

HEINL RADIO BUSINESS LETTER

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No. 1622

April 25, 1944

"WASHINGTON POST" TO HAVE STATION IN NATIONAL CAPITAL

Following the present trend for newspapers to acquire broadcasting stations and the example most recently set by the New York Times, The Washington Post, the publisher of which is Eugene Meyer, is to have its own station. This was made known when the Post announced that subject to the approval of the Federal Communications Commission it had agreed to purchase all of the capital stock of the WINX Broadcasting Co., owner and operator of Station WINX, Washington.

WINX was started about three years ago by Lawrence J. Heller, a Washington attorney, who since then has been operating it. As was the case of WQXR, purchased by the New York Times, WINX is one of the smaller stations of the city. With a frequency of 1340, it operates on 250 watts power. With the exception of WWDC, another station started about the same time also on 250 watts, the wattage of the other local broadcasting stations is considerably higher and no doubt the plan will be to step up the power of WINX considerably. The other Washington stations are WTOP, CBS, 50,000 watts; WMAL, Blue, 5000 watts; WOL, MBS, 1000 watts; and WRC, NBC, 1000 watts.

There are four newspapers in Washington, the Star, Post, Times-Herald and the News. The Star for many years has had an interest in WMAL and sometime ago acquired the station outright. The Post, therefore, is the second paper to enter the field still leaving the News, which is a Scripps-Howard paper, and the Times-Herald, owned by Mrs. Eleanor Patterson of the famous Patterson-McCormick newspaper family, without radio stations.

WINX has no network affiliation but it is probably Mr. Meyer's idea to develop it as a strong local station for which there is unquestionably an opportunity. Also there is every reason to believe that Mr. Meyer will lose no time filing an FM application and will watch the development of television closely. It is likewise reasonable to suppose there may be a change of call letters to WPOS or something like that.

Mr. Meyer has made a big success of the Post which was badly run down when he took it over and it is safe to say he will do the same with his newly acquired broadcasting station.

Mr. Meyer, the latest publisher to enter the ranks of the broadcasters, was born in Los Angeles in 1875. After making a success in the business world, he entered the Government service in 1917. He served first on the Council of National Defense and later with the War Industries Board; also a member of the National Commission on War Savings. President Wilson appointed him a Director of the War

Finance Corporation in 1918, to which he was elected Managing Director, and he was reappointed by Presidents Harding and Coolidge. He was appointed by President Hoover and designated Governor of the Federal Reserve Board in 1930, also served as Chairman of the Board of the Reconstruction Finance Corporation. He was appointed by President Roosevelt as a member of the National Defense Mediation Board in 1941.

Mr. Meyer last week was the first of those named on a Committee of seven members selected by WPB Chairman Donald M. Nelson to aid him in "laying down the strategy and policies which will guide the nation's economy through the readjustment and reconversion period". Among the others appointed were Eric Johnston, President of the U. S. Chamber of Commerce; Philip Murray, President of CIO, and William Green, President of American Federation of Labor.

Mr. Meyer should also be a welcome addition to the broadcasters due to the fact that he is undoubtedly in the good graces of the Federal Communications Commission, having defended Chairman James L. Fly and the Commission in the Washington Post in several instances when brickbats were being thrown at them from other directions, notably during the House investigation of the FCC when Mr. Meyer and the Post editorials almost more than anything else forced the resignation of Representative Eugene Cox (D), of Georgia, who started the investigation. The Post also stood by the FCC in defending Dr. Goodwin Watson et al.

As has been the case in his successful development of the Washington Post, it is believed Mr. Meyer will be materially assisted in building up WINX by his wife, Mrs. Agnes E. Meyer, who has contributed several series of articles to the Washington Post that have attracted national attention. Before her marriage, Mrs. Meyer had the distinction of being the first woman ever to be employed on the editorial staff of the famous old New York Sun.

