

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF SEPTEMBER 21, 1943

No Absentees on FM Educational Channels Fly Warns	1
"Gibson Girl" Set of Great Value in Rescue Work	3
Greater Capital Official Puts on Greater Kids Quiz	4
U.S. and England to Join in Overseas "Town Meeting"	5
NBC Public Service Sets Higher Goal for 1944	5
Mutual Network Marks 9th Year Oct. 2	6
CBS to Give "Hitch-Hiker" Announcements the Boot	7
Bill to Kill OWI; Elmer to Ask for Millions More	8
Noble Told to File Statement in Blue Net Policy	9
Petrillo Partially Lifts Ban on Record Making	10
When the Two-Station "Chain" Broadcast World Series	10
Trade Notes	11

September 21, 1943

NO ABSENTEES ON FM EDUCATIONAL CHANNELS FLY WARNS

The law was laid down to the Federal Radio Education Committee last Friday by James L. Fly, Chairman of the Federal Radio Commission on making the fullest possible use of the five FM channels which the Commission has set aside exclusively for the use of non-commercial educational institutions.

"This is the point I want chiefly to stress -- those choice channels were not set aside for absentees" Chairman Fly declared. "The ether is far too crowded, the pressure from other interests seeking to use radio far too great, to permit continued reservation of those channels, unless educators actually get busy and fill them with educational stations. There is no room for what the railroad industry calls "deadheading". If education doesn't need those channels, and if it doesn't prove its desires and needs by actually making intensive use of them, history is going to repeat itself, and education will again find that it is left with memories of a lost opportunity."

Mr. Fly had previously explained: "Following a prolonged struggle, which began long before the present Federal Communications Commission was set up, the present Commission has found it possible to set aside five educational channels the country over exclusively for the use of non-commercial educational institutions. Those five channels afford room for hundreds of FM stations all over the country. It is not unlikely that every school board or other educational body which so desires can find room on one of these channels for a long time to come. Moreover, the five are among the choicest channels in the spectrum; they immediately adjoin the 35 channels set aside for commercial FM broadcasting, so that programs broadcast on these channels will be audible not merely on special receivers but on most ordinary FM home receivers as well. The rules of the Federal Communications Commission specifically provide for adult educational and other programs aimed at the community generally to be broadcast over the school stations, provided only that they remain non-commercial. Thus education now has what it has sought through bitter battle over more than a decade -- a home of its own on the air.

"Some persons have blamed the old Federal Radio Commission for the tendency of educational stations to fall by the wayside. Others have placed the blame on monopolistic policies within the broadcasting industry. Here again I want to express no opinion. But I do want to suggest that educators themselves were not altogether free of blame. As competition in the radio field became more and more intense, as equipment became better and therefore more expensive, as program quality rose and therefore required more

effort, too many educational stations tended first to lag behind, and thereafter to abandon their licenses.

"The Commission has assigned a sufficient number of choice FM frequencies, but there are some things we cannot do for you. We can't build stations for you. We can't operate stations for you. And we can't supply programs for you. These are things education must supply for itself. And it must do so promptly if its channels are to be maintained. For, if education does not move into the home set aside for it, there will be plenty of others who will first seek and then demand admission to the vacant rooms.

"On the new FM band, you're going to be travelling in fast company. Your programs will be competing, so far as general listeners at least are concerned, with the best that commercial radio can offer. And remember, it's easy to play hookey from a radio school. A mere twist of the dial will shut out 17th century history or trigonometry and bring in Jack Benny or the results of the World Series. I am myself a great believer in competition, and I have a notion that competition between the commercial and non-commercial FM bands will result in improved program service on both bands.

"The techniques for reaching and impressing mass audiences so skillfully developed by commercial radio can and indeed must be applied, though perhaps in somewhat modified form, if the new educational FM stations are to live up to their promise.

