

# HEINL RADIO BUSINESS LETTER

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No. 1375

October 28, 1941

## SET MAKERS REASSURED ON COPPER; MORE ALUMINUM CUTS

The Office of Production Management's copper curtailment order at first widely thought to sharply curbe radio set production, exempts all essential functioning radio parts, according to an informal but official interpretation given to the Radio Manufacturers' Association. The order, according to OPM officials, applies only to non-essential, non-functioning parts of radio, such as trim, escutcheons, etc., and does not apply to any electrical conduction or associated functioning components of radio.

OPM is preparing and is expected to issue soon an aluminum conservation, or restriction, order, similar to the copper curtailment order of October 21st. Immediate curtailment of aluminum in many consumer products, with complete prohibition in 1942, is reported to be included in the order.

"Automobile and home radio equipment" is understood to be included, as a technical matter, in the coming aluminum order, but with provision for exemption of radio components for which there are no available substitutes. It is reported that the exemption of radio components will include electrolytic and fixed paper condensers and also tubes, but with a prospective aluminum ban beginning January 1, 1942 (when present special aluminum allocations expire), for permanent magnets for speakers and possibly also for variable condensers. The question of aluminum for the two latter components is subject to future consideration.

The complex copper order will be clarified by a formal OPM "interpretation" for the radio industry, probably within a fortnight. Preliminary but official OPM interpretations, exempting all functional electrical conduction and associated radio components, was given to RMA in response to requests of its Priorities Committee, because of the complexity of the October 21 copper restriction order, M-9-c. Earlier reports gave the impression that use of copper and bronze in all radio sets and components would be curtailed from now until December 31 and prohibited after January 1, but the official ruling is that the order applies only to non-essential, non-conducting parts of radio and, therefore, is of minor effect on radio production. The industry voluntarily, months ago, largely dispensed with the use of copper and other critical materials for trim and other non-essential, non-functioning parts.

The only OPM procedure at present under which copper is generally obtainable for civilian production is the use of form PD-1, but the question of possible special allocations of copper, particularly wire for current radio production, has already been

taken up by the RMA Priorities Committee with OPM because of the increasingly acute shortage. Also, the immediate copper necessities will be one of the major subjects before the new Radio Defense Industry Advisory Committee, upon its establishment by OPM on Thursday, (October 30). Officials have assured the radio manufacturers that they will give full consideration to the industry's immediate urgent copper requirements, and that the possibility of special copper allocations will be fully explored, and promptly.

Fred D. Williams of Philadelphia, Executive Assistant to the President of the Philco Corporation, is the new Chairman of the radio manufacturers' Priorities Committee. R. C. Cosgrove, Vice President of The Crosley Corporation, of Cincinnati, has been appointed to the Priorities Committee, to fill the vacancy caused by the retirement from the Committee of Paul V. Galvin, newly elected President of RMA.

Another change in the Priorities Committee is the appointment of S. T. Thompson, of Chicago, Vice-President of the Zenith Radio Corporation, following the retirement from the Committee of John R. Howland of that company.

The Priorities Committee will hold a meeting next Wednesday, October 29th, in Washington, in advance of the OPM industry conference the next day to organize the Radio Defense Industry Advisory Committee. Jesse L. Maury will be the Government presiding officer at the Advisory Committee meeting.

It is hoped that a priorities understanding may be reached at a meeting which the Defense Communications Board's Priorities Liaison Committee expects to have with the Supply Priorities and Allocations Board tomorrow (Wednesday, October 29). It is believed this may result in a survey being made as to the needs of the broadcasting and communications industry. OPM is to have a representative on the Priorities Committee and it is hoped the entire problem will be worked out.

Leon Henderson, Price Administrator, said last Saturday, he was prepared, if necessary, to establish price ceilings on scores of consumer items such as radios and table utensils made largely of copper.