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PHILCO 55% AHEAD OF 1ST QUARTER LAST YEAR

Sales of Philco Corporation in the first quarter of 1944 were 55% ahead of the corresponding period last year, John Ballantyne, President, stated following the annual meeting of stockholders last Friday. Output in the month of March set a new high record in the Company's history by a wide margin.

Mr. Ballantyne also announced that the final renegotiation agreement with the Navy Price Adjustment Board covering 1943 war production had been formally signed last Thursday. Philco is one of the first large companies in the United States to complete 1943 renegotiation.

Shareholders approved the proposed amendment to the Company's incentive compensation plan, and also authorized contributions to the Company's profit-sharing plan, both of which had been recommended by the Board of Directors.

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WOULD AMEND CONSTITUTION TO SAFEGUARD PRESS AND RADIO

So apprehensive were the members of the American Society of Newspaper Editors meeting in Washington last week that they not only passed resolutions calling for worldwide freedom of the press and radio and to insure unrestricted use of communications but one of their number proposed a new constitutional amendment to further safeguard press and radio freedom.

David Lawrence, newspaper columnist, in an address to the editors proposed the new amendment to protect more explicitly the freedom of the press, radio, television or any other medium of public expression. Mr. Lawrence said the present constitutional clause has been nullified by the courts.

Mr. Lawrence suggested this language for an amendment:

"The grant, sale or lease of any facilities, licenses or privileges by the United States to the press, to radio broadcasting, to television, or to any other medium of public expression shall not vest in the Congress or in any executive agency or in the several States the power to limit, restrict or regulate the contents of any printed publication, radio program or creative work emanating from any medium of public expression except as any of these media may offend against the common law governing fraud, obscenity or libel, or except as acts of treason are committed and punishable under Article III, Section 3."

Mr. Lawrence asserted that under the postal power "the rights of the press have been gradually curtailed by a process of judicial attrition that has escaped general notice."

He said, no doubt referring among other things to the "radio program content" decision that the most recent Supreme Court decisions "have utterly disregarded the abuses in delegation of legislative power and have tended to support executive agencies in their unqualified rights to prescribe their own standards or yardsticks for the interpretation of congressional acts."

The resolution on communications urged international agreements permitting direct communication between all nations wherever feasible, eliminating conventions and customs hampering use of scientific advances in communications, removing restrictions imposed for commercial or political advantage, and giving correspondents of all nations equitable use of available facilities.

The resolution on maintenance of union membership as a threat to freedom of the press was the only one not approved by a unanimous vote. An objection was raised that the question was one for individual papers, but a motion for indefinite postponement was lost and the resolution was adopted by vote of 67 to 26.

The resolution said the society "regards the enforced maintenance of membership clause in labor union contracts as applying

to news and editorial employees as a threat to unbiased reporting of the news and as such affirms it to be repugnant to a basic principle of free American journalism."

Lowell Mellett, former presidential secretary, now writing a column in the Washington Star and other newspapers, also turned his attention to the press and radio freedom which incidentally defends Walter Winchell, press and radio commentator who in turn is one of the most aggressive defenders of President Roosevelt.

"This is not only the anniversary week of Paul Revere's ride", Mr. Mellett wrote, addressing the American Society of Editors, "but this is a moment when freedom of the press is actually in danger. The newspapers of the country, it seems to me, have been slow to recognize the danger, having in mind how sensitive they normally are on the subject. This can be accounted for only by the fact that the threat is all wrapped around a chap whom some of them do not like, one Walter Winchell.

"I've read somewhere that a lot of people didn't like Paul Revere either. In any case, Paul Revere did a great job in his day, and Walter Winchell is doing a great job in his, for one of America's important freedoms.

"I've never been one to worry much about the freedom of the press in this country, but if the ineffable Mr. Dies of Texas gets away with his present effort to throttle the Winchells of journalism - along with the advertisers who pay the freight - the day is not far away when the editors of the land really will have to equip themselves with fifes and drums if they want to be heard.

"Make no mistake about it, Martin Dies and his methods have ceased to be funny. We know that in Washington. A complacent Congress is in a fair way to let him set up his own government - government by nuisance. Through this complacency on the part of some and connivance on the part of others, he has come to have the power to coerce."

