

# HEINL RADIO BUSINESS LETTER

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No. 1551

## WRC ON 20TH BIRTHDAY TELLS HOW IT HELPED MAKE HISTORY

Perhaps no broadcasting station in the country had a bigger story to tell than WRC, whose slogan is "First in Washington", on its 20th birthday this week. Furthermore, not to be outdone by the White House, "Official Spokesman", "D. C. Speaker" of the Associated Press, and OWI's late "John Durfee", WRC came to life and told its own story.

Also present to reminisce on the gala occasion were Fred Guthrie, now District Manager of R.C.A. Communications, who first directed WRC, and Carleton D. Smith, well-known presidential announcer, the present General Manager.

The main broadcast "When Hearts Are Young" was followed later in the evening by "WRC in the Service", participated in by those in the Capital now in uniform who had formerly worked in the station and greetings to "those away on orders", such as Lieut. A. E. Johnson, U.S.N., former Chief Engineer of WRC in Washington.

"In 1924 we presented the very first political commentator ever to broadcast", said the voice of WRC, "Frederick William Willem the noted newspaper correspondent. That year WRC was joined by direct wire for the first time with Station WJZ in New York to broadcast a ringside description of the Dempsey-Firpo fight. Early in 1925, when people were buying all-electric radio sets, WRC originated for the network the very first broadcast of an inaugural ceremony, that of President Coolidge.

"On that memorable day", WRC said: "We are at the U.S. Capitol Building in Washington, D. C., to bring you by radio - for the first time in history - an eye-witness description of the Inauguration of a President of the United States. . . We are using two microphones! This broadcast is being sent to all sections of the country from the steps of the Capitol."

Describing what was one of the first eye-witness broadcasts of a great news event - the arrival of Charles A. Lindbergh in Washington after his flight to Paris, the voice of WRC said:

"Graham MacNamee told of Lindbergh's landing at the Navy Yard. Milton Cross, watching the spectacle from the Capitol Dome, John Daniel at the Treasury described the parade as it came down Pennsylvania Avenue, and Phil Carlin was at the top of the Washington Monument, the first time anybody ever broadcast from the Capitol Dome or the top of the Monument."

"Remember our 1933 broadcast of President Roosevelt's first inauguration and Parade: That was the most involved program

we'd ever had. . . a seven-hour broadcast . . . and we used five short-wave transmitters to send the program overseas", continued the voice of WRC.

"And - in 1933 - we also gave you the first broadcast of the opening of Congress . . . the first broadcast from the floor of the House of Representatives . . . President Roosevelt's first 'Fireside Chat'."

"1941 - WRC broadcast the first address by a wartime British Prime Minister to the Congress of the United States - and the first declaration of war to be broadcast by an American President!"

"After we set up in our first new home, lots of things happened", Mr. Guthrie said, taking over the story of WRC. "That was in the Riggs Bank Building at 14th and Park Road."

"And everybody said it was a wonderful location - because it was so far out in the country! WRC interjected.

"We had only one studio - but that was the very last word . . . our transmitter was right in the same building and our towers right up on the roof", Mr. Guthrie continued.

"And we had a staff of eight people - including the porter", WRC again interrupted to say.

"WRC shared time with WCAP", said Mr. Guthrie. You see the first year we were on the air, we didn't have what might be called regular hours. Did a lot of switching around."

WRC said: "But then I got a little tired of never knowing when I was to work and when I'd have some time off, so the next year we got on a regular schedule of Monday, Wednesday and Friday afternoons and Tuesday, Thursday and Saturday evenings."

"I remember one night, though", Mr. Guthrie went on to say. "One of us signed off late - and one of us signed on early! So for five minutes, Wasnington heard two different programs coming in together on the same frequency. \* \* \* \*

"Twenty years ago tonight when we went on the air for the first time, we had a three hour program planned. But a few minutes after we were on the air I got word that I was wanted in the control room right away. The first speaker was talking and we could hardly hear him. His voice was terrible! Fuzzy and distorted! Absolutely unnatural! The engineers were blaming the trouble on the new-fangled microphone - and I didn't know what to think. One after another those speakers were worse and worse and we grew sadder and sadder"

"Our inaugural program - and we thought it was ruined! said WRC.



"Well, sir - another guest began to talk", Mr. Guthrie went on to say. "His voice was perfect. Clear as a bell - natural as life. Truth of the matter was - we had got confused as to which was the right and wrong side of the mike - and half the speakers had talked into the back of it!"