"By that I don't mean to suggest that such slogans as 'the square of the hypotenuse is equal to the sum of the squares of the other two sides' should be set to music and plugged home to the tune of 'Twice as much for a nickel, too -- Pepsi-Cola is the drink for you'. But I do want to suggest that the dramatic and narrative techniques which have proved successful in commercial competition are not without their lessons to the educator seeking to use a new and sensitive medium.

"After the war, equipment will be freely available; plans should be laid now to get going at the earliest possible date. For after this war, there will have to be a reshuffle of frequency assignments. Whole new portions of the spectrum, formerly deemed useless, have been opened up through wartime research, while the expanding need for world-wide communications and especially the vast new aviation uses of radio, will in all probability crowd the postwar ether even more tightly than the comparatively smaller spectrum was jammed before the war. In such a reshuffle, the friends of educational radio will certainly want to hold their own. If their plans are ready, and they can show both the real use to which educational frequencies are being put and the proposed use for which plans have been fully laid, the necessary frequencies will no doubt remain available. But if lethargy prevails, and others seeking to expand their own services are able to show that the channels reserved for educational stations are going to waste, then it will almost certainly be either difficult or impossible to continue the reservation of unused frequencies."

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"GIBSON GIRL" SET OF GREAT VALUE IN RESCUE WORK

Recently a Skytrain transport plane, carrying 19 sick and wounded soldiers from Guadalcanal, was forced down in the South Pacific. Rescue was effected by the three members of the crew through the use of their emergency radio equipment.

As told in a War Department release, the plane, 100 miles from its destination, made a forced landing on a coral reef. On the ninth day the radio messages were picked up and food was dropped to them by a plane from their own squadron. Two days later, a Navy destroyer arrived and took them off.

The radio credited with bringing succor to the stranded men is the Army's "Gibson Girl," now standard equipment on all Air Force planes making overwater flights. It was developed, in conjunction with commercial radio firms, by the Signal Corps, Army Service Forces, which also procures and maintains it.

So-called because of its hour-glass figure, made famous by Charles Dana Gibson, the "Gibson Girl" is an automatic transmitter, pre-tuned to the international distress frequency. An airman, forced down at sea, merely turns a crank, activating a keying mechanism which sends out an SOS. Since all ocean-going vessels are required to maintain a constant watch on the distress frequency, the chances of being picked up are good. When more than one receiving station picks up the call for help, the position of the survivor can be plotted through triangulation.

Weighing about 35 pounds, the set is packed in a bright yellow bag which, when parachuted from a plane about to "sit down," can be easily identified on the sea. It is unsinkable, as was illustrated not long ago by a newspaper report from England telling how seven crewmen of a crippled Flying Fortress, forced down in the North Sea after a raid on Germany, were picked up after battling frigid, 40-foot waves for eight hours.

The Fortress struck the water with such force it broke in two and sank "so quickly we were unable to remove the plane's two life rafts and emergency radio," the survivors said. "Fortunately, these vital pieces of equipment floated to the surface soon after the plane went down."

Two methods of raising the 300-foot copper wire aerial are available to airmen afloat. A collapsible box kite is provided for windy weather. Two rubber balloons, for use when there is no wind, can be filled from two hydrogen generators which are part of the complete equipment.

A small button, on the face of the set, allows regular messages to be sent. The Morse Code is printed on the top of the set, for those who do not know radio dots and dashes. An integral part of the equipment is a lamp which can be powered by turning the crank. Although the Axis is known to have a similar piece of

apparatus, American radio engineers consider the "Gibson Girl" far superior. The keying mechanism is an important development while the antenna raising devices--the kite and the balloons--give it far greater range. The hydrogen generators cut down the time for inflation of the balloons by 75 per cent over the methods used by the enemy for the same purpose.