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FIGHT RESUMPTION OF CONGRATULATORY TELEGRAMS

The American Communications Association (CIO) Union of Telegraph Workers this week made public a protest to the Board of War Communications against a Western Union Telegraph Co. request for permission to resume transmission of congratulatory telegrams.

The protest was echoed in a letter by Representative Vito Marcantonio (AL, N. Y.), to Board Chairman James L. Fly.

Joseph P. Selly, President of the Union, said the telegraph company's wartime service would be impeded if the request, pending before the Federal Communications Commission, is granted.

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FCC COUNSEL DENIES POLITICAL INFLUENCE IN RADIO ACTION

There was a sharp retort by Charles R. Denny, General Counsel of the Federal Communications Commission to the charge made by Eugene L. Garey, in New York, former counsel of the House Committee investigating the Federal Communications Commission, that the White House and the FCC had played politics in granting a license to a Watertown, N.Y., station. Mr. Denny's reply was backed up by a similar testimony from Miss Fanny Neyman, FCC attorney.

Mr. Denny stated that with respect to the application of the Black River Valley Broadcasts, Inc. (WNNY) for a Watertown station:

"Former Committee Counsel Garey has painted an engaging picture of political chicanery."

Mr. Garey had charged that the FCC illegally revoked one permit for a radio station at Watertown and granted a competing application when it learned that the initial permit had been given to opponents of water-power policies of the administration.

Transfer of the permit actually was made, Mr. Denny testified, because FCC had made "a bad mistake of law" and wanted to correct it.

An application to build the station, made by the Watertown Broadcasting Corp. in 1936, was denied, Mr. Denny stated, on the sole ground that the Commission's record did not show that two officers of the corporation were United States citizens. When both officers actually were found to be citizens, Mr. Denny explained, the Commission granted an application for rehearing by the Watertown Corp. to correct the FCC's "error of law".

Black River Broadcasts, Inc., to which a permit for the station originally had been granted, was asked to allow its case to be reconsidered at the rehearing, Mr. Denny said, but "elected to resort to a series of petitions and to litigation."

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NEW INDUSTRIAL APPLICATIONS OF TELEVISION DISCLOSED

Disclosure of potentialities of television as a new and effective aid to industry after the war enlivened a meeting in Detroit at which Ralph R. Beal, Assistant to the Vice President in Charge of RCA Laboratories, told members of the Engineering Society of Detroit of the imminent expansion of "radio sight".

Mr. Beal envisaged television as the coming "eyes" of factories, the "means of coordinating activities in giant manufacturing plants, such as those in Detroit, and the means also of peering into places and situations that might be inaccessible or extremely hazardous to man."

"Television cameras at strategic points can be connected by wire to receivers where production experts, foremen and supervisors can follow the flow of fabricated or raw materials and watch the progress of the work", the speaker said. "Such setups will be particularly valuable in mass production assembly lines, and they may be extended to include loading platforms and shipping rooms."

According to Mr. Beal, television cameras may be used in connection with chemical reaction chambers, making visible to the operator without personal risk the chain of events occurring in complicated chemical production units. He said specially-built cameras may be used in furnaces to observe steps in the formation of alloys.

"In addition", Mr. Beal declared, "television equipment may facilitate port movements of ships. The cameras located fore and aft, and on port and starboard sides of vessels, could lessen the hazards of docking and insure safety in crowded shipping lanes."

"We likewise foresee the use of television in metropolitan traffic control and along congested motor routes."

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NEWS-RADIO GROUP PLANS TO DISSOLVE

Its purpose accomplished with the decision in January of the Federal Communications Commission to take no stand on joint ownership of newspapers and radio, the Newspaper-Radio Committee is expected to disband today (Tuesday) at a meeting to be held in New York where this week the members of the Associated Press and the American Newspaper Publishers are foregathering.

