

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1602

February 15, 1944

SHOUSE WOULD BROADCAST DIRECT TO EUROPEANS AFTER WAR

That somebody had better begin to give serious thought as to how our American viewpoints and philosophies in the post-war period can continue to be made available to the peoples of Europe is the conclusion of James D. Shouse, Vice-President in Charge of Broadcasting, of the Crosley Radio Corporation, who recently went to London as a special consultant of the Office of War Information.

"We in this country are evidently still complete neophytes in the use and potentialities of radio as an instrument for integrating the people of different nations in a common bond of understanding, if not, in every case, of sympathy", Mr. Shouse said in an address to the Cincinnati Advertisers Club. "From the British Isles, of course, it is possible to reach every country in Europe with a radio signal that is not a shortwave signal. Powerful transmitters located in the southern part of England supply programs in French, German, Dutch, Spanish, etc., to the extent of some twenty or thirty different languages 18 hours a day - programs that are received on any set in any home with as much ease and certainty of reception as you here in Cincinnati can listen to WHAS at Louisville, and right in the same band with their local stations. I do not believe that it will ever be possible for the United States to do as effective a job in Europe by means of shortwave, which, up to the present moment, gives us our only assurance and only insurance that in the years to come messages and philosophies which we may feel it is important for the people of Europe to receive from us - it will not be possible to achieve by shortwave anything comparable with what the British can do from the British Isles.

"I do not propose that there is any likelihood that in the post-war period which must inevitably come - I do not propose that the British will be disposed to misuse this tremendous advantage they have from the standpoint of transmission of program material into Europe - any more than we have ever felt in this country that the British would misuse their Navy. I do hope, however, that somehow it might be possible for the United States, too, to find itself in the position of being able, not only for commercial reasons but for ideological reasons, to provide and control our own transmission facilities to the continent of Europe, just as, regardless of the British Navy, we, too, throughout most of our history, have elected to be a naval power.

"I think this is a serious problem - it is one, I am sure, which is fraught with grave potentialities. Whether as a Nation we like to admit it or not, or whether we like to think of it or not, Europe after the war will still be a tremendously important part of any plan of world economy. The tremendous concentration of population, resources and the standard of living achieved by these people

can only result in Europe continuing to be the focal point perhaps around which world economy will, for a long time, revolve.

"During the war, the BBC has, of course, extended every cooperation to our Government in the way of supplying various American Governmental agencies with transmitting equipment for our own psychological warfare work, just as they have supplied us with bases for our airplanes. Although it might be presumptuous of us to ask that such right be continued in the post-war period, wherein presumably Europe's ills and aggravations are being healed and maladjustments corrected, the sheer concept of presumptuousness does not alter the fact that it will for many years be an important thing that the American philosophy and American thinking about the world of tomorrow be kept crystal clear in the minds of the hundreds of millions of people on the continent.

"I can assure you that the BBC is not the stodgy, complacent organization that many of us have erroneously assumed, relying possibly upon our knowledge of its quasi-Governmental character. . . it is aggressive, exceedingly thorough, and I am referring now again primarily to the Overseas and European Divisions, with a predominating consciousness throughout the personnel of the importance of the work they are doing, the important part it is playing in the winning of the war, and with the important part their work will play in the preservation of the British Empire."

Concluding his address, Mr. Shouse said:

"I have been asked many times what the possibilities were of commercialization of BBC programs. I hesitate to venture an opinion - I doubt seriously whether any of the responsible policy makers of the BBC have come to any lasting opinion about this - I think they would prefer not to see any commercial radio on the British Isles. I think also that they look with extreme distaste at the possibility in the post-war period of another Radio Normandy or Radio Luxembourg, located just across the channel and supplying the people in the British Isles with excellent commercialized entertainment.

"I think that very naturally they might not wish to see a resumption of a situation wherein a commercial broadcast station on the continent would attract such a high percentage of the listening. It seems to me that very naturally their thinking might be in the direction of a moderate degree of commercialization on perhaps one of their services under exceedingly strict regulation, thus diminishing the likelihood of another Radio Normandy situation. At one time, I am told, in the pre-war period, Radio Normandy and Radio Luxembourg, programmed almost entirely by American made and some British made transcriptions, sent over by direct wire from London, attracted a larger audience in the British Isles than did the BBC Home Service. I do not have any definite information on this, however."