At the same time, according to the Associated Press, as part of a comprehensive program to stabilize prices of all products made of copper, brass or other copper base alloys, Mr. Henderson said maximum prices would be set shortly on building hardware made with copper.

This will be followed, he said, by schedules on other building products made of copper as need arises.

In addition to radios and table utensils, Mr. Henderson said his office was watching prices of other durable goods requiring large amounts of copper, including stoves, cooking utensils, plated flatware, fire extinguishers, generators, motors, signal

apparatus, transformers and certain automobile and truck parts.

He warned manufacturers and distributors against building up inventories in anticipation of future orders. He said they might find themselves trapped with materials and products bought at high prices when the ceilings are issued.

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#### FCC O.K. 'S COLLEGE SYSTEMS BUT MAY ADD A FEW RULES

Development of so-called "intercollegiate broadcasting systems" has prompted numerous inquiries to the Federal Communications Commission about this newcomer in the field of low power radio frequency devices. In response to one such inquiry from Los Angeles, the Commission replies in part:

"In the intercollegiate broadcasting systems communication is effected not by the transmission of radio waves through space but by the transmission of radio frequency currents via wire lines. Radiation of energy from the lines capable of causing interference is prevented by proper shielding of the lines in metal conduit. You may obtain further information regarding the design of such systems from Mr. David W. Borst, Technical Manager of the Intercollegiate Broadcasting System, 13 State Street, Schenectady, N. Y.

"Preliminary investigations have indicated that these intercollegiate systems are well engineered and supervised. No interference has been reported as a result of their use. The Commission has therefore not promulgated any rules governing their operation.

"This type of system, however, if used on open lines or if improperly designed, is capable of causing very serious interference. The Commission is therefore making a study with a view to the need for regulations in the case of extension of this principle of communication into other fields."

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#### NEWSPAPER HEARINGS IN RECESS UNTIL NOV. 13

There will be a breathing spell until Thursday, November 13, in the hearings on whether or not newspaper owned stations should be granted high frequency (FM) licenses. This, it was explained, was to allow counsel to prepare documentary evidence.

At the session last week, Irving Brant of the St. Louis Times, who said he soon expected to become Washington correspondent for Marshall Field's new Chicago paper, urged diverse ownership of communications practically to the exclusion of newspaper owned

stations. Mr. Brant suggested that the high frequencies be turned over to organizations representing different shades of opinions such as the American Federation of Labor, the C.I.O., and the National Association of Manufacturers. In this way he said radio audiences could learn all sides of various questions. The witness regarded chain papers and radio chains as an evil.

Another suggestion which Mr. Brant made was that newspapers owning radio stations should be forbidden to mention their newspapers in broadcasts unless all competing papers in the territory also were mentioned.

"Generally speaking", he said, "you should have a division of ownership between newspapers and radio stations, especially in a town where there is only one newspaper and one radio station and the paper owning the station could have a monopoly of news."

Judge Thomas D. Thacher, counsel for the Radio-Newspaper Committee, an organization of publishers interested in broadcasting, asked the witness if he would prohibit a paper from acquiring a radio station in a case where it could not survive without this added source of revenue and the town otherwise would be left without a paper. Mr. Brant said he would, adding that a paper weak enough to depend on a radio station could not be of great use to the community.

The larger the city, said Mr. Brant, the less newspapers depend on radio stations. Most of the New York papers, he cited, "get along very well without radio facilities."

A publisher, Mr. Brant insisted, is "not a free agent", but is under economic compulsion to make a profit and is dependent on advertising to a large extent for his revenue.

There is less influence exerted on the radio so far, Mr. Brant added, because it has no editorial policy and is under regulations which require it to give both sides of a controversy.

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DEFENSE PEPS UP RMA

It is an ill wind that blows no good. The Radio Manufacturers' Association due to the war cloud today has the largest membership in nearly a decade. Recent accessions in Association membership have brought the RMA roster to its highest point since 1932. New members, elected by the Board of Directors at its recent New York meeting include: Sonora Radio & Television Corp., Chicago, Ill.; The Wilcox-Gay Corp., Charlotte, Mich.; Chicago Molded Products Corp., Chicago, Ill.; Solar Manufacturing Corp., Bayonne, N. J.; National Fabricated Products, Inc., Chicago, Ill.