"This is a postscript to the story of WRC - a postscript about today and tomorrow", Carleton Smith said, when his turn to speak came. "We in the WRC family, like to think of our station as a living entity - as we heard tonight - not just three initials, three call letters, not just a spot on your radio dial, but an entity that lives - a voice that is welcome in your home - a voice that brings fine things in music, drama, comedy, news, education and everything else that a voice can express. Tonight WRC wants to express appreciation to the legion of Washingtonians whose loyalty and friendship have helped make this 20th anniversary such a proud one. Your support has given us real cause for celebration. And while we observe our 20th birthday, let us remember that our American system of providing universal broadcasting service without cost to the listener rests on the support of our advertisers. Our appreciation to them and to the local and network sponsors whose broadcasts furnish that financial support. \* \* \* \*

"Many people keep the voice of WRC alive. From a staff of eight, 20 years ago we have grown to 79 today. We're very proud to be able to say that 25 members of our WRC family have been with us for more than 10 years. 29 are serving in the armed forces. During these 20 years WRC has developed and trained many fine entertainers and personalities - some have gone on to other fields - opera, the concert stage and the movies.

"Our staff is responsible for more than four thousand programs transmitted from Washington each year to the NBC network and the world.

"Today as we begin our third decade of public service, we pledge ourselves to offer only the best in programs. When victory and peace come again, a bright new world of radio will begin. There will be improved transmission and better reception . . . There will be television and other new marvels of radio magic.

"All these will be part of our service to you, our listeners. But they must wait until peace and victory. Meantime we renew our pledge to bend every effort toward accurate information and fine entertainment."

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A 68-page primer intended to help the beginning understand the fundamentals of radio has been produced by the General Electric Electronics Department. It is the outgrowth of a training course in radio prepared for people employed in non-technical positions in the radio industry.

Copies may be obtained from the Advertising Division, Electronics Department, General Electric Co., Bridgeport, Conn., for 25 cents in coin.

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## CALLS GOODWIN WATSON ET AL "THREE PATRIOTIC CITIZENS"

In his speech to the Democratic Woman's Club in Washington last week, FCC Commissioner C. J. Durr had this to say about the now very famous Goodwin Watson case:

"The stonecutter had hardly finished carving on the base of our new memorial to Thomas Jefferson his words, 'I have sworn upon the altar of God eternal hostility against every form of tyranny over the mind of man', when Goodwin Watson, Chief Analyst of the Foreign Broadcast Intelligence Service of the Federal Communications Commission, William E. Dodd, Jr., of the same organization, and Dr. Robert Morss Lovett, Secretary of the Virgin Islands, three patriotic citizens of the United States whose ancestors had fought in the war which made our Bill of Rights possible were, by legislative enactment, solemnly declared to be 'unfit' to serve their government because of their beliefs.

"No charge was made that they were lacking in competence to fill the jobs they hold or that they have failed to perform their duties loyally and efficiently. They were not accused of violating any law, of advocating any change by force in our Constitutional form of government, or of using their positions for political purposes or to further their own ideas or objectives. It was not even suggested that they had given less than whole-hearted support to the Government in the prosecution of the war. On the contrary, the evidence was uncontroverted that they had foreseen and warned against the menace of Nazism and Fascism when most of us were complacent in our belief that what happened in Europe and Asia didn't concern us. Much was said about their 'affiliation' with so-called 'Communist-front' organizations, but their real crime consisted of having expressed beliefs with which their accusers and judges did not agree. These beliefs were not expressed in the performance of their official duties or even while they were employed by the Government, but at a time when they were private citizens. Because of their beliefs, Messrs. Watson, Dodd, and Lovett were not deemed 'right-minded people'. So they were declared 'unfit' to serve their Government; not merely unfit to hold their particular jobs or to hold those jobs during this or the next fiscal year or during the war, but unfit for all time to serve the Government in any capacity, except to serve on juries and in the armed forces - small consolation for men past the age of military service, as two of them are. As 'dangersou' as these men are alleged to be, they are permitted to continue in their present jobs until next November 15th, at which time their compensation ends unless they are reappointed by the President and confirmed by the Senate.

"As paradoxical as this concession is, it is to the eternal credit of the Senate that it stood firm in its position that the legislation was unconstitutional and violated fundamental American rights, and accepted the concession as an unsatisfactory compromise only because a vital appropriations bill was at stake and important governmental functions would soon have had to be suspended for lack of funds.

"However disturbing this incident may be, I think we can take a great deal of comfort from the progress we have made since the last World War. For example, we haven't today many cases like those cited by Zechariah Chafee, Jr., in his excellent book, 'Free Speech in the United States'. We haven't yet had a case like that of Rose Pastor Stokes, who was sentenced to ten years in jail for telling an audience of women: 'I am for the people and the Government is for the profiteers.' Or like that of the woman who said with reference to the President, 'I wish Wilson was in hell', and was held to be guilty of a threat to kill the President, because, according to the reasoning of the Court, how could he be in hell unless he were dead.

