on what sum should be paid the radio companies for the use of their patents. He told Major Lippincott that he believed the Government could obtain free that which it could not buy.

Commander McDonald pointed out that a patent is a legalized monopoly granted by the Government to individuals, stated that he did not believe this monopoly should be used against the Government in time of war, and suggested that the Signal Corps obtain a free license from all radio companies under all of their patents during time of war. As President of Zenith and of the Wincharger Corporation, he was the first to offer the Government such a free license.

The Signal Corps followed the plan suggested by Commander McDonald, Mr. Robertson stated, and did a splendid job, securing full cooperation from all but three or four radio manufacturers. When the contract was submitted to Zenith, Commander McDonald read it and said,

"It contains one superfluous word where it applies the license to nations with which the United States is now at war. The word is 'now'. By inclusion of this word the Government is forced to get new licenses for each war, if that war happens to be against any nation with which the United States is not now at war. Zenith stands ready to sign a new contract with this word eliminated, if that is the Government's desire."

Sometime later Col. Conrad E. Snow of the Signal Corps wrote to Zenith,

"Our records indicate that Commander McDonald was the first to enunciate substantially the plan adopted, and the Chief Signal Officer wishes me to express his thanks to Commander McDonald and your company for the part they have taken in the matter."

Mr. Robertson could not hazard a guess at the amount actually saved the Government, but said that with production of radionic equipment running currently at the rate of \$250,000,000 per month, the annual savings would amount to millions of dollars, in addition to the post-war freedom from tedious litigation of the sort which followed the last war.

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CONGRESSMAN SEEKS SENATOR TOBEY'S SEAT

Representative Stearns (R), of New Hampshire will run against Senator Tobey (R), New Hampshire who will come up for re-election next year. Senator Tobey is a very active member of the Interstate Commerce Committee which passes on radio legislation in the Senate. Anyone who has seen Senator Tobey in action at radio hearings can imagine the fight he might put up in a campaign. It will be a contest well worth watching.

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CALLS HOUSE FCC COMMITTEE TECHNIQUE "SMEAR FORMULA"

Continuing its campaign against Representative Cox (D), of Georgia, the Washington Post in an editorial "Smear Formula" said:

"Anyone who has followed the Cox Committee's 'investigation' of the FCC could have figured out for himself the strategy on which it was based. Make the headlines with sensational charges and never give the victim an opportunity to reply. It is not a new formula, although it has rarely been followed with such transparency. No one should be greatly astonished, therefore, at the evidence recently revealed by FCC Chairman Fly that the Cox Committee has pursued such a course in accordance with deliberate instructions from its general counsel.

"Mr. Fly made public a memorandum which he declared was confidentially circulated among the Cox committeemen. The memorandum laid down certain 'principles' to govern the Committee's proceedings. 'These "principles",' it said, 'are carefully designed to accomplish two results: (1) The seizure of the headlines; (2) by adroit use of the gavel, the effectuation of the principle that the committee must keep the Commission's side of the case from reaching the public.' If any further evidence were needed to demonstrate the unfitness of the Cox Committee to conduct an impartial inquiry, here it is with a vengeance."

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DAVID ROSENBLUM, FORMER NBC VICE-PRESIDENT, DIES

David Rosenblum, who in 1934 was Executive Vice President of the National Broadcasting Company, and from 1935-6 was also its Treasurer, died in Hartford Sunday at the age of 55. Mr. Rosenblum was one of the organizers of the Business Training Corporation, which was devoted to personnel training. Next he established Tradeways, Inc., a firm pioneering in business research and consultation.

Returning from a one-year world cruise in 1938, he became Treasurer and Business Manager of The New York Post. In 1941 he retired.

While at Harvard, Mr. Rosenblum was a member of the editorial staff of The Crimson. In the first World War he served as Second Lieutenant with the heavy artillery.

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SAYS PALACE GUARD GAVE FDR POOR ADVICE IN FCC CASE

Differing from most of the newspaper writers thus far heard from, George Rothwell Brown, top flight Washington correspondent, whose column is widely syndicated, has this to say about the now famous case of Messrs. Watson and Dodd, Jr., Federal Communications Commission officials, and Dr. Lovett of the Virgin Islands:

"Rarely has the President been so poorly advised by the palace guard as in the matter of his attack upon Congress for presuming to remove from the Federal payroll three employees of proved connection with, or sympathy for the principles of various subversive organizations.

"Mr. Roosevelt has chosen a battleground with Congress on which he is beaten before he starts.

"He has deliberately chosen a course which may lead to the most sensational rupture between White House and Capitol since Andrew Johnson.

"He has made certain that the bad relations between President and Congress will continue and become intensified after the present recess.

"The President in his press conference statement made no reference to the fact that a special House committee, after investigation and hearing of the three employees, had substantiated the charges that they had belonged to subversive organizations.

"In spite of this investigation and the action of Congress the President chose to embrace the three men so indicted by Congress, thus on the eve of his fourth-term campaign creating in the public mind the picture of a political alliance between the New Deal and the Communist front.

"The President declares the 'rider' by which Lovett, Watson and Dodd are to be dropped from the public service unless by November 15 they have been nominated by the President for their jobs, and confirmed by the Senate, to be unconstitutional.