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## SPECIAL BROADCASTS FOR RADIO EDITORS

Jerry Danzig, of WOR, New York, is experimentally holding a "critical jam session" on Tuesday afternoons at which recordings of WOR programs will be played for the benefit and possible interest of those radio columnists who go in for reviewing, Variety reports. There is more published program comment in Manhattan lately, probably due to the stimulation provided by John K. Hutchens, radio editor of the New York Times.

"WOR believes this policy may prove a method to get radio notice - and notices - for programs that are missed in the ordinary routine because of conflict with other programs. It remains to be seen whether (1) enough radio columnists will care, or (2) whether radio programs can be successfully reviewed in a room populated by rivals. The Milton Berle-Charles Laughton duo, "The Timid Soul", and the Morgan-Bolton "Go Get It" shows were the first recordings offered via the critical jam session.

"On this point it may be of interest to the trade that except in extremely rare instances for extraordinary reasons, Variety has never reviewed radio programs anywhere except over a regular radio receiver. Although no longer practical to adhere to the policy as concerns motion pictures, the traditional view of this publication has been that films are best reviewed in theatres before a normal audience rather than in projection rooms.

"One objection to the professional group being exposed to an entertainment in artificial seclusion is that the wisecrack tendency of the trade-wise gathering can rapidly destroy that essential seriousness which is the very bedrock of criticism."

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## G.E. SPEEDS RADIO PRODUCTION BY SUB-CONTRACTING

In a pamphlet "Sub-Contracting Speeds Defense Production", the General Electric Company cites radio:

"Our procedure in connection with a contract for radio transmitters and receivers for one of the armed services is an excellent example of the coordination of the effort of many companies in order to produce equipment in the huge quantities called for by the Government. As soon as we were asked to undertake this contract, we started the necessary planning, designing, and testing. We began expanding our facilities and training hundreds of new employees. At the same time, hundreds of potential sub-contractors were being surveyed in order to organize a system of suppliers who could provide a considerable portion of the parts required to fill the contract.

"By the time the new designs had been approved by Government engineers, our assembly lines were ready and parts began to flow into them from more than 150 selected sub-contractors. For months the constant flow of these parts has never faltered - the hungry assembly lines have been fed at a constant rate from factories scattered over a radius covering hundreds of miles."

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## NEW COMMUNICATIONS TAX IS ON THE FIRE

Although the brass hats of the Federal Communications Commission apparently don't seem to know much about it, it is believed the financial experts of the Commission are working right along with the Senate Finance Committee on a proposed tax to supplant the levy on broadcasting time recently knocked out of the 1941 Revenue Bill.

Based upon what Chairman "Jim" Fly said when testifying in the Senate, if he had anything to say about it (and it is believed he will) the tax would bring in enough revenue to cover the overhead of the FCC. This is about \$2,000,000. Furthermore, the lanky Chairman opined that all branches of the communications industry should chip in and that he didn't think the broadcasters should be asked to carry the whole load. He thought only about half the time of the Commission was devoted to broadcasting. Therefore, Q.E.D. it would seem that the broadcasters would be called upon to contribute about 1,000,000 bucks a year. In any case don't let the industry get the idea that the idea of their assessment has been forgotten. It was said at the FCC that it was certain the Commission was contacting the Senate Finance Committee in this matter.

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## "RIGHT WHERE WE WERE ON NETWORK RULES", SAYS FLY

There wasn't very much enlightenment as to whether or not the major networks were to get a further spanking at the forthcoming Department of Justice supposedly network regulations pow-wow called by Assistant Attorney Thurman Arnold tomorrow (Wednesday, October 29) in a comment yesterday by Chairman J. L. Fly who said: "We are right where we were on the network rules. Nothing has happened."

