

HEINL RADIO BUSINESS LETTER

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No. 1614

March 28, 1944.

RUSH TO GET ON TELEVISION BANDWAGON BEGINS IN EARNEST

Because of the tremendous amount of publicity which the industry has released recently on television, the line for television station applications at the Federal Communications Commission is growing longer every day. The rush really appears to be on in earnest.

The latest check with the FCC shows that as of March 23rd the following have applied for commercial television station licenses:

Earle C. Anthony, Inc., Los Angeles, C 1, (Held CP under call KSEE), 96000-102000, Channel 6; Bamberger Broadcasting Service, Inc., New York City, Channel 6, Washington, D. C., Channel 4, Philadelphia, Channel 7, all 96000-102000 kc.; Broadcasting Corp. of America, Riverside, Cal., Channel 3, 66000-72000 kc.; Allen B. DuMont Laboratories, Inc., Washington, D. C., Channel 3; 66000-72,000 kc.; Havens & Martin, Inc., Richmond, Va., Channel 3; Hughes Productions, Division of Hughes Tool Co., Los Angeles, also San Mateo County, California., Channel 2; KLZ Broadcasting Co., Denver, Colorado, Channel 3; Don Lee Broadcasting System, San Francisco, Cal., Channel 1; Loyola University, New Orleans, La., not specified; Metropolitan Television, Inc., New York City, Channel 8;

60000-66000 kc.: NBC, Washington, D. C., NBC, Denver, Channel 2, Cleveland and Chicago, Channel 1, Los Angeles, Channel 3 and San Francisco, Channel 4; News Syndicate Co., Inc., New York City, Channel 1; Philco Radio & Television Corp., Washington, D. C., Channel 4; WCAU Broadcasting Co., Philadelphia, Pa., Channel 5.

78000-84000: WGN, Inc., Chicago, Ill., Channel 4; WKY Radiophone Co., Oklahoma City, Okla., Channel 1; Louis Wasmer, Spokane, Wash., Channel 1; Westinghouse Radio Stations, Inc., Boston, Channel 5, Philadelphia, Channel 7 and Pittsburgh, Channel 1.

The applications for experimental television licenses are:

	Freq. (Kc)	Power Visual	Aural
Albuquerque Broadcasting Co., Albuquerque, N. Mex.	50000-56000 Channel 1	3 KW (4 KW peak)	3 KW
CBS (Held CP under call W9XCB)	78000-84000 Channel 4	1 KW	1 KW
Industrial Tool & Die Works, Inc. Minneapolis, Minn.	78000-84000 Channel 4	5 KW (5 KW peak)	3 KW
Intermountain Broadcasting Corp. Salt Lake City	50000-56000 Channel 1	100 w.	200 w.

	Freq. (Kc)	Power Visual	Aural
Wm. B. Still, tr/as Jamaica Radio & Tele. Co. Jamaica, L. I.	66000-72000 Channel 3	250 w (1 KW peak)	250 w
Guz Zaharis Charleston, W. Va.	50000-56000 Channel 1	50 w. (200 w peak)	110 w
RCA Camden, N. J. (Reinstatement of W3XEP)	Channel 5		

Pending applications for experimental television relay stations include:

Albuquerque Broadcasting Co., Area of Albuquerque	282,000-294,000	25 W (peak)
The Journal Co. (Milwaukee Journal) Area of Milwaukee, Wis. (above had CP under call W9XCV)	200,000-202,000	25 W (output power not in excess of 6.5 watts)
Philco Radio & Tele. Corp. Area of New York City	204,000-216,000 Channels 11 and 12	15 w.
RCA Area of Camden, N. J. (reinstatement of W3XAD)	321,000-327,000	

The following commercial television stations are now on the air:

60000-66000 kc:	Balaban and Katz, Chicago, Ill.,	KBKB, Channel 2.
	CBS, New York City	WCBW Channel 2
50000-56000 kc:	Don Lee Broadcasting System	KTSL
	Hollywood, Cal.	
66000-72000 kc:	General Electric Co.	WRGB Channel 3
	Schenectady, N. Y.	
	T-New Scotland, N.Y.	
	The Journal Co. (Milwaukee Journal) Milwaukee, Wis.	WMJT Channel 3
	Philco Radio & Tele. Corp.	WPTZ
	Philadelphia, Pa.	
	Zenith Radio & Tele. Corp.	WTZR Channel 1
	Chicago, Ill.	
50000-56000 kc:	National Broadcasting Co., Inc.	WNBT Channel 1
	New York City	

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"As compared with 1940, when I followed Wendell Willkie across the country to the West Coast and back, he shows tremendous improvement as a campaigner", Marquis Childs writes. "His radio delivery of a set speech, read from text, however, is still far from the perfection of the Old Maestro, F.D.R."

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BELIEVED RADIO WILL PAY HEAVILY FOR WINCHELL TURMOIL

It is the opinion of many that the broadcasting industry will have to pay heavily for the row Walter Winchell has kicked up in Congress. The climax seemed to have been reached in the Winchell-Dies radio debate Sunday night but in heat that was nothing to the almost free-for-all fight over him in the House yesterday (Monday). Representative Sabath (D), of Illinois, complained that the frequency of the attacks on Walter Winchell was actually hindering the House procedure.

All of which is a bad break for the broadcasting industry as seeing how well Mr. Dies came out Sunday and the tremendous amount of free publicity he received, Representatives and Senators more than ever will favor legislation making it obligatory to give equal time to anyone who believes he may have been unjustly attacked. If such a law is passed, it is bound to be abused in many instances and in the long run the networks and the broadcasters will be the losers.

All this practically on account of Walter Winchell. Just as the agitation on the Hill has been caused by a handful of Congressmen - four or five at the most, Dies (D), of Texas, Hoffman (R), of Michigan, Rankin (d), of Mississippi, and a few others most all of them fire-eaters - just so 90% of the troubles of the commentators and the networks has been caused by the swash-buckling tactics of Walter Winchell. As a result of the clash within this small group, radio is the "innocent bystander".

Winchell's "declaration of independence" Sunday night insofar as Congress was concerned, was like waving a red flag at a bull. He said:

"I will gladly appear before any open court or any open court or any constitutional authority, and I here and now freely waive all immunity. I demand only two rights, those guaranteed to every American citizen (1) that I have the right of cross-examination and (2) that the public be present.

"Far from retracting a single statement, I reiterate every-one of them. Far from apologizing for any action, I reaffirm that my conduct has been the product of my deliberate intention.

"In the meantime, if any Congressman or Senator has information or evidence that I am guilty of activities against the United States Government, let him run - not walk - to the nearest Federal Grand Jury or U. S. Attorney. If he fails to do so he is derelict in his duty as an officer of the United States. If such evidence ever existed it would have been offered against me long before this.

"As an American, my right to criticize the Government of the United States and the official acts of any of its servants, does not depend upon my sponsor, the radio network, and publisher, any member of Congress, the President of the United States, or for that matter, the United States Supreme Court. That right was given to me over 150 years ago. By the same men who gave them theirs."

It would be a departure to permit a witness to cross-examine members of a Congressional Committee as Mr. Winchell has demanded.

Representative Dies concluded his broadcast by saying:

"Mr. Winchell, you have had much to say about tolerance. What could be more intolerant than these un-American attacks. Such attacks are the chief characteristics of fascism and the very essence of intolerance. You, Mr. Winchell, seem to have forgotten that those who expect tolerance from others should practice tolerance themselves.

"This would be serious if Mr. Winchell were the only Charlie McCarthy of the Smear Bund. He is, however, only one of many. Who are they? Who is behind them? The American people would like to know and I promise you that Congress will soon find out."

If there ever was a time for Mr. Winchell to use tact, it was when he was being listened to by practically all the members of Congress and higher ups in Washington, and we believe Drew Pearson or any other of the Blue commentators would have had the good judgment to have treaded very lightly under similar circumstances.

