

JUL 7 1944

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*r. Dale*

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
400 KEEFELLER PLAZA, NEW YORK, N. Y.  
RECEIVED  
JUL 10 1944  
FRANK E. MULLEN

## INDEX TO ISSUE OF JULY 5, 1944.

Wheeler Bobs Up Again As Vice-Presidential Candidate.....	1
NAB Predicts More Radio Tubes Next Six Months.....	2
Cowles Bros. To Back Dewey; Seek Washington Station.....	3
Dunville, New Crosley V.P.; Shouse Studies Postwar Needs.....	4
Believed Democrats Will Try To Outdo GOP Radio Plank.....	4
Mark Woods Tells FCC Will Give Complete FM Service.....	6
Rep. Cox Evidently Renominated; Sen. Clark Loses.....	6
Young And Rubicam Take On Gottlieb Of MBS.....	7
Mrs. Roosevelt Admits She Took Time To Hear Republicans.....	7
Radio To Aid Postwar Interchange Of Ideas, Says NBC Counsel.....	8
Uncle Dave Comes Through With Churchill's Autograph.....	8
FCC Action.....	9
Radio Praised For Boosting Itself.....	9
Trade Notes.....	11

No. 1637

July 5, 1944

## WHEELER BOBS UP AGAIN AS VICE-PRESIDENTIAL CANDIDATE

Just when it looked as if Senator Burton K. Wheeler, co-author of the Wheeler-White Radio Bill and head Administration man in radio in the Senate, had packed up his doll rags and gone home to Montana to play in his own backyard, the report was again revived that he might be chosen for second place on the Roosevelt ticket.

It was said that the apparent rising storm against Vice-President Wallace had once more brought the name of Senator Wheeler to the forefront, notwithstanding the fact that the latter had evidently reverted to criticism of President Roosevelt and the New Deal when friends believed their differences had been patched up.

As a matter of fact, though the President and he were once bosom friends, Senator Wheeler remained away from the White House for six years during which time Mr. Wheeler bitterly fought F.D.R. notably on the Supreme Court, in which Senator Wheeler won.

Then out of a clear sky on May 10th of this year, who should turn up at the White House for an hour's chat with the Chief Executive, but Burton K. Wheeler. This gave the impression that everything was again all right with them and quickly revived the rumor that Senator Wheeler, who ran as the Progressive Party candidate for Vice-President with Senator Robert LaFollette, the Elder, in 1924, and had been mentioned in 1936, was again being considered as President Roosevelt's running mate in the forthcoming election.

Nobody believed, as given out by the White House, that the real reason of Senator Wheeler's visit after an absence of six years, had been to invite the President to the joint celebration by Congress of the 100th Anniversary of telegraphy of which Senator Wheeler was in charge. Furthermore, Mr. Roosevelt didn't attend the celebration.

It had been noticed just previous to the White House visit that Senator Wheeler had been less critical of the New Deal and apparently was becoming a better behaved boy. It also seemed more than a coincidence that Mr. Roosevelt and Senator Wheeler should confer the day after the President had given the radio commentators and the press representatives such a blistering for not covering the Montgomery Ward case the way the President thought it should have been covered. This was just at the time Senator Wheeler had himself expressed his displeasure with the radio commentators "for their lies" and at that very moment he was drawing up the provision which would prohibit sponsored news broadcasts and also permit anyone who thought he had been attacked to have the right to defend himself on the air. It looked as if the President and Senator Wheeler were getting together on the mutually agreeable proposition of giving obnoxious commentators a kick in the pants, and maybe getting

7/5/44

together so well that possibly the President might invite him to be his running mate if the opposition made it too hot for Wallace. There followed a few days later a visit to Senator Wheeler at the Capitol by Judge Rosenman, presidential advisor. In fact, they had luncheon together.

The picture, however, was rudely shattered when shortly after the White House "kiss and make up" session and the luncheon with Judge Rosenman, Senator Wheeler again broke loose with his old battle-cry "that there should not be a Fourth Term for any man". Following this, when a storm of criticism was aroused by his inclusion of the non-sponsorship of news in the White-Wheeler Radio Bill, instead of putting up a fight for that particular point, he tossed the whole bill into the ash-can.