He said that the rules are in effect to a certain extent, with contracutal terms as of November 15, and added there has been no change. Mr. Fly said no request for deferment had been filed. He assumed that a petition will be filed for a further stay. However in the absence of such a presentation the Commission has no proceedings under way which look to any change.

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## NEW RCA QUARTERLY "RADIO AGE" MAKES ITS BOW

Described as "a review of progress in the Radio Corporation of America and its associated companies", Radio Age, a brand new and very imposing radio publication made its appearance this week. It is about the size of Time Magazine, is handsomely illustrated, the first issue is thirty pages, and it will be published quarterly by the Department of Information of the Radio Corporation of America, RCA Building, New York, N. Y., for the RCA services; RCA Laboratories, RCA Manufacturing Company, Inc., R. C. A. Communications, Inc., Radiomarine Corporation of America, National Broadcasting Company, Inc., RCA Institutes, Inc.

"In story and pictures, the new magazine aims to present factually and concisely the news of RCA services and activities", the new magazine announces.

"Keeping step with the swiftly moving tempo of radio science, art and industry, the Editors hope that Radio Age also will catch and reflect the fascination found in these fields of endeavor."

The contents of the first issue (October) are "Beat the Promise", by Thomas F. Joyce; "Gateway to the Hemispheres", by John Elwood; "Work Begins at Princeton", by Ralph R. Beal; "Television Goes Commercial" by Alfred H. Morton; "Close Harmony", "600 Enroll"; "Glass Reflection Reduced"; RCA Alert Goes to Camden"; "Magic Brain"; Radiophotos from Russia; "Aurora Spells Radio Trouble"; "Radio at Sea"; "Listening Post"; "Penetrating New Worlds"; "Radio Across the Atlantic", by George H. Clark; "V" in Radio.

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FCC ACTION

Applications Granted: WCBX, Columbia Broadcasting System, New York, N. Y., granted special temporary authority to operate International Broadcast Station WCBX with 10-kilowatt transmitter beginning October 29, 1941, to not later than December 27, 1941; WPTZ, Philco Radio and Television Corp., Philadelphia, Pa., granted extension of special temporary authority to operate television station W3XE, for a period beginning October 31, 1941 to not later than December 29, 1941, operation to be on channel No. 3 with ESR 400; W2XYU, Columbia Broadcasting System, Inc., New York, N. Y., granted extension of special temporary authority to use a 25-watt test transmitter on 330.4, 333.4 and 336.4 megacycles in order to conduct antenna and propagation tests from either the Salmon or CBS Building in New York City in connection with proposed operation of ST Broadcast Stations W2XYN, W2XYO and W2XYP to November 24.

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## CHICAGO FM MUSICAL HYPNOSIS NOT PUBLICITY STUNT

It was said the childbirth tests at Henrotin Hospital in Chicago were put on not as a publicity stunt, but as a real effort to determine whether or not FM had greater value than AM in musical hypnosis. Those in charge went into the subject very carefully with Dr. Edward L. Cornell, who is one of Chicago's outstanding obstetricians, and Head Obstetrician at Henrotin Hospital, and Dr. Leonarde Keeler, who is<sup>an</sup> outstanding psychologist.

When asked about the experiment, Commander E. F. McDonald, Jr., of the Zenith Radio Corporation, owner of the FM station over which the FM programs were broadcast, said:

"Music has been used before to induce hypnosis in operations where locals are used. The case we tried it on was a case of a woman weighing between 90 and 100 pounds, whose last child was born dead, and upon whom they had determined to use the Caesarean section process and a local anaesthetic, as the woman could not stand a general. We had constructed a pair of crystal ear plugs that not only have light weight and do not annoy the patient, but, when inserted in the ear, are turned so that with the eccentric rubber form with which they are constructed the passage to the ear is completely filled and no outside sounds can come in.