However, as was the case with Secretary Ickes recently when he ran afoul of Senator Moor (R), of Oklahoma, in their Town Hall debate over the Arabian pipeline, Mr. Winchell was keyed up Sunday night and in a fighting and apparently arrogant mood. As was Senator Moore in knocking Mr. Ickes over the ropes, Mr. Dies hardened veteran of many rough and tumble debates on the floor of the House of Representatives, seemed to be as cool as a cucumber.

Having done so well for himself Sunday and feeling that he had beaten Mr. Winchell at the latter's own game over the radio, Representative Dies will now turn the tables by summoning Mr. Winchell to the Capitol for a grilling before the Dies Committee. If so, and Walter conducts himself in the same bull-in-the-China-shop manner that he did over the air, the exchange which took place then and which followed the day after in the House will probably be powder puff stuff compared to what Representative Dies, Hoffman, Rankin, et al will try to do to him if they can get him under oath on the witness stand. Censorship will be out of the window and the Capitol police had better be on their toes or somebody is liable to get punched in the nose.

One report was that Representative Dies, who is a pretty good showman himself, would hold off calling Winchell until the last witness for fear of him "stealing the show". In the meantime it was said to be the plan to summon Andrew Jergens, his sponsor, already under fire by Representative Hoffman, in his declared effort to find out "who is behind Winchell, who is putting up the money and why?"

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TOO MUCH POLITICS SEEN IN FCC INVESTIGATION

Critical of the FCC probe, the Washington Post editorializes:

"Hope for an impartial, fact-finding investigation of the Federal Communications Commission has been strengthened by the innng which the Lea Committee is now giving to FCC officials. But the inquiry is by no means out of the woods. Congressman Miller appears to have taken over the work of smearing the Commission where Congressman Cox and Eugene Garey, former counsel, left off. His recent charge that FCC bungling was responsible for an accident to a task force in Alaskan waters must be considered irresponsible and unwarranted until he brings forth more evidence than he has supplied to date. 'Snide innuendo' is what FCC Chairman Fly called it. Yesterday he specifically told the Lea Committee that there is no substance to the charge.

"The hearing is now thoroughly immersed in a political atmosphere. Since this is a general election year, it would be naive to suppose that it can be extricated from that atmosphere in the months between now and November. Members will be thinking more about discrediting or defending an Administration agency than about uncovering pertinent facts about an essential Government function. Were it not for the fact that several months have been spent producing biased evidence against the Commission, the public interest would doubtless be served by postponing the investigation until next year.

"We can readily understand, however, the Commission's desire to have its day in court to answer the charges leveled against it. In the circumstances that portion of the public which is more interested in good Government than in smearing or lauding a particular agency will be under heavy obligation to separate the wheat of information from the chaff of politics in the FCC inquiry.

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LaGUARDIA PRAISES EFFICIENCY OF NBC PROTECTION SERVICE

High praise for the courtesy and efficiency of the uniformed members of NBC's Protection Service was expressed recently by Mayor Fiorella LaGuardia in an unsolicited letter to Frank E. Mullen, NBC Vice-President and General Manager.

The Mayor wrote:

"For some time I have been visiting your studios each Saturday morning for my weekly broadcast and on each of these occasions I have had the pleasure of being greeted by the courteous and efficient uniformed members of your Proection Service.

"They have impressed me, and I am sure the public as well, as being a well-trained group of men reflecting the efficiency for which your great organization is so well know."

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POST-WAR COMPETITION MAY FORCE RAILROADS TO USE RADIO

With experiments now being undertaken by the Pennsylvania Railroad on its Belvidere-Delaware Branch, the Kansas City Southern and other roads to install radio to supplement their block signal systems, and inquiries undertaken by Senator Wheeler (D), of Montana, Chairman of the Interstate Commerce Committee, and Senator Harley M. Kilgore (D), of West Virginia, with a view to legislation, the practicability of using radio-telephones for intertrain communication has become a very live topic.