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E. K. JETT SWORN IN AS FCC COMMISSIONER; KNOWS JOB

As congratulations continued to pour in, E. K. Jett, former Chief Engineer of the Federal Communications Commission, who was confirmed by the Senate last Friday to succeed George Henry Payne as Commissioner, was himself sworn in this (Tuesday) morning as a member of the Commission.

Asked if he had any statement to make prior to taking over the commissionership, Mr. Jett replied:

"I don't think so. I have been hanging around the FCC and the old Radio Commission now for about twenty years. I have seen a lot of Commissioners come and go. As far as I am concerned, it is just a question of getting into the groove."

Thus the FCC now has two Commissioners technically qualified for the position - the other being Commissioner T. A. M. Craven. Both are former Naval officers and both made the grade via the Chief Engineership, Mr. Jett being the successor there of Commander Craven. Mr. Jett was in the Navy 18 years, Commander Craven 21 years. Mr. Jett will be 51 years old March 20th; Mr. Craven was 51 years old January 31st.

Most of the Commissioners have been political appointees with no technical qualifications or knowledge of radio or communications. The appointment of Mr. Jett - a zero politically just ahead of a national election - was a surprise. It was even a greater surprise that Mr. Jett, who stubbornly refused to swear allegiance to either party, though friends pleaded with him to do so, was confirmed by the Senate. All he had in his favor were personal integrity and competency which unfortunately are not as valuable an asset to the politically minded gentlemen on the Hill as one might think.

However, there was a member of the upper body who appraised these qualifications at their true value, - Senator Wallace White, of Maine. Furthermore, there was a lucky break for the nominee that Mr. White was at the time Acting Minority Leader of the Senate and thus in a position to be exceedingly helpful as most of the objection to FCC's neutral politics came from the Republican side. Mr. Payne, Mr. Jett's predecessor was a Republican but the latter stuck it out as an independent. Because of the fact that he was in the Navy so many years and lived in Washington so long, he has never voted.

Mr. Jett's appointment is for a term of seven years from June of last year and the salary is \$10,000 a year.

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RMA SENDS FINANCING RECOMMENDATIONS TO CONGRESS

The Radio Manufacturers' Association has submitted to Congress and the Federal Reserve System recommendations of the Association to provide financing to manufacturers in future reconversion operations. While "V" and "V-T" loans are now available to manufacturers in the war program, additional financing, upon termination of war contracts and for reconversion to peacetime operations, are regarded as necessary.

Following is the resolution of the RMA Board of Directors, as recommended by the Industry Reconversion Committee, which has been transmitted to the Chairmen of the Senate and House Banking Committees and also to the Federal Reserve System:

"That the lawmaking body of the United States Government or Government agency which may have the power to so do, establish a law or regulation which will permit of the use of the present 'V' or 'V-T' loan, or provide for some new means of loan, to carry out the reconversion program as individual companies may need it."

That subcontractors as well as prime contractors in RMA carefully consider the privileges of the present "V" and "V-T" loans has been recommended by the Industry Reconversion Committee and also the new Sales Financing Committee of which J. P. Rogers of Fort Wayne is Chairman. Data on the "V" and "V-T" loan procedure and privileges is now being compiled by the RMA headquarters and detailed information will be transmitted to the membership in the near future.

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TRY TO SAVE FCC INTELLIGENCE DIVISION HOUSE WIPED OUT

Chairman James L. Fly and other members of the Federal Communications Commission went before the Senate Appropriations Subcommittee this (Tuesday) morning in an effort to save the FCC Intelligence Division which the House two weeks ago wiped out without a dissenting vote, and in doing so cut the FCC appropriation by \$1,654,857. It is believed the Commission will find itself in friendlier hands in the Senate than in the House, the impression being that the Senate might even restore the full amount. If this is done, it would surely stir up a hot fight and again raise the question as to whether the recommendation of the Chiefs of Staff should be followed in divesting the FCC of its Intelligence Division which those high offices declared should be under the Army and Navy.

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CONTENDS BOTH PROBES AND FCC MAY PRESENT CASES

Replying to the charge made by Chairman James L. Fly that "the column of David Lawrence is furnishing proof of the undercover publicity campaign which the counsel of the House Committee investigating the FCC Eugene L. Garey has been conducting", Mr. Lawrence replied:

"Does the counsel for a Congressional Committee have a right to talk to the press or to give them copies of the official record of the proceedings?