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GREATER CAPITAL OFFICIAL PUTS ON GREATER KIDS QUIZ

Finding Constitution Hall sold out to a \$3,500,000 Third War Loan Bond audience to hear the Quiz Kids and a lot of people still unable to secure tickets, Edgar Morris, Zenith Radio distributor in Washington and mainspring of the Greater National Capital Committee of the Washington Board of Trade, corralled the Kids for a preview. It took the form of a reception given at the Mayflower by the Committee at which children of the Diplomatic Corps were special guests. As a diversion Mr. Morris had the Quiz Kids ask the questions and the boys and girls from Russia, Mexico, Czechoslovakia, Lithuania, San Domingo and other countries answer them. The event assumed such importance that the Blue Network decided to broadcast it and the children, gaily attired in their native costumes, made a brightly colored scene as they gathered about the microphone.

Percy Sherwood, who appeared to be about 10 years old, son of the Naval Attache' of the Canadian Legation, proved the first casualty when one of the Quiz Kids asked "How did you get the Maple Leaf in Canada?" "I don't know" Percy replied. His answer was so frank and manly that the audience plainly sympathized with him and applauded him later as he quickly gave the right answers to other questions.

The highlight of the occasion was when Quiz Kid Gerard Darrow, age 11, asked Mary Jane Soong, daughter of Foreign Minister Soong, of China: "Are the Chinese women as tactful as they are supposed to be?" Mary Jane replied without hesitation: "Some are and some are not."

Sabu, movie star in Kipling's "Jungle Book", and "Elephant Boy", and now in the U. S. Army, tried to put Quiz Kid Richard Williams, the math wizard on the spot with this one:

"Two boys divide \$5 in such a way that one gets 25 cents more than the other. How much does each get?"

Richard, smiling at the cocky son of India, replied:

"Why, one gets \$2.62 $\frac{1}{2}$ and the other \$2.37 $\frac{1}{2}$. Are there any more questions, Sabu?"

A woman reporter asked Quiz Kid Margaret, "Who is the Mayor of Washington?" Her reply was: "There is no Mayor here."

9/21/43

However, the Kids learned the answer to that one the hard way earlier in the day when a newspaper man asked the same question and they all narrowly escaped biting the dust on it.

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U.S. AND ENGLAND TO JOIN IN OVERSEAS "TOWN MEETING"

Radio's first two-way audience participation hook-up with full heckling privileges on both sides of the Atlantic has been arranged by the Blue Network and the British Broadcasting Company for the two trans-Atlantic broadcasts of "America's Town Meeting" which will be heard in this country over the Blue Network on Sept. 30 and Oct. 7 at 8:30 p.m., E.W.T.

Through radio an audience in Town Hall and an audience in London will be able to join together in discussion of questions affecting both peoples. Two speakers will be heard in Town Hall in New York and two speakers from London with George V. Denny, Jr., moderating the discussion from England. Questions from the audience for both American and British speakers will be exchanged across the Atlantic.

"How Must We Deal with Germany After the War to Win the Peace?" is the subject of the first broadcast, which will be transmitted on Saturday morning, Sept. 25 and will be heard in America by transcription at the regular broadcast hour on Sept. 30.

Miss Dorothy Thompson, columnist and Dr. Richard Brickner, author of "Is Germany Incurable?", will be the speakers in Town Hall. Sir Robert Gilbert Vansittart, British diplomat, and Miss Jennie Lee, former member of Parliament, will be the speakers from London.

"How Must We Deal With Japan After the War to Win the Peace?" is the subject of the second broadcast. Speakers on this program will be announced later.

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NBC PUBLIC SERVICE SETS HIGHER GOAL FOR 1944

Attainment during the coming year of public service programs of still greater quality was the goal set for the NBC public service department by Niles Trammell, president, last week at the conclusion of a two-day department meeting. Dr. James Rowland Angell public service counsellor, presided.

Mr. Trammell expressed satisfaction with developments in the public service picture since the establishment of a separate public service department nine months ago but added that he expected further progress in the future. Frank E. Mullen, vice-president and general manager, declared that the department, in the short

9/21/43

period of its existence, had succeeded in integrating itself with the complicated network setup and that public service programming had profited as a result.