"Thanks to a popular revulsion against the wave of hysteria and intolerance which came with and followed the last war, we are better prepared today to accept the attitude taken by President Roosevelt, who said shortly after we entered this war:

"We will not under any threat, or in the face of danger, surrender the guarantees of liberty our forefathers framed for us in our Bill of Rights. We hold with all the passion of our hearts and minds to these commitments of the human spirit.'

"We also owe much to the firm stand taken by the United States Supreme Court which, in the Jehovah's Witnesses and other cases, has carried forward into recognized law some of the philosophy expressed in the dissenting opinions of Justices Brandeis and Holmes.

"Unfortunately, even though our intentions be the best, it is not always so easy to determine on which side of an issue the right of free speech lies. Firm believers in freedom of speech may easily find themselves in direct disagreement as to how its ends may best be served. The words of the Constitution have a simple sound, but when we apply these simple general principles to specific cases, difficulties may easily arise."

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#### MINDERMAN, NEW FCC PUBLICITY MAN

The Federal Communications Commission has appointed Earl Minderman as Director of Information. For the past year Mr. Minderman has been Director of the Division of Research and Information of the Bureau of Motion Pictures, Office of War Information. Previously, he had been National Director of Information of the Work Projects Administration here and State Information Director of the same organization in Ohio. Before entering Government service, he had been on the editorial staff of the Columbus (Ohio) Citizen and the Toledo (Ohio) News-Bee.

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## NEW INSTRUCTIONS TO RADIO RETAILERS ON ASSEMBLED SETS

Retailers were cautioned Thursday by the Office of Price Administration against selling new "assembled" radios and phonographs without tags which must be attached by the assembler to indicate the officially-sanctioned retail ceiling price of each item.

Because the manufacture of complete radio receiving sets and phonographs is prohibited by wartime conditions, new sets now appearing on the market are assemblies of parts likely to have been gathered from a variety of different sources. Assemblers, who have been reporting their new prices to OPA for approval now have begun shipments to the trade.

If the retailer receives any "assembled" radios or phonographs, shipped by the assembler after July 25, 1943, and these sets have not been tagged and labeled properly prior to shipment, he must withhold these from sale until he has contacted his District OPA office and the assembler; and until these "assembled" sets have been properly tagged and labeled.

Maximum Price Regulation 430 (Assembled Radios and Phonographs) makes it obligatory for assemblers of new radios and phonographs to attach a tag to each item sold, stating (1) the retail ceiling price of each set, (2) the assembler's stock number for that particular set, (3) a notice that the set has been assembled and priced in accordance with MPR 430, and (4) a statement that the set is guaranteed for a minimum of 90 days (unless a special price has been authorized by OPA under Section 12, in which case no guarantee is required.) This Price Regulation 430 became effective July 26, 1943.

Secondarily, the regulation requires assemblers to affix on the inside of every cabinet of an assembled radio receiving set or phonograph a label clearly showing (1) the circuit diagram of the chassis, including the location of tube sockets properly marked with the corresponding tube number, (2) the original manufacturer's name and model number of the chassis and phonograph (3) the assembler's name and address, and (4) his stock number for the item.

Retailers also were reminded by OPA that, regardless of any former practice, every person selling an assembled radio receiving set or phonograph in the course of business is required to furnish the purchaser with a sales slip, invoice, or some similar evidence of purchase, showing the assembler's stock number, date of sale, price charged, a statement showing whether the set is or is not guaranteed, and the name and address of the purchaser.

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## EDWARD KLAUBER, CBS CHAIRMAN, RETIRES

There was a solemn moment when the Board of Directors of the Columbia Broadcasting System, accepted the resignation of Edward Klauber as a Director and as Chairman of the Executive Committee, last Wednesday. Mr. Klauber, who had made a big name for himself in the newspaper field as an editor of the New York Times and even a bigger success in radio, was forced to retire on account of ill health.

"I know you will join with me in a feeling of profound regret that Mr. Klauber cannot continue his work with us", William S. Paley, head of the Columbia Broadcasting System said addressing the Directors, "and in a feeling of deep appreciation for his many years of service and his outstanding contribution both to the success of the company and to the development of the radio broadcasting industry."

In a letter accompanying his resignation, Mr. Klauber asked that the following message, from him, be transmitted to the organization:

"Because of my ill health the Board of Directors has accepted my resignation from all official connection with CBS, and I have been allowed to retire.