"The reason we wanted to try out FM is that the others believed, and I know, that the highs demand more attention than the lows. In other words, if I want soft background music in my office, I turn off all the highs, because the minute I put in the highs they simply say to me, 'Come and listen - you've got to listen!'

"We have long known, but few have admitted, that the average radio and phonograph start cutting the intensity of the highs at 2,000, not 5,000 as generally believed. By the time present-day radios other than FM's reach 3,000, the graph of loss of intensities is like a toboggan slide, and there is practically nothing left at 5,000; whereas FM continues right through with a constant line from 30 to 15,000.

"Dr. Leonarde Keeler, the psychologist, sat alongside of this patient with a pair of head phones on himself, listening to the same thing that she was listening to. He controlled the volume, and from time to time, when he saw her becoming nervous, he would push in a higher volume and she would quiet down. You may say it was a counter-irritant.

"This FM set that we had in the hospital was receiving the program from our station W51C, and for the hour-and-a-half, I had a constant program of high-fidelity recordings, with no announcements; and the records were selected by the psychologist and the patient ahead of time. It is no publicity story when I tell you that the patient was singing during the operation.

"I am going to construct an FM phonograph for them to use in the hospital with their own library of records, so it will not be necessary for us to disrupt our programs."

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: : : : TRADE NOTES : : : :  
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All 239 stations composing the Red and Blue networks of the National Broadcasting Company have given their approval to the plans for the organization of two Planning and Advisory Committees for closer coordination on National Defense.

In view of present world situation the meeting date for the two committees of seven men each has been changed from early November to October 29 and 30. The Blue Network committee will meet in Radio City on the first date, and the Red Network Committee on the second.

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Maj. Gen. James G. Harbord, U. S. A., retired, who served in the Philippines for many years, will appear before NBC's television cameras to discuss the strategic military importance of the Philippine Islands, outpost of American defense, during the Radio City Matinee on Wednesday, October 29, beginning at 3:30 P.M. over New York's Station WNBT.

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Expanding further its program of supplying to the war-torn nations of Europe unbiased news of the world, WGEO, General Electric short-wave station in Schenectady, has added to its schedule of foreign-language news broadcasts 15 minutes of news in Czech six days a week.

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A new system which enables the projecting of images in color television to screen the size which you are accustomed to seeing in a moving picture theatre, has just been patented (No. 2,259,884) by Dr. A. N. Goldsmith, consulting engineer in New York City, and formerly with the R. C. A.

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The Commission receives frequent requests for lists of the executive personnel of various radio stations. The reply is that this information is required to be shown only when applications for station construction permits are filed, and the data is not in convenient form for distribution. All applications are open for public inspection at the Washington offices of the Commission.

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Joseph P. Selly, President of the American Communications Association (C.I.O) said on Saturday last that efforts by James W. Fitzpatrick of the Labor Department's conciliation service to bring accord between the Union and R. C. A. Communications, Inc., had failed. Mr. Fitzpatrick will report the failure to the Labor Department, Mr. Selly said. Negotiations, which previously had failed, had been reopened at the conciliator's request.

The conference ended, the union said, when the management refused to grant demands for wage increases, a closed shop and other points. Mr. Selly said the Union sought wage increases amounting to 30 percent of the present payroll or about \$450,000 yearly.

10/28/41

Most of the radio listeners of South America heard President Roosevelt's Navy Day address last night (Oct. 27) through cooperative arrangements made by the Columbia Broadcasting System and the International Telephone and Telegraph Corporation. The address was carried over the regular radio telephone circuit to the station in Buenos Aires operated by an I.T.T. subsidiary and there turned over to wire facilities which delivered it to 23 radio stations in Argentina, Bolivia, Chile, Colombia, Peru and Uruguay.

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Gerald Gross, Chief of the International Section of the Federal Communications Commission has returned to the United States after a study of wartime communications in England.