The meetings opened Tuesday in Radio City with a report by Jane Tiffany Wagner, NBC director of war activities for women. She announced that a total of 28,182 nurses, 89,994 nurses' aides, and 749,475 home nursing students have been entrolled by the American Red Cross through the NBC program, "That They Might Live."

A plan for a public service series which would invite the cooperation of outside groups at different intervals through the year was suggested by Clarence L. Menser, vice-president in charge of programs. John H. MacDonald, vice-president in charge of finance, declared that NBC was prepared to back the department with necessary funds on all worthwhile public service programs. Max Jordan, director of religious broadcasts, told of the new studios which had been built for religious programs and outlined plans for the coming year.

A. L. Ashby, vice-president and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on FCC regulations, and Albert E. Dale, director of information, brought the meeting up to date on political developments in Washington.

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MUTUAL NETWORK MARKS 9TH YEAR OCT. 2

The Mutual Broadcasting System, which started with only four stations in 1934, will mark its Ninth Anniversary on October 2 as a network with 211 affiliates and with outlets in Canada, Hawaiian Islands and in Mexico through Radio Mil.

A highlight of the network's birthday celebration will be the appearance of President Miller McClintock on "California Melodies" over Mutual Saturday (Oct. 2) 8 p.m., EWT.

"We can point with pride to a record of remarkable growth in facilities, programming and advertiser acceptance," said Mr. McClintock. "Our plans for the future encompass even greater accomplishments. But on behalf of every Mutual station and every member of our personnel I want to say that our major task as we look to the future is to contribute even more than our full share to the war effort to hasten the day of peace throughout the world."

Keeping pace with Mutual's rapid growth in member stations is the network's billing figures. At the end of Mutual's first year billings were \$1,422,413. At the end of another year the first digit was a "2" instead of a "1". By 1941 billings totalled \$5,000,000. Last year gross billings exceeded \$9,500,000. This year it is anticipated that they will top \$14,000,000.

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CBS TO GIVE "HITCH-HIKER" ANNOUNCEMENTS THE BOOT

The Columbia Broadcasting System has invited its clients and affiliated stations to remove a triple threat against the soundness and success of radio advertising by the elimination of "cow-catchers" and "hitch-hikers." These two cast-off commercials, in combination with station-break announcements, constitute "the trip-hammer trio" which, it was said, threaten the effectiveness of radio advertising.

Elimination of the triple sequence of simulated spot announcements on the network was endorsed by the CBS Affiliates Advisory Board at its fall meeting in New York. The action follows an analytical review of the entire field of "plug ugly" criticism.

The new policy which becomes fully effective October 1, is delineated as follows:

1. No change in standard time limits for commercial advertising on quarter-hour, half-hour or full hour programs.
2. No restriction on the number of products any client may advertise within such time limits.
3. The only actual change precludes "simulated" spot announcements which pretend to be divorced from the program by preceding the introduction of the program itself or following the apparent sign-off.

This move to encompass all commercials within the limits of the radio program itself, according to the CBS announcement, it "expresses our confidence in the highest skill in selection and use of broadcast advertising which in recent years has amounted to a new tonal range and widens, we believe, the horizons for its further and effective use."

Painstaking research over a long period convinced CBS officials that practically all unfavorable criticism of radio advertising was leveled - not at material intimately linked to radio entertaining but - at the "cast-off" commercials cut adrift from entertainment.

Laboratory tests established that listeners registered "annoyance" strongly when two or more consecutive commercials were heard between programs. The same total amount of advertising was often rated by listeners as "25 per cent to 50 per cent more" when it was dislocated from the body of the program. Hence the "too much advertising" illusion and the "plug ugly" complaint. Even more striking, these experiments revealed:

"Most listeners indicated they would rather hear a long commercial with entertainment than a short commercial without."

Admitting that the network itself must assume full responsibility for the problem of the "triple threat" against the

soundness and success of radio advertising, a straightforward statement by CBS to its clients and affiliate stations points out that the action is designed to protect "the indispensable idea in broadcast advertising."