"It is a matter of real regret that I cannot say a personal good-bye to all of you with whom I was associated for so many years.

"Since I am resting in the country I take this only available means of saying 'so long and good luck', and I do hope to see very many of you individually when I come back to New York."

The CBS Board declared a cash dividend of thirty cents per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on September 3, 1943, to stockholders of record at the close of business on August 20, 1943.

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## PETRILLO SPRINGS HYDE PARK DEBUT AS WLB BEGINS PROBE

The news came almost at the same time that James C. Petrillo, President of the American Federation of Musicians, hoped to launch his series of free concerts in smaller communities at Hyde Park, New York, summer home of President Roosevelt, and that the War Labor Board had named a three man panel to hold hearings on the Petrillo broadcast record ban.

It was said further that if the Hyde Park plan worked out, the President, whose idea the small community concerts is said to be, would be invited as the No. 1 guest of honor. The series of 570 concerts will begin within a couple of weeks and the union expects to spend at least a half a million dollars putting them on.

The War Labor Board denied a request of the 7 transcription manufacturing companies that the AFM be ordered to call off its strike pending the determination of the case.

The Chairman of the panel appointed by WLB is Arthur Meyer, head of the New York State Mediation Board and Vice Chairman of the Regional War Labor Board. Other members are Henry S. Woodbridge of the American Optical Company, representing industry, and Max Zaritsky, President of the United Hatter, Cap and Millinery Workers (AFL), representing labor.

This particular case involves only the making of large-size broadcasting disks and not the standard-sized records for home and juke-box use, although Petrillo ordered his musicians to stop making all types of recordings.

There was a meeting in New York of the executives of the transcription manufacturing companies and three networks to consider a new proposal to settle the strike, the general idea of which, it was reported, called for payment by the radio stations of a fee not only to the musicians' union, as demanded by Mr. Petrillo, but also to the record companies. Mr. Petrillo was not available for comment but several days ago he acknowledged that he was having continuing sessions with Decca officials who were among those attending the Thursday New York meeting.

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#### NOBLE ASSOCIATES IN BLUE TRANSFER UNDER FCC SCRUTINY

In authorizing the transfer of ownership of the Blue Network stations to E. J. Noble, the Federal Communications Commission will go over those backhanded transactions very carefully. This was indicated by Chairman James L. Fly. He said that Mr. Noble has taken full responsibility for the purchase and that there is some uncertainty as to who will come in with him. Asked if James H. McGraw, of McGraw-Hill, had been dropped because he was a publisher, Mr. Fly said:

"As a matter of fact I didn't know that Mr. McGraw had been dropped from the picture. I had no part in the negotiations."

The Chairman was asked how the entrance of McGraw, a publisher, into the network field would be regarded and he replied: "I don't want to meet that question until we come to it."

"Nor do I want to be taken as expressing any approval of this particular sale. That is something that will come before the Commission, and neither the Commission nor I have had any opportunity to pass upon the merits of this sale. That will be considered in due course. I do want to say, however, that the mere fact that a sale has been made and that RCA has moved to effect the disposition of the Blue is, I think, a constructive thing and it does represent an example of industry cooperation with Government."

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## NEW YORK FCC HEARINGS PROVE GOOD SIDESHOW

The House sub-committee hearings in New York held the newspaper head-lines all week which is quite a feat in wartime. Apparently the inquisitors, Representatives Edward Hart (D), of New Jersey, and Richard Wigglesworth (R), of Massachusetts, were occupied in New York longer than they had expected to be and as a result it was not known at this writing whether or not the main hearings scheduled for Monday, August 9, would be resumed at that time or would have to be postponed.

James A. Guest, head of the Federal Communication Commission's New York office, testified that the FCC had no power to "throw anybody off the air" but that action taken under his supervision had been followed by the disappearance of an announcer from WHOM, a foreign language station.

Mr. Garey quoted Elmer Davis, head of the Office of War Information, as saying the test of a Communist was "his behavior between August 22, 1939, when Germany and Russia signed their non-aggression treaty, and June 22, 1941, when Germany attacked Russia." He asked Mr. Guest if he was in accord with that statement and Mr. Guest replied affirmatively.

Eugene L. Garey, counsel for the Committee, produced a letter in which the Office of Censorship stated its refusal to join with the FCC and the Office of War Information in the circulation of three questionnaires. The censorship body noted the growing antipathy to questionnaires in general, and declared it felt that information sought in the documents would be unnecessary to an adequate censorship. Further, the Bureau said that it felt some of this information went beyond its proper scope.