Addressing a group of radio engineers in Newark, N. J., Dr. O. H. Caldwell, Editor of Electronic Industries, had this to say:

"Terrible tolls of human life taken when flagmen sent back have failed to stop oncoming express trains, could be avoided by having continuous radio communication between each train and the dispatcher's headquarters as well as other trains. Engineer and conductor could then keep in close personal touch with all nearby crews by short-wave radio telephone. Such radio communication would save lines and also ordinary train delays, compared with the present archaic practice of sending a brakeman with lantern or flag, half a mile back, and then waiting for his return.

"Every ship and every plane is in constant touch with the rest of the world by radio, - but every railroad train crew is utterly isolated while in motion. The passenger who boards a crack American flyer from New York or Chicago, enjoys every modern luxury, but communicationwise he is as isolated as if he were on camelback in the Sahara desert. He might easily enjoy telephone connection with the whole country and transact any necessary business enroute.

"Electronic signal systems for railroad operation are now being developed which will speed up train operation by performing half a dozen switching and signalling functions simultaneously, without the delays of present step-by-step operation.

"Surveys of the railroads' post-war plans indicate that as soon as the war is over, present heavy passenger equipment will be replaced all over the country by light-weight, streamlined trains, with running speeds of 100 miles per hour. The change will be made as quickly as car manufacturers can produce the new equipment. This will be the railroads' answer to automobile and truck competition. A reduction in long-distance rates to about one cent a mile is also proposed. Such a renovation of the rails calls for an entire renovation of the signal equipment through the country, a project of tremendous magnitude - but one which can be performed quickly and efficiently with new methods of electronic signalling now in sight.

"On freight trains radio communication not only between the locomotive and caboose, and also with the lonely brakemen patrolling the mid-train car tops, is now a simple possibility, especially with the modern walkie-talkies which will be available for civilian use, based on military experience.

"Even the dismal railroad waiting rooms in small towns might be made cheerful and inviting, for music and news could easily be transmitted over existing telegraph wires, followed by shipping and other public relations statements which railroad officials wish distributed to their customers along the line. All this could be done at minimum outlay, using present equipment, without disturbing present telegraph operation.

"Today one of the minor hardships of railroading is the recording of all freight-car numbers as the cars come into terminal yards. On cold nights, yard men must tramp up and down the windy tracks, flashing their lanterns on the car numbers and copying down the sixplace digits with chilled fingers. Yet it would be simple to install electric eyes on incoming tracks so that as the trains roll in, all car numbers would be automatically recorded and printed in the yardmaster's office."

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RADIO TILT OK WITH WILLKIE - DEWEY "BUSY"; GE BREAKS SETS

Drew Pearson, Blue Net commentator, said Sunday night that in response to a suggestion from him, Wendell Willkie and Governor Thomas Dewey engage in a radio debate comparable in a modern way to the Lincoln-Douglas encounter, that Mr. Willkie agreed to participate but that the Governor replied that he was "very busy".

In his newspaper column on the same day, Mr. Pearson wrote:

"If the Army wants to preserve morale on the labor front, one way not to do it is by a few more samples of what has been happening lately at the General Electric plant in Schenectady, N. Y.

"There for the last several days workers have been given hammers, chisels and sledge hammers, told to break up 700 radio transmitter and receiver sets. The radio sets, ordered by the Signal Corps, are now obsolete as far as the Army is concerned, but certainly could be useful for private use or to the hundreds of cities unable to equip their police cars with radio.

"Despite this, the sets are being systematically broken up, with no provision to salvage any working parts, such as wire, knobs, tubes or other vital equipment. Even if military secrets are involved, these different radio parts could be saved.

"Furthermore, the effect on worker morale is most depressing - to destroy the things they have created, and without explanation. It takes the heart out of them when it comes to speeding up production on anything else. They wonder whether it also will be broken."