The Committee represents newspapers owning radio stations or interested in applying for licenses to operate stations on April 20, 1941, following action of the FCC in March of that year to half all issuance of licenses to persons owning a majority interest in any newspaper until the question of joint ownership of radio and newspapers could be considered.

The announced purposes of the Committee were to gather evidence of the performance of newspapers controlling radio stations, provide counsel and perhaps to propose legislation in the field. Unless a decision is made to perpetuate the Committee to propose such legislation, the steering committee plans to vote to disband.

Members of the steering committee are Harold Hough, Chairman, Ft. Worth (Tex.) Star-Telegram; Walter J. Damm, Vice-Chairman, President of FM Broadcasters, Inc., Milwaukee Journal; Dean Fitzer, Treasurer, Kansas City Star; Gardner Cowles, Jr., Des Moines (Ia) Register and Tribune; John E. Person, Williamsport (Pa.) Sun; Col. Harry M. Ayers, Anniston (Ala.) Star; A. H. Kirchhofer, Buffalo News; Maj. E. M. Stoer, Hearst Newspapers, and Truman Green, Tampa (Fla.) Tribune.

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WLB HITS PETRILLO KSTP STRIKE; ALSO BACKS WJJD

As in the WJJD strike in Chicago, James C. Petrillo, President of the American Federation of Musicians, ran afoul of both the War Labor Board and his own American Federation of Labor in calling a similar strike on Station KSTP in St. Paul. It is believed there may be real trouble ahead for him in these cases due to the fact that the Government was so prompt in backing up William Green, AFL president's rebuke to Mr. Petrillo in calling off the strikes at both WJJD and KSTP.

The latest move in connection with the two strikes was Monday when the War Labor Board sent telegrams to the St. Paul musicians union that the strike on KSTP "must be terminated immediately".

"This strike is contrary to the national policy and is in violation of the no-strike pledge of your organization. You are directed to take such steps as may be necessary to terminate the strike and restore station KSTP to normal operation."

The dispute arose two weeks ago over the number of musicians to be employed by KSTP at its Radio City studios in Minneapolis, the union maintaining that eight should be used while Stanley Hubbard, president of the station, held that six men were ample. Mr. Hubbard issued a statement in which he said:

"To carry out our firm determination of supporting the war effort 100 per cent, we would rather suffer the inconvenience of this strike than be forced to employ men we do not need at a time when the Government is scraping the bottom of the barrel in search of manpower."

As was the case with Ralph Atlass, President of WJJD, Chicago, Mr. Hubbard had previously received a telegram from William Green, President of AFL, saying the St. Paul strike was contrary to the wartime no-strike pledge and assuring him that he would "exercise all possible effort to get the men back to work".

In the meantime, WJJD has been certified to the War Labor Board by Secretary of Labor Perkins and the United States Conciliation Board. Prior to this the Labor Board addressed the following telegram to the secretary of the Chicago Musicians Union:

"This work stoppage is in violation of labor's pledge to the President and the national policy of the government that there shall be no strikes for the duration of the war. You are directed to convey to your members the request of the National War Labor Board that they return to their jobs immediately and follow the orderly procedures set up by the government for the disposition of labor disputes in war times."

The musicians, Mr. Atlass said, were taken off the job when the station refused to meet union demands that it hire ten more men. Since the strike, office girls have performed the work of the musicians, which consists of playing recording discs.

It was said at the War Labor Board in Washington that the WJJD case was at present being considered by the "New Cases Committee" which might recommend that the WLB hold a hearing on the dispute in Chicago or that the Board retain the case in Washington. Then the question would be considered as to whether the case would be heard by a three-man panel or if those involved in the dispute could agree on a single officer. Following this, each side would be instructed to send in its arguments.

It was also said the proceeding would be the same in the case of KSTP which was said "to be in the process of certification".

Ownership of the stock of WJJD was transferred last month, subject to approval of the Federal Communications Commission, from Ralph Atlass, his brother, H. Leslie Atlass, Vice President of Columbia Broadcasting System, and Philip K. Wrigley, to Marshall Field, Chicago and New York newspaper publisher. The FCC has not yet passed on the deal but is expected to do so at an early date.