Gene T. Dyer, operator of two foreign-language broadcasting stations in Chicago, testified that he had dismissed three announcers and lost \$18,000 worth of business because he understood they were "repugnant" to the Federal Communications Commission, and feared that if he retained them it would have an adverse effect on renewal of his license.

The stations are WGES and WSBC. Dyer was told by his Washington representative, he said, that if the two announcers were not put off the air "it is possible that we will be called to account on two purely technical charges. The two charges will be based on irregularities found in our books and our equipment."

Committee Counsel Eugene L. Garey asked Dyer if there actually was anything wrong with his books and equipment. Dyer replied the equipment was brand new and the books were in good shape.

Joseph Lang, General Manager of Station WHOM, New York City, testified that one of the reasons why he removed Elsa Maria Troja as one of his broadcasters was because of the insistence of an official of OWI.



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Mr. Lang was a witness for the Cox Congressional Committee which is investigating the Federal Communications Commission. Early in 1942, Lang said, Lee Falk, Chief of Radio Foreign Language Division of OWI, had on several occasions insisted that Miss Troja be removed from Station WHOM. Finally in June 1942, Lang took her off the air.

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#### RADIO BECOMES "VOICE OF NEW YORK" IN HARLEM RIOTS

The radio stations of New York City, backed Mayor LaGuardia to the limit in his effort to quell the Harlem riots. The Mayor went on the air repeatedly and his talks were carried not only by the four big network stations - WABC, WOR, WJZ and WEOF - but every other station which had time available. Those which couldn't clear at the moment made recordings which were rebroadcast immediately afterwards.

As a result of the good teamwork and cooperation between the Mayor and the broadcasters, there was high praise for radio and its value in such an emergency was well demonstrated. Westbrook Pegler said that entirely too much credit had been given to Mayor LaGuardia. A correct proportion would be about .01 percent for the Mayor and 99.09 percent for the New York police who faced the mob. If that is true, then quite a large percent of credit should also go to the broadcasters of New York City.

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#### OFFICIALS ON CARPET FOR CLOSING POSTAL OFFICES

The Federal Communications Commission ordered an investigation into the recent closing of Postal Telegraph offices in connection with the firm's proposed merger with Western Union.

The action followed a complaint filed by the American Communications Association (CIO) that such closures were causing "discontinuances, reductions and impairment" of telegraph service.

FCC records indicated that approximately 100 Postal offices had been closed, but the union representatives contended the number was higher.

Postal has acknowledged closing of several of its branch offices, but denied any violation of the law. It contended the action was taken as an economy move, since the company is losing money.

Both Postal and Western Union officials testified at recent hearings that the closings had not resulted in any impairment of service.

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TRADE NOTES

Dr. L. Grant Hector, Chief Engineer of the National Union Radio Engineering Company of Newark, New Jersey, has been appointed Production Consultant on miniature tubes in the Radio Division of the War Production Board.

Palmer Hoyt, Director of Domestic Operations, yesterday announced that Leo C. Rosten has resigned as a Deputy Directory of the Domestic Branch of the Office of War Information, to resume his activities as an author.

"Mr. Hoyt said: "Mr. Rosten has been with the Office of War Information and its predecessor agencies since Pearl Harbor and has completed a thoroughly commendable series of information projects. I am glad to say that Mr. Rosten has agreed to let us call upon him in the future as a consultant of OWI."

Among those receiving the Maritime Commission "M" for outstanding production achievement was E. H. Scott Radio Laboratories of Chicago.

A new-type program traffic schedule, developed over a year's time by Arthur Whiteside, WOR Production Manager, has been put into operation at the Station and has proved to be a success, saving time, simplifying operations and cutting the possibility of errors. WOR will make this available to any station desiring to adapt it for its own use. The new chart enables master control technicians, engineers, production men and announcers to note almost instantly the station's and network's complete 24-hour operations.

The Zenith Radio Corporation was the winner of a citation and a Victory Award from the Lumbermens Mutual Casualty Company on August 2nd. The citation read "For outstanding achievement in the field of industrial safety. This citation is given in recognition of a praiseworthy record in the prevention of accidents, resulting in the conservation of manpower while speeding production essential to the nation's war effort."

Arthur Godfrey, early morning monologist over WABC, Columbia's New York key, remarked to listeners during one of his broadcasts last week, according to Variety, that if they had any complaints about his performance they could call Circle 7-5700 and ask for Mark Woods. "He'll be glad to hear it", added Godfrey.

The office of the Blue Network's president did hear from some of these listeners and the answer was, "Who is Arthur Godfrey?"

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