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PROBE OF WINCHELL SPONSOR CAUSES CONGRESSIONAL UPROAR

Representative Hoffman (R), of Michigan, endeavoring to start a new bonfire under Walter Winchell by further embarrassing his sponsor, Andrew Jergens, of Jergens Lotion, Cincinnati, also started what nearly ended in a rough and tumble fight on the floor of the House yesterday (Monday) after the now famous Winchell-Dies broadcast.

Representative Hoffman introduced a resolution calling on the Department of Justice to give Congress the facts on alleged sedition charges against two women employees of Mr. Jergens.

The Congressman had previously charged that Jergens' personal secretary, Mrs. Elfrieda Margaret Siddell, has been interned as an enemy alien, and that a maid in Jergens' household has been given a prison sentence for misprision of treason (withholding knowledge of treason). Although at least two Congressional Committees have sought full information on both cases from the Justice Department, it has been denied as contrary to the public interest.

Also Representative Hoffman introduced a bill which would amend the Navy Code to require the dismissal of Mr. Winchell who now holds a Reserve commission for using "disrespectful words to Congress."

"Let me say that the people of this country are entitled to know who is this man; who is this man who ordered Winchell out of active duty, out of uniform, deprived him of opportunity to receive the pay of an officer - told him he would be stabbed in the back?" Representative Hoffman declared. "Is it the President of the United States, by virtue of whose authority Winchell, without pay, without duty, and without uniform, is still carried on the rolls of that honorable body, the Navy, as a Reserve officer? Is it because of the President's backing?"

"I doubt very much whether the President of the United States know every man who is a member of the Reserve Corps", Representative Sabath (D), of Illinois, Administration defender, interjected.

"Oh, well, I think the President has heard of Winchell. Is it because of the President's backing that Winchell was told that some men must be sent across to be shot, but some must stay here to be stabbed in the back?" Mr. Hoffman retorted.

Representative Dies had declared on the radio Sunday night that Winchell "had been removed from active to inactive duty 'for reasons which cannot be told until after the war'. Here are his own words. 'When I demanded active duty for the fourth time, I was instructed to stay on the radio with the following words: "Some men must go over seas to be shot and some must stay over here to be stabbed in the back." Now I ask - who told Walter Winchell that? He says he cannot tell until the war ends. But he admits he is under orders from some powerful person, from whom he is willing to take

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orders, to stay on the radio. For what purpose? To sell beauty preparations as a part of the war effort. Of course not. He was ordered to stay on the radio to do what he is doing - to carry on the work of the Smear Bund to intimidate its opponents and to discredit the Congress. But who is this Smear Bund? Who is this great personage with so much power that he can reach into the Navy to keep Mr. Winchell on the air and off the sea for propaganda purposes; and who is so exalted that his name cannot be breathed until the war ends? Who are these other groups leagued with him in this strange, un-American enterprise of smearing men into silence? What are their objectives?"

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BBC AND INVASION COVERAGE

Following the return of Lindsay Wellington from London, the British Broadcasting Corporation's New York office has issued the following statement about invasion coverage:

"The BBC has always worked in close collaboration with American broadcasters and is more than ever ready to do so when the final invasion of Europe breaks. To this end the BBC has decided that when the invasion begins, and for a period at least including the initial stages, all BBC broadcasts dealing with the invasion shall be available to radio station operators who want to, and are able to, pick them up and rebroadcast them. The London representatives of American Networks have reciprocated by agreeing to make all their invasion material available to the BBC for domestic broadcast in Britain if desired. As always in such cases, the BBC will give credits to the networks whose reports it uses.

"So far as actuality and front line reporting of the invasion is concerned, the BBC has many plans under way, some of which have been rehearsed under battle conditions. Obviously their final scope will be determined by military decisions and by the unpredictable course of events."

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The Illinois State Republican Committee has bought time on four stations of the Blue Network for a series of programs during the period of the State primary election campaign.