That was about the last heard from him until, on his way home while stopping for a day in Chicago just before the Republican Convention, he once more sounded off on the "no Fourth Term for FDR or anybody else" theme and announced that he was not even going to attend the Democratic Convention.

Nevertheless, now in the face of the growing opposition to Vice President Wallace, the name of Senator Wheeler is once more heard. The argument is (a) labor would be friendly to him, (b) he could soothe the Southern Senators (being popular in the Senate on both sides of the aisle) and his nomination would not further inflame the negroes, and (c) being a Westerner would be a good man to help carry California and maybe some of the other doubtful Western States.

Senator Wheeler said in Chicago, as he has many times before, that President Roosevelt would be re-elected. He has repeatedly denied the rumor that his hat was in the ring for Vice-President but in view of latest reports, wise ones on the Hill say: "Where there is smoke there must be some fire." If President Roosevelt in the last minute should decide not to run, Senator Wheeler would very likely be a strong contender for first place.

X X X X X X X X

#### NAB PREDICTS MORE RADIO TUBES NEXT SIX MONTHS

Information coming to the National Association of Broadcasters indicates that the supply of radio tubes available to the public during the 3rd and 4th quarter of the present year will show a considerable increase over tube shipments of the first six months.

NAB's conclusion is not concerned with either cutbacks or contemplated cutbacks in the backlog of military tubes. It was arrived at after a consideration of manufacturing facilities, the needs of civilians and the vast stocks of military tubes already produced.

X X X X X X X X



## COWLES BROS. TO BACK DEWEY; SEEK WASHINGTON STATION

Gardner Cowles, Jr., who was in the forefront of the Willkie supporters and who made the trip around the world with Mr. Willkie, was quoted as saying in Chicago last week that he and his brother John were 100% for the election of Governor Dewey. Thus they have the distinction of being the first publishers and broadcasters in the country to publicly declare for the Republican candidate.

This declaration was also significant in view of another move of national importance just made by the Cowles Brothers. As intimated in our last issue, an additional reason would be seen for them securing the services of former Federal Communications Commissioner T.A.M. Craven at this particular time when the location of the newest Cowles station they were seeking to acquire in the East was made known. It is WOL in Washington. Gardner Cowles was quoted as saying that the Cowles Brothers had been negotiating on this for eleven months "but there are no new developments".

The proposal has been made to trade WOL for the Cowles station WMT, 5000 watts, 600 kc., fulltime CBS affiliated station at Cedar Rapids, Iowa. WOL operating on 1260 kc. with 1000 watts power is affiliated with the Mutual Broadcasting System. William Dolph, Executive Vice-President of the American Broadcasting Company, which operates WOL, would take over the direction of WMT. The principal owner of WOL is Mrs. Helen Mark, widow of LeRoy Mark, who was in charge of the station for so many years.

The WOL studios are located at 1627 K Street, N.W., several blocks north of the White House, a half a block west of the Statler Hotel, and a block south of the Mayflower. Here Vice-President Craven will have his offices if the deal goes through. In the meantime he is temporarily installed in a suite at the Raleigh Hotel.

The Cowles Brothers would be the first magazine publishers (their national publication is Look) to have a station in Washington and the first outside newspaper publishers (Des Moines Register and Tribune and the Minneapolis Star-Journal and Tribune) to have a station in the Capital. The Washington Star has long had Station WMAL, the Washington Post recently acquired WINX, and the Washington Times-Herald has just applied for an FM license.

X X X X X X X X

Danton Walker in his column "Broadway" said today (July 5):

"Lee deForest, inventor of the radio tube, is setting up plants in Mexico, backed by Mexican capital, to build television sets that will retail for \$125. (Experiments in three dimensional color television have been completed and already are on view in England).

X X X X X X X X



## DUNVILLE, NEW CROSLY V.P.; SHOUSE STUDIES POSTWAR NEEDS

Elevation of Robert E. Dunville to the post of Vice-President of The Crosley Corporation and General Manager of Station WLW, was announced by James D. Shouse, Crosley Vice-President in Charge of Broadcasting. Mr. Dunville's promotion is expected to give Mr. Shouse an opportunity to devote more time to new developments by WLW for the post-war period and for other expansion activities.

