

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF NOVEMBER 30, 1943

If It's Executive Ability OWI Wants, Ed. Klauber Has It.....	1
BBC Broadcasts Heard Better In Brazil Than U. S.....	2
Praise For Signal Corps In Italy And "Handie-Talkie".....	3
FCC Probers Get Another \$50,000; Craven Called Back.....	4
Backs Up International Postwar Communications Plans.....	5
Again Reported That BBC Will Go Commercial.....	5
Sykes' Idea Of Rotating FCC Chairmen Registers.....	6
Spoken Word Newscasts From Africa Increase 250%.....	7
Firestone Begins Regular Television Programs In N. Y.....	8
Frank Russell Coming Along Nicely After Illness.....	8
Ship To Be Named After Dead War Commentator.....	8
Trade Notes.....	9
CBS Expands Reference Library; Ackerman In Charge.....	10
New RCA Dynamic Demonstrator For Students Of Radio.....	10

No. 1582

November 30, 1943

IF IT'S EXECUTIVE ABILITY OWI WANTS, ED. KLAUBER HAS IT

One critic of Elmer Davis in Congress - and from his own State of Indiana - remarked that he believed Elmer was well intentioned but he didn't seem to have much executive ability. If that is the case, this should be an additional reason for welcoming Edward Klauber, retired Columbia Broadcasting System Vice-President as Associate Director of the Office of War Information.

If it is the lack of e.a. that is the matter with OWI, Ed. Klauber, hard bitten former New York Times Night City Editor, has arrived at exactly the right time. Mr. Klauber didn't make such a bad showing in the executive ability line in his record climb from CBS v-p. to Chairman of the Executive Committee from which position he was forced to retire on account of ill-health.

Nobody knows about Klauber better than Elmer Davis, which is probably the reason the former was urged to join the OWI at this critical period. The writer hasn't had an opportunity to check, but it is his impression that Mr. Klauber may have been Elmer's boss at both the Times and Columbia.

In addition to being a first class executive, Mr. Klauber is a fighter to the finish if occasion demands it. Anybody who covered the monopoly hearings at the Capitol a year or so ago when William S. Paley, President of CBS, hit back so effectively, can tell you the important behind-the-scenes part Mr. Klauber played in those proceedings. He unquestionably has been one of the master minds in the fight Mr. Paley has been making on Chairman Fly and the Federal Communications Commission trying to make the broadcasting industry jump through the hoop.

At that, Mr. Klauber will no doubt prove a restraining influence on Elmer Davis who so frequently sticks his neck out fighting Congressmen and other high officials. Mr. Klauber has much better judgment than that. Also it is this writer's prediction that Mr. Klauber will get along a lot better with the newspaper men than Mr. Davis who, because of the partisanship he has shown, has been a disappointment. It is our guess, though he hails from Kentucky which until recently was considered a Democratic State, that Ed Klauber is not a New Dealer but whether he is or not, the customers will very likely never know it. Our belief also is that if any attempt is made to exert White House pressure on Mr. Klauber that he will resign rather than yield.

The official release given out of the coming of the newspaper and radio executive to OWI was as follows:

"The post of Associate Director has been vacant since last June, when Milton S. Eisenhower resigned to become President of Kansas State College.

"Mr. Klauber was with the Columbia Broadcasting System for thirteen years until his retirement last September. As Executive Vice-President of Columbia he was second in command of that company under its President, William S. Paley, and devoted much of his efforts to the public affairs and policy aspects of network broadcasting.

"Mr. Klauber began his newspaper career on the old New York World in 1912. He joined the staff of the New York Times in 1916 and was with that newspaper nearly thirteen years as reporter, rewrite man and news executive. He resigned the Night City editorship of the Times in 1928 and spent the next eighteen months in advertising and public relations before going to CBS in 1930.

"Mr. Klauber was born in Louisville, Ky.

"As Associate Director, he will collaborate with Mr. Davis in the direction and administration of all OWI operations, both in this country and abroad. He will assume his duties in Washington December 1st."

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BBC BROADCASTS HEARD BETTER IN BRAZIL THAN U.S.

Whether we are spending six billion on the Latin Americans or two billion, or as young Mr. Rockefeller claims, "only" \$600,000,000, the fact remains that the British Broadcasting Corporation continues to give better short-wave service to those countries than Mr. Rockefeller and OWI do.

This writer recently had a report from an American in one of the large east coast cities in Brazil that the BBC was getting to them from England much better than our stations in the adjacent United States. Furthermore the BBC broadcasts were English, the language best understood by those able to afford short-wave receiving sets while the United States broadcasts were in Portuguese and Spanish.