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MULLEN TELLS D.A.R. CONTROLLED RADIO WILL POSE PROBLEMS

Because broadcasting does not observe political frontiers, America must contemplate and appraise the kind of international broadcasting we are to have after this war, Frank E. Mullen, NBC Vice President and General Manager, said in an address before the National Congress of the Daughters of the American Revolution at the Hotel Commodore.

"It is almost obvious", Mr. Mullen said, "that a controlled radio in other lands will present problems in the interchange of news, information and education between the countries of the world. While we cannot pretend to advise others as to the political systems they should follow, or as to what kind of a broadcasting operation they should conduct, it is self evident that an unrestricted interchange of freely expressed opinion is necessary if we are to have a democratic world, wherein the citizens of every land enjoy the priceless freedoms that we possess."

Compared to the problems of war, he added, the problems of peace will be even more tangled and perplexing.

"In our land", he said, "radio broadcasting is an instrument of democracy as are the other freedoms: of speech, of press and of worship."

"Nowhere in the world where radio is enslaved will you find free speech or a free press. The three stand or fall together, together with freedom of religious worship and of peaceable assembly. In each country seized by the dictators of Europe, the capture and control of radio facilities has been the first act of aggression. Suppression of the other freedoms has followed swiftly and inevitably."

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Conceding that the broadcasting industry as a form of enterprise licensed by the government is subject to a certain amount of government control, Mr. Mullen warned that "broadcasting in this country must never be allowed to become either the voice or the tool of Government. It must remain the voice of the people."

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RADIO INSTITUTE OPENS MAY 5 AT OHIO STATE

"Radio - Sword and Ploughshare!" is the theme chosen for the fifteenth annual Institute for Education by Radio, to be held May 5-8 in Columbus, under the sponsorship of Ohio State University.

Dr. I. Keith Tyler of Ohio State is Director of the Institute, established in 1930 by the University, "to provide an annual meeting for joint discussion by broadcasters, educators, and civic leaders of the problems of educational broadcasting."

Elmer Davis, Director of the Office of War Information, will be the speaker at the annual dinner the evening of May 7th.

The conference program includes general and special sessions, emphasizing the role of radio in the war and in the peace; work-study groups; and round-tables.

General sessions include a symposium on "How Free is Radio?", H. V. Kaltenborn, NBC commentator, presiding, with representatives of Canadian and U. S. Chains, the Federal Communications Commission, and other agencies participating. There will also be symposiums on "Combat Reporting", "Radio's Role in Understanding", with discussions of labor, race and international relations; and a closing summary session on "Radio and Postwar Problems".

Two special sessions are scheduled, one on "Regional Station International Broadcasting", the other on "Morale on the Fighting Fronts". In the first of these the British Broadcasting Corporation in London will originate program material for WLW Cincinnati. The Institute audience will hear the entire procedure, including preliminary cueing on the transatlantic channels, the program material from Cincinnati and the material from London.

The night before the Institute opening, on May 4, America's Town Meeting of the Air will originate from Columbus, on "Does Youth Want Social Security from the Cradle to the Grave?" George V. Denny, Jr., will be moderator of this broadcast and will also preside at a pre-conference meeting on "Developing Democracy through Radio Discussions", a cooperative venture of local radio stations and the schools.

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 ::: TRADE NOTES :::
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Pat Campbell, Director of Stations Relations and Public Relations for the Don Lee Broadcasting System, will take over the duties of Executive Assistant to Willet H. Brown, Vice-President and Assistant General Manager of the network, effective May 1st. Mr. Campbell has been affiliated with Don Lee since October 1, 1943, when he came to the network as Public Relations Director. He organized the West Coast offices of the World Broadcasting System and until joining Don Lee had direct charge of all World Broadcasting activities in the 11 Western States.

Effective May 1, 1944, Stations WEST, Easton, Pa., and WAZL, Hazelton, Pa., will join the NBC network as Basic Supplementary outlets.