"Yet, and the fact is inescapable, knowing this provision to be in contravention of the Constitution, he signed the act of Congress containing it, and thus made it part of the law of the land.

"Thereupon the President intimated to his press conference - and all the published reports agree on this - that the executive and legislative branches of the Government would not be bound by this action of Congress.

"This can only mean that the President of the United States, the executive branch, charged with the execution of laws passed by the Congress in the constitutional way, will defy the Congress.

"There can be no other explanation of the President's intimation that these three men will not lose their jobs.

"Here the President has been led onto very unsound ground by his palace professors.

"Actually the President is in an awkward situation from which he can be taken by only one thing - the confirmation of these three men by the Senate. That alone can save the President's face now, for these reasons.

"The law he has now signed says these men shall be dropped unless he nominates them. Thus the President must act by November 15, or out these men go. They will go for the reason that if by November 15 they have not been confirmed by the Senate there will be no authority for the payment to them of their salaries. The Comptroller General will so rule. He will have to.

"Now, after such a ruling, these men cannot be retained in their jobs. There is a Federal law against working for the Government without compensation.

"Suppose meanwhile, a way is found whereby the courts step in and say the dropping of these men is unconstitutional. You can't tell what the courts will do nowadays.

"What then? Even so they wouldn't be able to draw a dollar of pay unless Congress appropriated it, and Congress won't.

"Mr. Roosevelt has clean forgotten the great appropriation power of the Congress.

"One thing more, the President said there was no suggestion that these three men were not competent and loyal.

"On the contrary, the House of Representatives has adopted a resolution holding them to be unfit to continue in the public service.

"The President falls into the error of supposing these men could have been removed only by impeachment. They do not fall within the category at all.

"Mr. Roosevelt has gone to the mat with Congress on a weak case. As he will learn."

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 ::: TRADE NOTES :::
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The Radio Manufacturers' Association and the Institute of Radio Engineers Committee, which is considering the organization of the proposed Radio Technical Planning Agency, will meet again in about two weeks. It is expected that there will be an agreement on the proposed plan at an early date.

 Attention of radio jobbers was called today (Tuesday) to the fact that they may apply for relief to the War Production Board on Form PD-470 listing frozen stocks of copper wire mill products by amounts, sizes and types which cannot be sold in accordance with CMP Regulation 4. It should be pointed out that in the event an application should be approved by WPB, copper wire sold under such authorization cannot be replaced in stock.

 Elizabeth Knowlson, daughter of James S. Knowlson, former President of the Radio Manufacturers' Association, and Mrs. Knowlson was married last Saturday at Hinsdale, Ill., to Lieut. Walter A. Edwards. Mr. Knowlson was formerly a right-hand man of Donald Nelson in the WPB.

James G. Rogers, Jr. has been appointed an Assistant Director of the Domestic Branch of the Office of War Information by Palmer Hoyt, Director of Domestic Operations. Mr. Rogers went with OWI in January, 1943, as a Deputy Director. Previous to that, he was associated with the advertising firm of Benton & Bowles in New York, where he was Vice-President and General Manager.

As Assistant Director of the Domestic Branch, Mr. Rogers will be in charge of the coordination of the information programs and the different bureaus involved in that work.

Columbia Broadcasting System, Inc., Brentwood, L.I., N.Y., has applied to the FCC for a construction permit for a new international broadcast station to be operated on 6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520 and 21570 kilocycles, 50 kilowatts power and unlimited hours of operation except share time on all frequencies with WCRC, WCBX and WCDA; also share time on 6060 kilocycles with KWID and KWIX; use 6120 kilocycles by special authorization.

In newspaper and magazine advertisements and through radio broadcasts, R. H. Tillson, trading as Isabelle Beautetics Co., and as R. H. Tillson Co., 4058 Wyoming St., St. Louis, engaged in selling a cosmetic designated "Velskin", is charged in a complaint issued by the Federal Trade Commission with misrepresenting the properties and effectiveness of the preparation.

In starting its drive to sway Congress towards a more sympathetic view to labor and to weed out, if possible, those who voted to over-ride the veto of Congress in the anti-strike bill, the CIO is urging its members, among other media, to use radio programs.

For the first time in the history of Teachers College at Columbia University, college and high school music teachers from all sections of the country taking post-graduate Summer courses there are receiving credits for studies integrated with radio programs.

One of the five weekly classroom sessions is being held in NBC's Radio City studios, where the 150 teachers taking the course listen to broadcasts of "Music at War" and hear lectures by Dr. Gilbert Chase, music specialist of the NBC Public Service Department.

Baylor University and Carr P. Collins, Corpus Christi, Texas, granted construction permit for a new station to operate on 1010 kilocycles, 50 kilowatts, directional antenna, from daytime to sunset at Little Rock, Arkansas.

KFMB, Worcester Broadcasting Corp., San Diego, Cal., approved amended application for consent to transfer control of the Worcester Broadcasting Corp. from the Estate of Warren B. Worcester, deceased, to the First National Trust and Savings Bank of San Diego, and renewal of license application for a period of one year.

During its six months on the air "Hired Hand Exchange", a feature of General Electric's Station WGY, was able through co-operation with the United States Employment Service, to fill 45 per cent of all the employment requests received. A total of 716 requests, 407 for farm help and 309 for farm jobs, was received by WGY between January 1 and June 30 of this year.

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