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An invitation to make an extensive four-month study of its musical resources so that the cultural relations between the Americas can be more closely coordinated has been accepted by Dr. J. M. Coopersmith, Director of the Music Library and Copyright Division of Station WOR and the Mutual Broadcasting System. The President of the Dominican Republic, Rafaelo Trujillo Molina, extended the invitation.

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PRAISE FOR SIGNAL CORPS IN ITALY AND "HANDIE-TALKIE"

A dispatch received by the War Department from an observer attached to the American Fifth Army now battling in Italy had high praise for the work of the Signal Corps troops and the successful performance of the five-tube radio "handie-talkie".

"In Italy, one Signal company actually got ahead of the Infantry, with the result that the information they phoned back to the heavy guns of the destroyers, cruisers, and other craft in the harbor offshore brought about the destruction of German Mark VI tanks which threatened the whole landing party", the dispatch states.

"Though virtually every type of equipment the Signal companies had at their disposal that day, and for days to come, was in use, there was little opportunity to determine which piece of equipment was the most valuable. Like the artillery-man or engineer, it all depended on whom you talked with - each had his favorite. The consensus was, however, that the 'handie-talkie' - that small compact radio set that gives the platoon an opportunity to communicate with its company commander or battalion leader instantly - won universal approval. It provided the much needed communication with isolated groups and parties sent forward to reconnoiter."

(The handie-talkie, the War Department explains, is a five-tube transceiver, built with the precision of a wrist watch. Complete with battery, it weighs five pounds. When not in use the set is slung over the soldier's left shoulder by a strap, and the telescopic antenna collapses into the case. Extending the antenna turns on the set automatically. The only other adjustment that is necessary is to press the "press to talk" button under the operator's fingertips, changing the circuit of the set from a receiver to a transmitter.)

"Regimental communications officers were generally high in their praise of the 600 series, which gained considerable use during this invasion."

(The 600 series of Signal Corps radios consists of three different types: the SCR 608, SCR 609, and SCR 610, the War Department adds. All are operated with frequency modulation for voice communications and are used by combat troops to set up wireless nets during battle. The SCR 609 is a mobile artillery and field artillery set which is powered from the storage battery of the vehicle in which it is installed, and is extremely rugged in construction. It consists of two receivers and one transmitter mounted on a single base. Intercabling complications are by-passed by a series of plugs on the set matching sockets on the base. The set has a number of channels which can be changed instantaneously by push-button tuning.

The SCR 609 is a two-piece battery-operated set, each part of which looks like a portable typewriter case when carried. It has a telescopic antenna, which can be fitted into the top case when not in use. It is operated when set down, and has a choice of several channels, selected by slipping a switch. The SCR 610 is similar to

11/30/43

the SCR 609 with added components allowing it to be operated while in motion in a vehicle. It gets its power from the storage battery of the vehicle in which it is mounted.)

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FCC PROBERS GET ANOTHER \$50,000; CRAVEN CALLED BACK

On a motion of Representative Cochran (R), of Missouri, the House passed a resolution granting an additional \$50,000 to the Committee headed by Representative Lea (D), of California, to enable it to continue the investigation of the Federal Communications Commission. Chairman Lea had asked for \$75,000 but the appropriation granted will enable the probers to carry on for sometime to come.

Commissioner T.A.M. Craven, who was on the stand when the Committee recessed for Thanksgiving, will resume his testimony when the group reconvenes today (Tuesday, November 30th).

Chairman Lea said the investigators would take up reports that President R. J. Thomas of the United Automobile Workers had been given 15 minutes on a national hookup reserved for the American Dairy Association.

He said any investigation would be "incidental, but relevant" to the Committee's study of fairness in the allotment of time to sponsors and others.

"It is within our jurisdiction to investigate", Mr. Lea said, "and we are deeply interested in the matter of fairness in allotting time on the air."

Representative Andresen (R), of Minnesota, charged in the House that the incident was a threat to the freedom of the airways. He said he had tried unsuccessfully to find out who was responsible for cancellation of the farmer program.

Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, said in New York that the network chose to cancel the commercial broadcast rather than the Chicago Round Table, a popular sustaining program. He denied there had been any Government coercion to force the network to give Mr. Thomas the period used.

To date the House FCC investigation has cost approximately \$100,000.

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BACKS UP INTERNATIONAL POSTWAR COMMUNICATIONS PLANS

Just as it has been strongly backing up Chairman Fly in the Congressman Cox and Goodwin Watson cases, the Washington Post has endorsed the post war world communications plan which Mr. Fly proposed recently.