Thirteen quarter-hour programs are scheduled for Stations WENR, Chicago; WROK, Rockford; WCBS, Springfield; and KXOK, St. Louis, between March 23rd and April 10th.

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RAYMOND G. SWING GIVES RADIO PRIZE TO CLAPPER MEMORIAL

Raymond Gram Swing, radio commentator, has turned over the \$1,000 duPont Radio Award for exceptional service, which he received recently, to the Raymond Clapper Memorial Award, founded to honor the memory of the Washington newspaperman who died recently in a dive-bomber crash during the invasion of the Marshall Islands.

The Clapper Award, announced by a group of Mr. Clapper's friends and colleagues, took the form of a gold medal to be given annually to the Washington newspaper writer whose journalistic contributions most closely approximate the outstanding reporting of Mr. Clapper. A plaque by a famous artists will hand in the National Press Club and the name of the winner will be added each year. As the fund grows a cash award will be added.

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HAMMOND, JR. SEES PERIL IN NAZI RADIO BOMBS

John Hays Hammond, Jr., internationally known inventor and holder of patents on radio-controlled bombs similar to those being used by the Germans, was quoted recently as saying in Boston he believed the Nazis have only been practicing with the projectiles and that their full force would be felt later, the A.P. reports.

"My feeling is", he said, "that perfection of this device by Germany would imperil the British fleet. The fleet versus glider bombs could be the next phase of this war - it could be glider bombs against the combined Allied fleets.

"No shipping will be safe if the Germans perfect this type of warfare, excepting those ships which can stay out of reach."

(His prediction was described in London as "visionary and exaggerated out of all proportions", by one British expert.

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CBS' "AMERICAN SCHOOL OF THE AIR" CONSULTANTS TO MEET

The National Board of Consultants of Columbia Broadcasting System's "American School of the Air" will hold its fourteenth annual meeting March 29th at network headquarters in New York City. The meeting will be devoted to planning the 1944-45 season.

Plans formulated will be forwarded to Educational Directors at CBS affiliated stations for comment. Presiding at the meeting will be Chairman of the Board, William C. Bagley, Professor Emeritus, Teachers College, Columbia University. Leading national educators will attend.

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"WASHINGTON BROADCAST" BOOK NOW SAID TO BE 2-MAN JOB

The Man at the Microphone who wrote the new book "Washington Broadcast", turns out to be two persons, according to Hope Ridings Miller in the Washington Post - Wythe Williams, noted author, foreign correspondent and radio commentator, and Frank L. Baer of Washington, former newspaper man, and now a playwright and publicist.

"Work on the book began last June in the National Press Club dining room. The two men met, began discussing possibilities of collaboration, then mapped out plans for the tome before the meal was finished", Miss Miller writes. "Shortly afterward, Baer went to Wythe Williams' farm in Easton, Pa., and the two got down to business in earnest.

"'It was a happy collaboration', Baer said, 'and on the whole an extremely interesting experience - even though we felt we were working on shifting sands.'

"The volume was finished in January and shipped off to the publisher. Last-minute changes had to be inserted, and a couple of chapters, one of which was on John L. Lewis, were dropped before the work was completed.

"Incidentally, local bookstores have been swamped with requests for 'Washington Broadcast', and most of the Capital's table talk has centered around it the past week.

"The authors have been highly amused at some of the criticisms heaped on their brain child. One writer mentioned particularly the chapter on Clare Boothe Luce as being down from the viewpoint 'of an adoring schoolboy'. The State Department chapter came in for some pointed barbs, and one news magazine blasted the style of the book in no uncertain terms. But it continues to sell and sell - a point which seems to prove among other things that every mention in print, no matter how unflattering, is good advertisement."

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Fire of undetermined origin Saturday caused damage of approximately \$40,000 to the plant of the Gruver Manufacturing Co., in Silver Spring, Md., and adjacent properties. Silver Spring is on the outskirts of Washington.

The company is engaged in building radio parts for the Government and occupies a series of cement block structures. The fire started in a vat of spraying fluid in the paint shop.

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