The opprobrious terms, "hitch-hiker" and "cow-catcher," over the years have entrenched themselves strongly in the lexicon of radio. They refer respectively to detached commercials sandwiched in between closing and openings of programs. Interlarded between these two is the station-break commercial. In the aggregate these constitute "the triple threat."

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BILL TO KILL OWI; ELMER TO ASK FOR MILLIONS MORE

Elmer Davis surely can take it. Notwithstanding the fact that Representative Barry (D) of New York has introduced a bill to abolish the Office of War Information and also that the last time Elmer asked Congress for money his bureau was almost wiped out and furthermore that only a week or so ago Davis gave Congress a beautiful bawling out, he expects soon to again join the Congressional breadline asking for another \$5,000,000.

The outburst of Mr. Davis, who even yet has apparently not learned that it is bad business for a Government employe like himself to talk back to Congress, came when he was asked to reply to the charges of Rep. J. W. Ditter, Chairman of the Republican National Committee that OWI has been on probation and with its numerous blunders had violated the parole. Davis replied:

"There was no probation about it. Our enemies in the House wanted to destroy the OWI domestic branch but when they found it would incur too much political opprobrium they then tried to cripple us and failed.

"They didn't destroy us, but they managed to give us a pretty hard wallop. They left us enough money to do a pretty fair job but it wasn't the fault of Mr. Ditter and his friends.

"It takes a good deal of gall to talk of probation after that--not that I put too much weight on the utterances of Mr. Ditter." While abolishing OWI the bill of Representative Ditter would transfer its activities to the State Department.

The Office of War Information has reorganized its overseas division anew, and simultaneously has laid plans to ask Congress for several million dollars of additional funds to keep the propaganda war in step with the march of military events.

The change affected mainly the European and African theater. It makes James P. Warburg, deputy director in charge of psychological warfare policy since last February, responsible for United States propaganda aimed at enemy and occupied nations, and puts Ferdinand Kuhn in charge of information programs among the

neutral and Allied countries. Robert Sherwood, director of OWI's overseas branch, said military developments in the last seven months necessitated the separation of informational activity from propaganda warfare.

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NOBLE TOLD TO FILE STATEMENT IN BLUE NET POLICY

Chairman James F. Fly of the Federal Communications Commission Monday afternoon requested Edward J. Noble, proposed buyer of the Blue Network, to file with the commission a statement of general policy in the handling of the network.

Chairman Fly, who told Mr. Noble that he could have "all the time he wanted" to compile the statement, said the commission could not act "until we know what you intend to do in terms of general policy." The hearing was adjourned indefinitely to await a reply from Noble.

Referring to published reports that a labor organization had been denied time to discuss pending legislation, Mark Woods, present head of the Blue Network, said he did not know of any application from a labor organization to his network. He said that he would not approve of selling time to a labor organization under those circumstances, but "if they had a point to make, we'd give them the time free of charge."

Mr. Noble, former Undersecretary of Commerce, earlier told the commission he did not favor the selling of radio time to those who sought to "sell" a philosophy rather than goods and services.

Mr. Noble's statement was in reply to a question from Mr. Fly about the sale of radio time to a certain automobile manufacturer, with a commentator on its program and refusal to give time to a symphony broadcast by a labor organization.

Mr. Noble said he would approve of the sale of time to the motor company so long as it tried to sell "goods and services," but if it tried to put across any particular philosophy he told Mr. Fly that he would expect Mr. Woods "to do something about it."

Asked about the use of time by labor organizations, church groups and manufacturing associations and small business organizations, Mr. Noble replied:

"I think they should be treated fairly and equitably, regardless of financial strength or political control."

At the outset of the hearing Monday, C. Nicholas Priaulx, treasurer and general manager of Station WMCA, owned by Mr. Noble, testified that the proposed purchase price of \$8,000,000 for the network was based on a study of profit and loss figures, opinion on the future of radio and plant equipment at the stations.