"Do the members of the Federal Communications Commission have the right to feed arguments to editorial writers of a newspaper which takes their side of a public controversy?

"The answer to both questions is in the affirmative and it would be a sorry day for free government in America if a Congressional Committee or its representative did not dare to call to the attention of the press evidence in the record of the Committee.

"Now what did the counsel for the House Committee do? He sent a copy of the official proceedings to this correspondent and made only the comment orally that in these hearings would be found data bearing on the request of the joint United States chiefs of staff that the FCC be divested of certain functions related to war-time communications.

"There is nothing 'under cover' about distributing copies of a Congressional proceeding and the time has not come in America to suppress Congressional inquiries in time of war on the flimsy excuse that it might not be liked by the President or some other official in a Government agency."

Then the writer quotes from the letters in which Secretaries Knox and Stimson said that the joint Chiefs of Staffs were of the belief that the radio intelligence activities should be under the control of military authorities rather than the FCC.

"But", Mr. Lawrence concludes, "the President has listened to Mr. Fly and not to the Chiefs of Staff on this point and Congress now is endeavoring to support the request of the Chiefs of Staff. That's the fundamental issue."

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A Guest Relations Division has been set up as part of the Office Management Department of the Blue Network to superintend the printing and distribution of broadcast tickets and all matters pertaining to operation of the Ritz Theatre, leased by the Blue as a broadcasting studio.

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PORTER, FORMER RADIO LAWYER, NEW DEAL PUBLICITY HEAD

Paul A. Porter, former Washington counsel for the Columbia Broadcasting System, and at present Assistant Director of the Bureau of Economic Stabilization, has accepted the post of Publicity Director of the Democratic National Committee and will assume his new duties as soon as he has wound up some matters put in his hands by Chairman Fred Vinson of the Stabilization Board.

Charles Michelson, who has since his retirement remained as Acting Director until his successor was chosen, continues with the Committee as an advisor.

Mr. Porter was born in Winchester, Kentucky. He graduated in law from the University of Kentucky, and served as counsel for newspapers in Oklahoma and Georgia, prior to coming into the Government service - first in charge of press relations of the AAA, then as Assistant Executive Director under Chester Davis. He left the Government to go with the CBS and later was drafted to the National Defense Advisory Council.

His next post was with the Office of Price Administration in charge of the rent control program, from which he moved to the Stabilization Board.

Although Mr. Porter has had much to do with radio, there was some comment upon the fact that a man with so little newspaper experience would be selected to fill the place of a press veteran like Charley Michelson. It was pointed out that there was a similar situation in the Democratic National Committee appointing a young and untried newcomer to take the place once occupied by James A. Farley. This occasioned the comment that either the Democratic National Committee is having difficulty securing more experienced workers or that they feel that President Roosevelt is now so strong that he can win without the expert guidance of such men as Jim Farley and Charley Michelson, who admittedly played such a prominent part in the President's previous victories.

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SHIP NAMED AFTER ADMIRAL CROSLY, COUSIN OF POWEL, JR.

A destroyer escort named for Rear Admiral Walter Selwyn Crosley, a cousin of Powel Crosley, Jr., of the Crosley Radio Corporation, Cincinnati, was launched at Philadelphia on Lincoln's Birthday. It was the first vessel of this type to be launched into the Delaware River and was sponsored by the Admiral's widow, Mrs. Walter S. Crosley, who resides in Alexandria, Virginia.

A native of East Jaffrey, N. H., where he was born in 1871, Admiral Crosley attended the United States Naval Academy at Annapolis, Md., and was commissioned an Ensign in 1895. He was steadily advanced in rank until he became Rear Admiral in 1927. He was decorated for his service as Naval Attache at Petrograd during the World War. He commanded the battleship IDAHO from 1923 to 1925, and served as Commandant of the 9th Naval District from 1929 to 1932. He died in 1939.

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HINTED MAY BE SENSATIONAL BREAK IN FCC INVESTIGATION

A classic story is told of the Washington correspondent who before the days of radio received a query from his editor: "There is something big in the air in Washington. What is it?"

At present in almost the same category is a report that "something big" is about to break in connection with the Federal Communications Commission investigation now being conducted by the House Committee headed by Representative Clarence F. Lea (D), of California.