Miller McClintock, President of the Mutual Broadcasting System, in an address before the Omaha Chamber of Commerce, predicted as great an advance for television in the post-war world as there has been for the automotive industry. Mr. McClintock foresaw widespread use of television not only in the home but in theatres, schools, business offices and in churches.

Allen Campbell, of Station WXYZ, Detroit, was elected Chairman of the Stations Planning and Advisory Committee of the Blue Network at a meeting held in New York City. Henry Johnston, of Station WSGN, Birmingham, Ala., Secretary of the Committee, was elected to the new post of Vice-Chairman.

Plans for the future were discussed by members of the Committee, representing the 181 Blue affiliates, with network executives including Mark Woods, President, and Edgar Kobak, Executive Vice-President.

Station WAYX, Waycross, Georgia, has joined the Mutual network as a full time outlet. Service will begin to WAYX following installation of line facilities. It operates on 250 watts, 1230 kc. Mutual also announced institution of full time service to WCNC, Elizabeth City, North Carolina, effective May 1.

The Blue Network has just had printed "A Tribute to Journalists and Commentators" by Raymond Gram Swing, winner of the Alfred I. duPont 1943 Radio Award for a commentator.

George P. Adair, recently appointed Chief Engineer of the Federal Communications Commission, has been named a member of the Radio Technical Planning Board, replacing E. K. Jett, who became a Commissioner of the FCC a short time ago.

Thomas J. Curran, New York County Republican, said that because of travel restrictions, candidates will probably make greater use of radio this year than in any past campaign.

Members of the NBC Station Planning and Advisory Committee have concluded a two day session in New York conferring with Niles Trammell, President of the National Broadcasting Company, and other network officials.

Mr. Trammell discussed with members of the Committee plans for coverage of the Republican and Democratic conventions, and William Brooks, Manager of the News and Special Events Department, outlined plans for NBC's coverage of the invasion, pointing out the probable necessity of cancelling commercial programs when the invasion gets under way.

Creation of the Edward L. Bernays Radio Award of \$1,000 to be given the person making the greatest contribution during 1944 to democracy through the medium of radio is announced by Ohio State University.

"However foggy and unsound his views, Vice-President Wallace is generally conceded to be more than averagely high-minded", Frank R. Kent, columnist writes. "Yet recently he performed in a way extremely typical of the ordinary politician seeking to hold on to his job. In an unprecedented attempt to reach the widest possible audience, he personally sent cards to all radio stations asking if they wanted free records of the speech he was to deliver to the American Business Congress in New York last Friday. About 570 of the 800 stations accepted. Not all of these used these records but many did."

Richard Hooper, RCA representative in the Middle West, told members of the Advertisers Club of Cincinnati recently, that television's output in the first five years after production starts is estimated at 2,500,000 sets annually, and will reach 3,500,000 sets annually after that. He said it was estimated that 80 per cent of American families will own television sets in a 10-year period (Radio-Television Weekly).

Station WSPR, WSPR, Inc., Springfield, Mass., was recently granted a construction permit by the FCC, subject to January 26 policy, to increase daytime power from 500 watts to 1 kilowatt, employing directional antenna.

Restrictions on the use of metal in fluorescent lighting fixtures were further relaxed recently by the War Production Board. Order L-78, as amended and effective April 21st, removes former prohibitions on the use of metal to close the ends of reflectors, and in shields, louvers, and baffles.

Prohibition of manufacture of certain types of fixtures except upon specific WPB authorization has been extended to include several types formerly permitted. Prohibited types of fixtures are those designed for: (1) one tube of any wattage, unless the fixture is an industrial portable or an industrial attachable model; (2) a continuous row of single tubes of any wattage; (3) two tubes rated 30 watts per tube or less, unless the fixture is an industrial portable or an industrial attachable model; (4) three or more tubes rated 30 watts per tube or less; (5) five or more rows of tubes of any wattage in either an individual fixture or in a continuous row section.

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