Also announced is the appointment of Eldon Park as Assistant General Manager and Marshall Terry, Director of a newly-created Promotion Activities Department. Mr. Park, formerly of Cincinnati, has been connected with WLW's New York office during the last three years as Assistant General Manager.

In his new position as Director of Promotion Activities, Mr. Terry will have general supervision over the Sales Promotion Department, the Public Relations Department, the Merchandising Department, and the Specialty Sales unit. Mr. Terry resigned as Vice-President in Charge of Sales and Public Relations Director of the Trailer Company of America to accept his new post.

The Crosley Corporation has just formally applied for a transfer of Station WSAI's license in the sale of that station for \$550,000 to Marshall Field of Chicago, to comply with the Federal Communications Commission's multiple ownership rule. The Crosley Corporation has also applied for a construction permit for a new high frequency (FM) station to be operated on 46,100 kilocycles.

X X X X X X X X

## BELIEVED DEMOCRATS WILL TRY TO OUTDO GOP RADIO PLANK

There isn't any question but that the G.O.P. "free radio and free press" has put the Democrats on the spot and that they will try to go the rival party one better at their forthcoming convention.

This was indicated when Harrington Wimberly, State Democratic Chairman in Oklahoma, called the Republican platform free press plank "inadequate", and said he would carry to his party's convention and urge its adoption a resolution voted by Oklahoma Democrats.

Democratic endorsement of his free press plank is "one of the most important steps the party could take toward insuring future world peace", he said.

Mr. Wimberly said the Republican plank is "inadequate, narrow in scope and not inspired by an honest desire to write a declaration of independence for the truth throughout the world which I hope to see achieved in the peace agreements. It makes no pledge of unequivocal support for this principle that I should like to see the Democratic party make

Mr. Wimberly said press liberty was not a political issue, but was "fully as important to people of the world as freedoms guaranteed by the United States Constitution are to this country.

"Oklahoma Democrats took the first action of any major political organization in recognition of the vital need of unhampered flow of untainted news."

The Editor and Publisher had this to say:

"The free press and radio plank of the 1944 Republican platform, although not a ringing demand for international freedom of the press and communications, is an endorsement of those principles and may develop as the opening wedge toward wider recognition of their necessity for permanent peace and their ultimate inclusion in post-war agreements between nations.

"It is feasible that the Democratic platform committee later in July will consider a similar measure, possibly developing a stronger tone.

"The Republican plank states 'it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans' and then acknowledges that war necessitates some slight censorship. It rightly condemns use of the press or radio 'as instruments of the administration and the use of government publicity agencies for partisan ends' and then calls for a new radio law to define the role of the FCC.

"However, after sagely stating that 'all channels of news must be kept open with equality of access to information at the source', the plank disappointingly adds:

"If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace."

"And so it will be, but there is apparently no commitment here by the Republican party to seek such agreements should it come into power. It is left to be assumed that the GOP thinks highly of the idea set forth by the American Society of Newspaper Editors and will do something about it if it can.

"Although the language is not definite, much in the manner of political platforms, it is a great advance toward an international ideal on which the light was first focused by Kent Cooper of the Associated Press in his book 'Barriers Down'."

The Albany, (N.Y.) Knickerbocker Press commented:

"The New Deal holds life-or-death power over the radio stations and does not scruple to exert pressure upon them to act as its mouthpiece. This is the first national convention at which results were palpably manifest, even in the routine news broadcasts, which



are slanted to favor the New Deal and to hurt the Republicans, while the outgivings of the expert smoothies were filled with weasel words. It is not surprising at all that the Republicans adopted a special plank seeking to free the radio from the shackles of political control by rewriting the laws concerning it."

X X X X X X X

# MARK WOODS TELLS FCC WILL GIVE COMPLETE FM SERVICE

Replying to a request from the Federal Communications Commission for a statement of the present policies and methods of operation of the Blue Network relative to frequency modulation broadcasting, Mark Woods, President, wrote as follows:

"The Blue Network intends to do everything possible to advance the progress of FM broadcasting since we believe it is an improved technical method of providing program service.

"The Blue Network Company has filed applications with the FCC for FM broadcasting stations in New York, Chicago and Los Angeles.