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Stewart-Warner Corporation reported third quarter net earnings of \$599,839, equal to 47 cents a share on the capital stock, compared with \$317,439, or 25 cents, the third quarter last year. Earnings for the nine months period amounted to \$1,370,111, or \$1.08 a share, compared with \$994,684, or 80 cents, the first nine months of 1940.

The company also announced that James S. Knowlson, President and Chairman of the Board, has been given an indefinite leave of absence without pay effective October 1 to act as Deputy Director of Priorities under Donald Nelson, head of the Supply Priorities and Allocation Board. In Mr. Knowlson's absence, Frank A. Ross, Senior Vice President, will act as head of the company.

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Lawrence J. Heller, of Washington, D. C., has applied for a transfer of the license of Station WINX to WINX Broadcasting Co., a Delaware corporation. Mr. Heller informed the Commission the corporation will issue 2,000 shares of no-par-value common stock, each share entitled to one vote.

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Plans have been announced for the joint participation of the Ohio Department of Education, the Bureau of Educational Research, Ohio State University, and WLW for a Spring short course of study in practical radio station operation for elementary and high school teachers. The project, suggested by James D. Shouse, Vice-President of The Crosley Corporation in charge of broadcasting, was developed by Kenneth C. Ray, State Director of Education; Dr. I. Keith Tyler, Director of the Radio Division of the Bureau of Radio Research; Cecil Carmichael, Assistant to Shouse; and William L. Barlow, of the WLW public service staff.

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The contents of "Long Lines" of the American Telephone & Telegraph Company for October include "About Ourselves" (a review of a book "The Bell Telephone System", the author of which is Arthur W. Page, Vice-President of the American Telephone & Telegraph Company); "Long Lines of the West", "New Division Heads", "Safety Salesmen", and "With the Colors".

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One formal application for a new broadcast station received by the Commission lists among the applicant's assets 100 barrels of 3-year-old whiskey!

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## LANG AND BAKER NEW G.E. VICE-PRESIDENTS

Two well-known radio figures were included in the creation of five new vice-presidents by the General Electric Company - Chester H. Lang, for many years identified with broadcasting, and who will now be in charge of defense activities, and Walter R. G. Baker, in charge of radio and television.

Mr. Lang, a graduate of the University of Michigan, joined the General Electric Company in 1919 and in 1922 was made Assistant Director of the Publicity Department. From 1926 to 1932 he served as Controller of the Budget and in the latter year became Advertising Manager and Manager of Radio Broadcasting. He served for two years as President of the Advertising Federation of America and later as Chairman of its Board. In April of last year he was made Apparatus Sales Manager and Chairman of the Company's Defense Coordinating Committee.

Mr. Baker is one of the country's radio pioneers. After being graduated from Union College in Schenectady, he joined the General Electric Research Laboratories in 1917 and some years later was made Designing Engineer in Charge of Transmitters. In 1924, he took charge of designing all radio products and in 1926 found himself supervising development, design and production. Since 1939 he has been Manager of the Radio and Television Department.

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## TELEVISION STUDY LEADS TO SHINY GLASS ELIMINATION

Research in television in RCA Laboratories has led to a new chemical process to reduce extraneous reflections from glass. It now becomes possible virtually to eliminate the streaks that glare across show windows, framed pictures, ground-glass screens on cameras, electric meters, dials on autos and airplanes, and other glass surfaces or panels, thus minimizing chance of error in reading.

Success in the conquest of reflections has been achieved by RCA scientists while striving to improve contrast on television cathode-ray tubes. They observed that the picture contrast always is greater when the screen is viewed in a dark or semi-darkened room. Since the images are "painted" on the glass face of a cathode-ray tube, thence to be passed on through a thick glass protector plate to a glass mirror, the challenge of reflections was baffling.

Extending the investigation of the effects of hydrofluoric acid liquid and vapor on glass, new signposts were found for clearer vision in television and in the wide fields in which glass is used, whether in tiny lenses or big show windows.

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