"This will be something really big - it will be bigger than Chairman Fly himself and will cause a tremendous sensation", a man who usually knows what he is talking about declared.

One version was that the report had to do with the charges made by Donald Flamm against Edward Noble in connection with the sale of Station WMCA in New York. Another was that the disclosure would bring forth the name of one of the most prominent members of the New Deal family "whereupon the fur will fly". There is still another version - that the parties concerned will settle their differences in private and that the scandal will thus never be allowed to become public.

The hearing of the FCC Investigating Committee was not held today (Tuesday) because of the fact that Chairman Lea had been absent due to the death of his brother, Emmet Lea in California. Also it was said that Eugene L. Garey, counsel for the Committee, had not been feeling well. The next Committee meeting is subject to the call of the Committee.

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GOVERNMENT WAR BOND NEWSPAPER ADVERTISING AGAIN LOOMS

Government financing of War Bond advertising in newspapers in spite of Treasury opposition is being freely forecast as a result of House Committee agreement on a bill closely paralleling the terms of the Senate-approved measure.

It is believed if such legislation should be enacted that it would be only a question of time before an effort would be made to similarly subsidize the smaller radio stations.

The amended Cannon Bill, which the House Committee has agreed to report, accepts the principal provisions of the Bankhead Bill, already endorsed by the Senate.

There is one major point of difference: the Cannon Bill proposed that copy be placed in daily newspapers in places of not more than 25,000 population (using the level at which the Treasury

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and OWI have said national advertising normally stops), and rejects the arbitrarily fixed 10,000 maximum population figure now in the Bankhead Bill.

The annual appropriation during any war year would be limited by both bills to \$15,000,000, with \$12,000,000 determined as the minimum.

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PUBLISHERS REPORT MOST DAILIES LIST RADIO PROGRAMS

A survey of newspaper publication of radio program listings by the American Newspaper Publishers' Association has brought more than 800 replies, of which 563 say they publish listings free of charge, 271 publish them as paid advertising or not at all. The survey was made in the form of a questionnaire, sent to all daily newspapers in the U. S., December 6, 1943.

Of the 563 who list the programs free of charge, 92 own or operate radio stations; 412 have some financial interest in radio stations; 39 have no interest in stations; 2 have applications pending before the Federal Communications Commission for radio stations; 1 is planning to obtain a station; and 17 did not supply information on the question of financial interest.

Programs were once listed by 106 of the 271 newspapers not publishing free lists, but have been discontinued. Most of them, numbering 89, reported little or no unfavorable reader reaction to the discontinuance. Eight others reported they had received complaints, but that they were temporary and not serious. Nine did not reply.

By far the majority of the newspapers publishing programs, 493, do not use trade names. Most of the others who replied to this question try to avoid the use of trade names, using them only when necessary for identification of the programs.

In daily editions, the space allotted to radio programs varies from one inch to over 100 inches. The bulk of those reporting on this question, 374, publish between 10 and 40 inches.

Stations coverage among the 563 newspapers publishing listings was reported as follows: 186 publish programs of all stations in their listening area; 326 do not publish listings of all stations; 31 publish listings of a majority of stations in their areas; 1 publishes listings of all stations weekly; 19 did not reply.

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ADMIRAL REDMAN COMMENDS R.C.A. COMMUNICATIONS, INC.

The February issue of Relay carries a letter of commendation to R.C. A. Communications, Inc., from Rear Admiral Joseph R. Redman, Director of Naval Communications. An editor's note reads:

"As yet, no "E" flags have been awarded to public utilities such as ours, but we are gratified whenever we learn how the Armed Forces appraise our War work. One such appraisal is the letter below, sent from the Office of the Chief of Naval Operations, at Washington, D. C."

The letter addressed to David Sarnoff reads:

"On behalf of the officers and enlisted personnel in the Naval Communications service, I wish, at this time, to express our appreciation and to extend our sincere best wishes.

"During the year now ending, you and the personnel of your Company have rendered the Naval Communications Service splendid cooperation and assistance. Your resourcefulness and quiet efficiency in the performance of all tasks associated with Naval Communications have been of invaluable aid."

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RADIO THE FLEET FOR 60 CENTS

The Navy has established a world-wide communications network over which Americans may exchange radio and cable messages with most sailors, marines and coastguardmen overseas.

The message service, similar to the Army's, will begin operating Tuesday.