"We have informed our affiliated stations that we propose to make our program service, both commercial and sustaining, available for broadcasting over FM stations operated by them. We have not, however, incorporated in our affiliation contracts any provision respecting FM."

X X X X X X X X X

# REP. COX EVIDENTLY RENOMINATED; SEN. CLARK LOSES

Early returns from Georgia today (Wednesday) indicated that Representative Eugene Cox, foe of the Federal Communications Commission, had been renominated. Nomination in Georgia is equivalent to election. Incomplete tabulations from 10 of 15 counties gave Mr. Cox 6,012 to 3,584 for former Florida Congressman John Smithwick. Senator George, also a critic of the Administration, piled up a popular vote of 56,000 to 8,652 for Farmer John W. Goolsby on incomplete returns.

In the meantime, an official count just completed in Idaho shows that Senator D. Worth Clark, finally lost the Democratic nomination by 203 votes to Glen H. Taylor of Station KSEI, Pocatello, cowboy radio singer. Senator Clark is a member of the Interstate Commerce Committee which handles radio matters in the Senate and crossed swords with Petrillo recently in the recording fight, and it has been charged that Mr. Petrillo had a hand in his defeat.

X X X X X X X X X X



## YOUNG AND RUBICAM TAKE ON GOTTLIEB OF MBS

Mutual loses Lester Gottlieb, its No. 1 Publicity Director, to the Young and Rubicam advertising agency in New York. Mr. Gottlieb, who for the past eight years has been making the fur fly at the Mutual Broadcasting System, leaves that organization July 15th and will take over his new duties about July 25th as Director of Radio Publicity of Young and Rubicam, which has one of the largest radio clienteles in the country. Mr. Gottlieb will report to Hubbel Robinson, Vice-President in Charge of Radio at Young and Rubicam and William Jenkins, Director of Public Relations.

Although it doesn't seem that long ago, it has been nine years since Les Gottlieb, now a veteran in the radio business though only 31 years old, broke in at WOR. A year later he joined Mutual and has been there ever since. During that time his publicity has been a model which many others have followed and on numerous occasions his work has been praised by the editors he served.

X X X X X X X X

## MRS. ROOSEVELT ADMITS SHE TOOK TIME TO HEAR REPUBLICANS

Frequently at his White House press and radio conferences when asked a question he doesn't want to answer, the President counters with "I didn't read that speech", or "I didn't hear it". Mrs. Roosevelt, however, voluntarily told about tuning in on the Republicans at Chicago. She wrote in her column "My Day":

"I have spent a considerable amount of time listening to the radio during the Republican Convention. I heard Governor Warren, Representative Martin, ex-President Hoover and Mrs. Luce. A little later on, those of us who listen to both sides will hear different interpretations of certain occurrences and a recital of some of the facts which are always omitted according to the interests of the speakers.

"Mrs. Ray Clapper, in her radio comments on Mrs. Luce's speech, said she spoke with evident emotion, and there was no question but that Mrs. Clapper was moved when she made her comments. Mrs. Luce used very cleverly the appeal to all of us of 'GI Joe' and 'GI Jim'. But I wondered, if we stood with these men before St. Peter, what any of us, Republicans or Democrats, could say with complete certainty of the future."

When asked at her first press conference in Chicago whether it was her idea of the role of a First Lady to participate in politics or be a home body, Mrs. Dewey said:

"I can't answer that. I can't tell you what anyone's role should be except my own. I don't think we can lay down hard and fast rules for anyone's conduct."

"Will you go on the radio or make speeches if you are First Lady?"

"I have no intention of doing radio work or of making any speeches."

"And write for a newspaper?"

"And write for a newspaper."

"Why won't you make radio speeches?" she was asked.

"Because I intend to leave that to my husband", Mrs. Dewey replied.

X X X X X X X X

#### RADIO TO AID POSTWAR INTERCHANGE OF IDEAS, SAYS NBC COUNSEL

"Radio will assume its rightful role in the pattern for peace by encouraging the interchange of ideas", Joseph A. McDonald, Assistant General Counsel of the National Broadcasting Company, told the opening session of the third annual NBC-Northwestern Summer Radio Institute in Chicago.