"We can think of few more vital buttresses to the world order that is now in the making than an international communications system", says the Post. "It is idle to speak of world-wide understanding and good will if the peoples of different countries have no established means of communicating with each other at reasonable rates. The freedom of communications within the United States should make us the first to realize the necessity of circling the globe with cables and radio channels accessible to all nations.

"The country is deeply indebted to Chairman James L. Fly of the Federal Communications Commission for injecting this important issue into the current discussion of the postwar world. Along with many others, we missed the full significance of Mr. Fly's address a week ago. Since we have had an opportunity to read his thoughtful and meaty remarks, however, we are confident that the FCC Chairman has outlined a problem that will claim a prominent place in the peace conferences.

"What the world obviously needs is a communication system comparable to that now serving the nations within the British Commonwealth. * * * To accomplish this aim the FCC Chairman has outlined four basic principles: (1) There should be uniform rates for all messages throughout the world, with no discrimination anywhere. (2) These rates should be low to encourage communication. (3) Instantaneous radio communications between all important areas of the globe should be sought, with perhaps an electronic 'conveyor belt' in the equatorial zone to conserve frequencies. (4) Uniform and low press rates should extend throughout the world.

"Here is a program that should command widespread support at the peace conference. We missed an opportunity, as Mr. Fly has pointed out, at Versailles. In the interest of world unity as well as our own relations with other countries, we must exercise a more vigorous leadership in this field when the present conflict is over."

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AGAIN REPORTED THAT BBC WILL GO COMMERCIAL

The report has again reached Washington that the British Broadcasting Corporation is planning on going commercial after the war. Also that Niles Trammell, President of the National Broadcasting Company, and John Royal, Vice-President, who have just returned from England, likewise Columbia Broadcasting System officials, discussed the matter of BBC handling United States network programs.

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SYKES' IDEA OF ROTATING FCC CHAIRMEN REGISTERS

There seems to be no question but that Judge Eugene O. Sykes, former Chairman of the Federal Communications Commission, has something in his suggestion to the Senate Interstate Commerce Committee considering the White-Wheeler bill that the chairmanship of the FCC rotate, as is done in the Federal Trade and other Commissions. It is such an obvious solution to the present situation where Chairman Fly is charged with having dug himself in and usurping his power, that one observer remarked it was strange nobody had thought of the rotating idea for the FCC head a long time ago.

The Federal Trade Commission Chairman serves for a year and then is succeeded by the next man; thus all of the members of the Commission have a crack at it. The opinion was expressed that there might be a good chance of the Senate writing the suggestion of Judge Sykes into the new radio law.

The Judge, now practising law in Washington, who has just been made legislative counsel of the Newspaper Radio Committee, told the Committee, he approved the organization of the FCC as outlined in the bill, which provides for the separation of the seven-member Commission into the divisions of three members each, to deal with public communications (broadcasting), and private communications (telegraph and telephone). The whole Commission would have jurisdiction over the assignment of frequencies to the various radio services among other duties.

The principal grounds of protest of the Press-Radio group headed by Harold V. Hough, of the Fort Worth (Texas) Star-Telegram were these:

1. That regulation on the question of newspaper interest in radio has been recognized as a proper field for Congressional action by everybody involved, including the Chairman of the Federal Communications Commission.
2. That the present status of "freezing" newspaper applications is a denial of the Constitutional guarantee in that it presumes to apply to no other lawful business except newspapers and therefore is discriminatory.
3. That all that is asked by the newspaper publishers interested in radio is that provisions of the law be written so that the occupation of newspaper publication in relation to radio interest be treated the same as any other.
4. That Congress provide for immediate action, as newspaper applications for radio stations have been treated prejudicially by being put in an inactive file since March 10, 1941, on a legal issue which even Chairman James L. Fly agrees has doubtful validity.

Earl L. Glade, Mayor-elect of Salt Lake City, and Manager of radio station KSL, commended the Code of the National Association of Broadcasters, and the increasing observance of its provisions by broadcasters.

He agreed with Senator Wheeler that compliance was not unanimous. And that perhaps not more than half the members of the Association observed "in letter and spirit" the Code's standards of good taste in advertising.

But he insisted that despite "too much bad taste advertising" on radio stations, their record still was better than magazines and theatres and was improving steadily.

Senator Wheeler asked if he thought the FCC "should have something to say" about such advertising, but Mr. Glade said he believed the end could "be achieved in the American way" by the industry without compulsion.