The system will provide for transmission of both fixed-text and personally worded messages using Navy postal numbers and code words, the Navy said.

Coded cable addresses have been assigned to each Navy postal number for which cable service is available, and commercial telegraph, cable and radio offices have been provided with lists of the coded addresses. Commercial operators are ready to accept messages starting today, the Navy said.

Some fighting men will not benefit from the program, however, the Navy admitted, because of the location of certain overseas units and the mobility of various fleet units.

Expeditionary force messages to be known as EFM, may be sent to most overseas points for a flat rate of 60 cents a message composed of three fixed texts. The Navy has drawn up 105 fixed texts.

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DIFFERS WITH MR. FLY REGARDING "SOAP OPERAS"

James L. Fly, Chairman of the Federal Communications Commission, seems more and more to rile the newspaper commentators. Writes Frank C. Waldrop in the Washington Times-Herald:

"Mr. Fly, being a grim and unhappy individual himself, dislikes a particular kind of radio program known to the trade as the 'soap opera'.

"The 'soap opera', for the information of all you high-minded people, is a species of radio continued story in which 90 percent of a red hot human problem happens every day but the 10 percent that gives all the answers will be heard on this station at this time tomorrow.

"In these fancy tales, everything is taken up from illegitimate babies to tatting and worked out in terms of all kinds of people, from high-minded young doctors' who have to choose between wealth and duty, to old prospectors bringing up the bright-eyed daughters of deceased pals.

"Wonderful stuff, if you're a lover of tense drama with a wham ending that never ends.

"Anybody but people like this curdled character, Fly, can find himself a pet soap opera on the radio between 9:30 A.M., and 3:30 P.M., or between 3:30 P.M., and 9:30 A.M. They're all over the air, night and day.

"And Fly hates 'em. His idea of a swell program is some political doctrine pounder giving out in forceful tones, and the populace sitting around the receiver in respectful silence, nodding agreement.

"Oh, on occasion he'd be willing to let up long enough for a couple of bars from 'Il Trovatore', followed by a news bulletin from Imperial Headquarters.

"But 'soap operas'? G-r-r-r he hates 'em. He makes speeches at the broadcasters against the 'soap opera mind', and tells the broadcasters that if they expect to keep their place on the FCC-controlled air after this war they're going to have to toss such things as 'Our Gal Sunday' and 'John's Other Wife' into the ash-can.

"Of course, Fly's just nuts if he thinks he can stop people from listening to melodramas and goo-dripped serials.

"People like those things. And why not? They're a lot closer to life than anything Fly has ever uttered."

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::: TRADE NOTES :::
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The Detrola Corporation of Detroit, a radio manufacturing business which was merged recently into the International Detrola Corporation (formerly known as the International Machine Tool Company) in a supplement to International's report shows that Detrola in 1943 had a net profit of \$522,958 after taxes and estimated refund of war profits.

"How many new men qualified to understand and maintain radio and electronic equipment, will come out of military service post war?" O. H. Caldwell, Editor of Electronics Industries asks.

"The various schools in the military radio training program have 'trained' in the technical principles of radio some 100,000 to 150,000 men, we understand. But we doubt that more than half of these will show enough interest in or taste for the subject of radio-electronics, to keep it up in civilian life, post war.

"Hence our estimate is that the War will add to the normal radio population at least 50,000 men - perhaps 75,000 - who will be available for general radio and electronic work of repairs, maintenance, etc. (The above figures, of course, do not include "operators" trained in code, but not technically informed).

Dr. James Rowland Angell, NBC Public Service Counsellor, will be one of the speakers at a meeting of the Canadian Association of Broadcasters in Quebec, February 15th.

Several hundred of the many more General Electric workers who produced the powerful geared-turbine propulsion sets and a large variety of other operating and ordnance equipment for the U.S.S. MISSOURI witnessed the launching of the mighty battleship recently, via television.

All the thrills of the traditional champagne christening and the sight of the enormous 45,000-ton vessel sliding down the ways at the New York Navy Yard were brought to the workers through three television receivers installed in one of the Company's turbine shops at Schenectady, 150 miles from the scene of the actual launching.

The telecast, first ever made of an event so closely connected with the war, was sponsored jointly by the General Electric and National Broadcasting companies, both of whose television stations - WRGB, Schenectady, N. Y., and WNBT, New York City - carried the show. This two-station chain, which has been in operation for sometime, is the first television network.

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