Radio will serve as an instrument for peace in the post-war world, Mr. McDonald said, pointing out that in Nazi and occupied countries in Europe listeners are permitted to hear only one or two of the Nazi propaganda stations.

Mr. McDonald painted a bright picture of the future for young people seeking a career in radio. He declared that the industry is about to move into broader and greener fields, and made particular mention of television.

X X X X X X X X

#### UNCLE DAVE COMES THROUGH WITH CHURCHILL'S AUTOGRAPH

When Arthur Sarnoff, 13 years old, son of Irving Sarnoff, Vice-President of Bruno-New York, Inc., radio distributors, wrote to his uncle Col. David Sarnoff, of the Radio Corporation of America, now serving with the Signal Corps overseas, he said at the end of the letter, "Give my regards to Churchill".

It so happened that Mr. Sarnoff was having luncheon a little later with the Prime Minister and Mrs. Churchill and while there, showed the letter to Mr. Churchill.

"While he was reading it, I was trying to get up enough courage to ask him to autograph it for you", Colonel Sarnoff replied on June 12th to the boy. "But when he had finished, he asked me, 'May I write on the young man's letter and thank him?'. I replied that I felt sure you would be delighted to have his signature."

X X X X X X X X

FCC ACTION

The Federal Communications Commission has taken the following action:

WGAR, WGAR Broadcasting Co., Cleveland, Ohio, granted license to cover construction permit which authorized change in frequency from 1480 to 1220 kc., increase in power from 5 KW day, 1 KW night, to 5 KW day and night; changes in directional antenna for night use and move of transmitter to Broadview Heights Village, Ohio; WDUL, Head of the Lakes Broadcasting Co., Superior, Wis., granted license to cover construction permit for new high frequency (FM) broadcast station, 44,500 kc.

Applications Received

Hearst Radio, Inc., Baltimore, Maryland, Construction permit for a new High Frequency (FM) broadcast station to be operated on 43,700 kc.; The WGAR Broadcasting Co., Cleveland, Ohio, construction permit for a new commercial television broadcast station to be operated on Channel #3, 66000-72000 kc.; Texas Broadcasters, Houston, Texas, construction permit for a new standard broadcast station to be operated on 1560 kc., power of 1 KW and unlimited hours of operation; J. W. Birdwell, Nashville, Tenn., construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation; KECA, Earle C. Anthony, Inc., Los Angeles, Calif., voluntary assignment of license to Blue Network Company, Inc. (790 kc.).

X X X X X X X X X

## RADIO PRAISED FOR BOOSTING ITSELF

Captioned "Under That Bushel", Editor & Publisher had this item:

"Imagine a conference of television, radio broadcasting, or motion picture experts in Cleveland recently. The experts would have been accompanied by public relations counsel adept in popularizing the technicalities under discussion. Wire services would have carried the story to clients. It would have been well covered in Cleveland.

"When newspaper experts meet, however, they meet in a vacuum. They keep their own light snugly hid beneath the bushel.

"The mechanical conference of the American Newspaper Publishers' Association at Cleveland was undoubtedly 99% technical. Yet what newspaper men are doing to improve the product that so many people read each day could be told in popular style as news that could properly find space even these invasion days. Only a stick or two was printed in Cleveland. Wires were uniformly silent when they might have sung a psalm in praise of the press. If press agents can dream and newspapers accept stories about the amazing future of television, there should be writers in newspaper shops who can produce behind the scenes stories of what newspapers are doing and plan to do."

X X X X X X X X X



:::  
 ::: TRADE NOTES :::  
 :::

Robert W. Dowling, President of the City Investing Company, was elected to the Board of Directors of the Bamberger Broadcasting Service, Inc., at its regular meeting last week, it was announced by Alfred J. McCosker, President. Mr. Dowling is the son of the late Robert E. Dowling, whom he succeeded as President of the City Investing Co. He is also a Director of R. H. Macy & Co., Vice President of Starrett Brothers and Eken, Inc., and a Director of the City Bank Farmers Trust Co., as well as other concerns.

A drive by the Federal Communications Commission against stations giving away money over the air is predicted.