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SPOKEN WORD NEWSCASTS FROM AFRICA INCREASE 250%

There has been a big increase in the broadcasting by the spoken word of American and British press news from North Africa to New York and London. In October it ran more than 10,000 dispatches. This was an increase of 250% over the level of December, 1942, when the service was begun by Army Public Relations as an emergency measure to break the press traffic bottleneck.

For the period from December through October, the grand total of the twice-daily voicecasts was more than 2,200,000 words. The emergency subsided but the non-commercial Army voicecast grew and the November total is expected to show a sharp rise over the October record.

There were 5,901 dispatches read over the air in the first eleven months of the voicecasting. Two-thirds of these were broadcast to New York. United Press led with 1,405 dispatches, according to Army Public Relations. AP and Reuters of London followed with 1,281 and 1,219 stories respectively. INS has sent 622 by voicecast and Britain's Exchange Telegraph 582. The number of regular and special communiques broadcast came to 280.

Besides the press agencies, 28 different British and American newspapers, chains, syndicates and magazines have taken advantage of the service with the Chicago Daily News (217 dispatches), the New York Times (71) and the Philadelphia Inquirer (57), submitting the bulk of the copy.

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11/30/43

FIRESTONE BEGINS REGULAR TELEVISION PROGRAMS IN N. Y.

Known as the "Voice of Firestone Televues", a television program was launched in New York last Sunday night by Harvey S. Firestone, Jr., President of the Firestone Company. It was begun following the celebration of the fifteenth anniversary of the "Voice of Firestone" radio program and was broadcast from the National Broadcasting Co. studios.

The program was introduced by Firestone and Niles Trammell, President of the National Broadcasting Company, appeared on the television screen.

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FRANK RUSSELL COMING ALONG NICELY AFTER ILLNESS

Frank M. Russell, resident Vice-President of the National Broadcasting Company in Washington, apparently now on the high road to recovery following an attack of pneumonia which had his friends badly worried, left the Doctors Hospital in Washington after being there a month or more. Mr. Russell is at present convalescing at his home in nearby Maryland. A complete rest has been ordered and Mr. and Mrs. Russell will leave soon for an extended stay at Pinehurst.

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SHIP TO BE NAMED AFTER DEAD WAR COMMENTATOR

The U. S. Maritime Commission has formally approved the suggestion that Liberty Ships be named in memory of 11 correspondents who lost their lives while covering the present war. Dates of launchings have not been fixed.

Among those in whose honor one of these ships will be named is Frank J. Cuhel of the Mutual Broadcasting System.

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The American soldiers at Fort Pepperell at St. Johns, Newfoundland, own and operate their own broadcasting station. Its call letters are VOUS, the initials of which stand for "Voice of United States."

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::: TRADE NOTES :::

Paul Whiteman, in charge of music for the Blue Network, will speak to the Music Committee of the National Association of Broadcasters at a luncheon in New York City, December 1st. The Committee meets to consider the ASCAP per-program contract and to discuss industry needs and problems with all licensing organizations, including AMP, SESAC and BMI.

An extra year-end dividend of 10 cents, payable December 15, was announced by the Emerson Radio and Phonograph Corporation. This will bring payments for the year to 25 cents, the initial quarterly of 15 cents having been paid in October. Directors will meet in December to act on the quarterly dividend which would be due for payment in January.

Swatting Mr. Fly and Mayor LaGuardia, Westbrook Pegler writes: "Mayor LaGuardia misuses a publicly owned radio station which is neither his personal property nor that of his political group, to spread his personal political views about the local Republicans. Being quickly challenged he then denies his remarks were political but passes the buck to his political ally, Mr. Fly of the Communications Commission, to decide. And Mr. Fly, instead of giving the obvious, honest decision that the statements were political, makes an evasive answer.

"Now there you have the Mayor of our largest city squirming and attempting to be funny about a straight question of fact, and one of the most powerful Federal officials, a man with a duty to the whole people, backing him up."

Howard Stanley, Press-Information Director for Washington's CBS-owned WTOP, has been made a member of the Publicity Committee for Post-War Planning in the District of Columbia.

Stations WDBC, Escanaba, WDMJ, Marquette, and WKBZ, Muskegon, have become affiliated with the Blue Network as members of the Michigan Network.

The Promotion and Research Department of the Mutual Broadcasting System, has just completed cataloguing a complete list of Mutual sponsored programs for November. The listing, to be released monthly, is tabulated in alphabetical order, according to sponsors, also revealing such data as: Program Title, Origination Point, number of stations broadcasting, time on the air, product and agency.

Beginning January 1, 1944, Station WTBO, Cumberland, Maryland, will become a basic supplementary outlet of the NBC network.