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PETRILLO PARTIALLY LIFTS BAN ON RECORD MAKING

As a result of an agreement reached last Saturday in Chicago by Decca Records, Inc., and its transcription subsidiary World Broadcasting System with James C. Petrillo, head of the American Federation of Musicians these concerns will be allowed to resume the making of records and transcriptions. The terms of the agreement were not made public.

A. Walter Socolow, counsel for six transcription companies still under the Petrillo ban, said that "no direct offer" has been made to his clients by Mr. Petrillo, but that the latter intimated last week that any agreement with one transcription company would be available to all of them.

"We will be eager and willing to make a deal that will allow the men to return to work promptly," Mr. Socolow said, adding that "we want to know what the deal is--whether we're paying the men or the union--and what the principle is."

The War Labor Board's hearing on the Petrillo case adjourned Monday in New York after a short session evidently to give the parties in the controversy a chance to confer further as a result of the Decca settlement.

Joseph A. Padway, attorney for the union, and Milton Diamond, counsel to Decca, refused to make public details of their pact until it had been reduced to legal form, a fact that, temporarily at least, delayed efforts toward a general settlement of the strike with other concerns.

As Decca and its transcription subsidiary, World Broadcasting System, resumed business operations, Mr. Socolow sought to have the musicians return to work immediately for his clients at whatever fees the Decca deal provided.

Mr. Padway rejected the request on the ground that the concerns could build up a backlog of discs and then, if they wished, refuse the Decca terms as a permanent settlement.

Reports circulated meanwhile in the hearing room according to the New York Times that Mr. Petrillo had won a major victory under the Decca contract. Contrary to reports last week from Chicago, it was said that the contract provided for payment of fees directly to the national union's headquarters, as Mr. Petrillo had demanded from the first.

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WHEN THE TWO-STATION "CHAIN" BROADCAST WORLD SERIES

Chain broadcasting, which has made radio the educational and entertaining medium that it is today, has come a long way from the first chain program, which broadcast the World Series ball games direct from the playing field in New York in 1922, to this day when world-wide hookups are not uncommon to the listening public, according to Kolin Hager, manager of General Electric's station WGY which, with WJZ in New York, introduced and pioneered in chain broadcasting 21 years ago.

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American servicemen all over the world will hear the World Series. Arrangements are now being made by the Mutual Broadcasting System to short wave the games to our fighting men. For the fifth consecutive year, the series will be broadcast exclusively over Mutual under the sponsorship of the Gillette Safety Razor Company. The razor firm paid \$100,000 for the radio rights and the American Red Cross will be the chief beneficiary.

Several two-way radio sets have been purchased by the Chilean highway department for use of crews working at great distances from towns. Heretofore the highway department frequently had no contact with groups in isolated areas for periods of several months. The department was unable to convey important information to the workers, and employees were unable to report accidents or shortages of material.

Companhia Radio Internacional do Brasil has been authorized by the Brazilian Government to extend service to Belem, Fortaleza, and Natal. Plans are being made to establish stations in Porto Alegre, Curitiba, Sao Salvador (Bahia), Recife (Pernambuco), Natal, Belem, and Fortaleza.

Chile's imports of radio receiving sets and parts were substantially greater in 1941 than in 1940, according to recently released trade figures. In 1941 imports totaled 364,154 kilograms and were valued at 4,977,939 pesos, while the preceding year similar imports amounted to 293,758 kilograms with a value of 3,906,409 pesos.

Harold Udkoff and Harold A. Haytin, trading as U. S. Enterprises, Beverly Hills, Calif., assembling and selling so-called first aid kits, and Stephen P. Shoemaker, Los Angeles, preparing the radio advertising disseminated by the other respondents, have entered into a stipulation with the Federal Trade Commission to cease and desist from representing that the first aid kits sold by them meet with the suggestions of the Office of Civilian Defense, that the kits are adequate for the requirements of homes generally, or that they have been recommended or approved by the Office of Civilian Defense.