The inspiring valor of the American Merchant Marine in fighting through with materials of war for the battlefronts is the theme of a seven-week series of dramatizations titled "Men at Sea" beginning Sunday, July 16th (NBC, 6:30-7:00 P.M., EWT). The series, which will be the official program of the Maritime Commission and the War Shipping Administration to recruit experienced seamen for the merchant fleet, will replace "The Great Gildersleeve" for the Summer.

First award for outstanding local station public relations has been made by Billboard magazine to Station WTOP, in Washington, of which Howard Stanley is Promotion Manager.

New facilities for the manufacture of battery electrodes have been approved by the War Production Board, members of the Carbon Brush Industry Advisory Committee have been advised, WPB reported.

The new plant and equipment that will be set up by the Defense Plant Corporation, will be located in Punxsutawney, Pa. They will provide additional capacity capable of producing 60,000,000 electrodes each month. The new plant will be operated by the Speer Carbon Co. of St. Marys, Pa.

The National Association of Broadcasters' Bulletin to its membership this week reprinted a story from the New York Times of June 25th entitled "Republican Convention Radio Coverage Great Engineering Feat", written by T. R. Kennedy, Jr.

Six of the nation's nine operating television stations launched a contest beginning July 1st to find a symbol that best exemplifies the spirit and purpose of television. The event is being sponsored by the Television Broadcasters' Association, Inc., with United States War Bonds being offered as prizes by T.B.A. and by the participating television stations. The symbol selected as the best in the national contest will be adopted by T.B.A. as its official trademark.

Philadelphia firemen on July 1st fighting a large fire in a chemical warehouse for the first time used walkie-talkie radios to keep in touch with each other.

William E. Kress, with the Philco Corporation, Philadelphia, since 1934, has been named Sales Manager of the Middle West, with headquarters in Chicago. He succeeds John M. Otter, who has been named Sales Manager for the Home Radio Division.

-----  
A recording will be made of the official ceremony at which the Certificate of Appreciation of the Chief Signal Officer of the Army will be presented to the National Association of Broadcasters. This ceremony will be recorded so that it may be broadcast by the stations whose efforts in the recruitment of personnel for the Signal Corps earned the reward. The date for the ceremony will be set soon and stations are urged to send in their requests for records - which are to be provided free - before July 8th.

-----  
The first live-talent television drama ever produced at Columbia Broadcasting System's video station WCBW-N.Y., a specially adapted War Bond play entitled "The Favor", was broadcast last Friday.

-----  
Major questions confronting war contractors are answered in a new War Department booklet for both prime and subcontractors, "The Contractors Guide". Written in nontechnical language and graphically illustrated to emphasize salient points, the booklet is another step in the program of the Readjustment Division, Army Service Forces, to simplify action and promote speedier settlements of terminated contracts. Copies may be secured from War Department procurement offices throughout the country.

-----  
Due to recent governmental restriction on the use of tin, Van Camp Stokeley Bros. & Co., sponsors of "Luncheon With Lopez" over 123 stations of the Mutual network, has been compelled to reduce its use of the network's facilities.

-----  
Affiliate memberships in the Television Broadcasters' Association, Inc. have been granted to the Theatre Guild, producers of the current Broadway success, "Oklahoma", and to the RKO Television Corporation, a subsidiary of RKO Pictures, Inc.

-----  
The Built-Up Mica Industry Advisory Committee held a conference in Washington recently to discuss the effects of Conservation Order M-101-a, curbing of Mexican amber mica splittings, imports, and increased stockpiling of Madagascar amber splittings, the War Production Board reported Monday.

R. P. Stovall of the Mica-Graphite Division, government presiding officer, pointed out that actual consumption requirements of Number 5 bookpacked mica splittings have gone down as a result of the WPB order and its efforts to distribute the supply on an equitable basis. However, use of grade Number 4 $\frac{1}{2}$  should be continued wherever possible to relieve pressure on Number 5. Indian production of No. 5, he said, is about 16,000 to 17,000 pounds per month, and savings effected by the order have improved overall stock conditions.

-----  
Elder Solomon Lightfoot Michaux, Negro radio preacher of Washington, who was unable to complete a de luxe negro apartment house project in the National Capital with \$3,000,000 advanced to him by the Federal Housing Administration, has just received an additional \$2,815,000 from the Reconstruction Finance Corporation to try to finish the project.