"Class legislation is the kindest term that can be applied to the \$15,000,000 Bankhead bill", the Editor and Publisher observes. "Such employment of advertising is a travesty. It can be accurately called the first step toward subsidizing the small newspapers of the

country - a step which has been opposed by every newspaperman and official who has given a moment's thought to the question."

Patients in the Marine Corps Hospital in Quantico, Va., who are unable to write letters home now can send verbal messages to the home folks on recordings free.

Trudye Davidson, recording engineer at the Pepsi-Cola Center for servicemen in Washington, will take her voice-recording equipment and a supply of records to Quantico one day each week to make recordings for the patients. The idea came from Pvt. Howard Thompson, USMC, who lost part of his right hand during training.

Mutual Broadcasting System has acquired two new outlets in the State of Texas - KFRO, Longview, and KBWD, Brownwood, signed as affiliates of the Texas State Network.

The practical part electronics are playing in various industrial fields, as differentiated from the fanciful "blue-sky" imaginings of some current writers, is presented in a 44-page booklet just released by the RCA Victor Division of Radio Corporation of America, Camden, N. J. Illustrated in color, and written in non-technical language, this booklet, "Electronics in Industry", is being made available to business executives, manufacturers, and industrialists in whose fields the science of electronics may find applications.

According to an A.P. dispatch from London, a code of taboos adopted by the British Broadcasting Corporation forbids jokes about the home guard, black market, police, American soldiers, any of the feminine branches of the armed forces, Army officers (although not enlisted men), intoxicating drinks or the bombing of Germany.

The list also included in the ban of the American Southern accent, except in minstrel show programs; impersonation of persons on the "Brain Trust" program (English version of "Information Please"), the jazzing of classical music and the singing of nostalgic tunes, lest the latter make soldiers homesick.

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OPPOSES MOVING KTHS FROM HOT SPRINGS TO SHREVEPORT

Mr. C. E. Palmer, publisher of the Hot Springs Sentinel-Record and New Era, has asked the Hot Springs Chamber of Commerce to oppose a petition filed by owners of radio station KTHS with the Federal Communications Commission for transfer of the station. Mr. Palmer asked that the petition be opposed on the premise that the station, an NBC Blue affiliate, is the only clear channel station in Arkansas and that the station has been invaluable as an advertising medium for Hot Springs.

KTHS was formerly owned by the Hot Springs Chamber of Commerce and when the FCC ordered the station sold, ownership was gained by Shreveport, La., interests.

Although there was no indication in the petition as to where the station would be removed, at least one Little Rock station has stated that it would oppose removal of the station to that city.

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CBS EXPANDS REFERENCE LIBRARY; ACKERMAN IN CHARGE

Columbia Broadcasting System's Reference Library will be expanded and renamed the CBS Reference Department.

The Reference Library, established three years ago, has gradually been called upon to assume additional duties. William C. Ackerman, who joined the network as Director of the Library at its inception, will have general charge of the expanded operations.

A Program Research Division has been formed to function within the Reference Department. Stanford Mirkin, formerly of the Program Department, joins the Reference Department as Manager of its Program Research Division. A member of the network since 1937, Mr. Mirkin has worked on numerous program research assignments, the latest being for the CBS-BBC exchange series, "Transatlantic Call: People to People".

Miss Agnes Law, as Librarian, will be in charge of the Library Division of the Reference Department. Miss Law has been with the Library since November 1940. She joined CBS in 1927.

In telling of the expansion, Frank Stanton Network Vice-President, said the move was "in recognition of the Library's increasing activity in the field of program research and would further strengthen CBS programming facilities by the creation of a Reference Department geared to provide creative research in program material."

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NEW RCA DYNAMIC DEMONSTRATOR FOR STUDENTS OF RADIO

RCA's newest Dynamic Demonstrator, a practical circuit diagram designed for laboratory and classroom instruction in radio, is now in production and available to schools and training classes on a priority basis, RCA Victor Division of the Radio Corporation of America has announced.

The Demonstrator embodies improvements in design and operation over two previous RCA models which have played a major role in the streamlined training of thousands of radio personnel suddenly needed in wartime.

Dynamic Demonstrator III is a complete, operative, six-tube superheterodyne radio receiver expanded on a plane surface so that all circuits and parts are readily visible and accessible for study. Its design is based on actual teaching experience and classroom requirements.

The Demonstrator is large enough for group study, presenting a visual comparison of schematic symbols and actual operating parts, since the parts are mounted beside their respective schematic symbols.

The background of the Demonstrator is divided into five principal sections - power, oscillator, radio frequency, audio frequency and intermediate frequency.

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