

HEINL RADIO BUSINESS LETTER

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March 31, 1942

OPA TELLS PUBLIC HOW TO CARE FOR RADIOS

With the end of radio production at hand, the Consumer Division, Office of Price Administration, today (Tuesday) released the following suggestions for proper care of home radios:

Make sure that the radio is not placed with its back flat against the wall. Tubes, transformers, and resistors heat up, and free circulation of air is required to prevent overheating. Leave an inch or so between the cabinet and wall.

Check the set's electric cord and plug. The plug should fit firmly into the wall socket and the wires leading to it should be intact.

Check connections also on nearby electrical appliances and lamps. Loose connections on nearby gadgets cause static. Sometimes moving a nearby appliance or lamp farther away will help reception.

If the radio crackles, check the aerial and ground wires to determine whether they are broken in any place or are rubbing against other wires or trees or metals.

If you have not set up a ground connection and your radio is raucous, fix one up by connecting a wire from your radio's ground post to a water or steam pipe. Do not use your gas pipe as a ground.

If you have an outside aerial, make sure that it is equipped with a lightning arrester. Even small "static discharges" - not lightning - may ruin a set unless they are by-passed by the arrester.

Check the set's tubes, to see that they fit firmly in their sockets. Occasionally what may seem to be a bad tube is merely a good tube that is fitted loosely into its socket.

Clean the dust out of your set often. A hand vacuum cleaner will help.

If your radio's performance is unsatisfactory and none of these home adjustments help, it's time to call in the repairman.

These points should be observed:

Call in a repairman from a reputable firm - one with which you are acquainted, if possible.

Insist that he fix the set at your home. Most service firms have portable testing and repair equipment for home calls.

If he insists on carrying the set to the shop, persuade him to give you an inventory of the adjustments he thinks will be necessary, and request the return of old parts which he finds necessary to replace.

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RADIO INDUSTRY ENTERS LAST MONTH OF PRODUCTION

Uncertainties regarding immediate government policies, considerable unbalanced inventories, and labor layoffs until war work becomes more available appear in prospect as the radio industry goes into the last month of authorized civilian radio production until April 22nd, a bulletin of the Radio Manufacturers' Association states.

Curtailed allocations of aluminum, mica and nickel are factors in the production uncertainties until the April 22nd date, when set production will generally suspend.

Few authorizations to set companies for operations beyond that time, except in individual cases facilitating the war program, are in prospect, but the increasing scarcity and recent WPB restrictions on aluminum, mica and nickel are factors of uncertainty both for the limited set production, until the April 22nd cessation and also, to an extent, for future replacement parts.

Appeals by various set manufacturers have followed the WPB order for general suspension of set production after April 22. The suspension orders apply to all set manufacturers, no matter how small, and even include amateur or "ham" builders of receiving sets. Manufacturers may, however, sell their authorized production in either export or domestic channels, and also may withhold their production and distribute sets after April 22 if desired.

Arrangements for temporary relief from the recent WPB order completely prohibiting use of high grade mica, principally in tubes and condensers, were made at a meeting of the Tube Industry Committee with the WPB Radio and Mica Sections. "Punched" mica inventory, not usable for war work, may be used, but substitution of inferior mica, both in tubes and condensers, is being required, with individual company allocations by the Mica Branch being made on a week-to-week basis. Limited allocations of high grade mica are now being authorized only on an emergency basis to avoid plant shutdowns.

At the tube industry meeting WPB plans also were announced for development of a stockpile of replacement tubes, of uncertain amount, to be built up during the balance of the year.

Discussion by officials of a plan for production of "Victory" models of receiving sets by a few manufacturers, in limited quantities, apparently has ceased.

Beating the WPB deadline for discontinuing civilian radio production, RCA Manufacturing Company, Inc., Camden, N. J., announced that the last radio-phonograph for home use will come off its assembly line on April 7. It was also revealed that the final commercial radio chassis to be built at the company's Camden factory for the duration was completed fifty days ahead of the deadline set by the War Production Board.

Temporary procedure to secure materials for continued production of replacement parts, although in uncertain quantities, has been made with WPB by the special RMA Replacement Parts Committee appointed recently by President Paul V. Galvin. The Committee held a conference with the WPB Radio Section officials in Washington this month and discussed all problems involved in providing replacement and repair parts for radio sets now in public use.

Pending further action of WPB, materials for future production of replacement parts will be secured under the WPB "Production Requirements Plan". Such requests for materials will be reviewed and preference ratings for materials granted. The ratings and future supplies authorized depend on the availability of metals and other materials. There is no prospect of WPB special allocation of such materials for production of replacement parts, but there are no present restrictions on use of inventories for parts production.

In behalf of parts distributors and servicemen, the RMA Committee has plans in preparation, probably in cooperation with the broadcasting interests, to deal with merchandising and distribution problems of replacement parts, in an effort to maintain so far as possible the distributing and service branches.

All possible efforts to secure war contracts for RMA members, in cooperation with various branches of WPB and also the Army and Navy, are being made by the Association.

Detailed information regarding the war contracts, both military radio and non-radio, has been secured by RMA in a recent survey of the war business of parts manufacturers. This confidential data of many RMA companies was submitted to WPB officials recently and data of additional companies being received will have similar attention. Included in the RMA data to the WPB branches and also the Army and Navy are details on plant capacity, personnel, tool rooms, and also information regarding the facilities of various companies to make other than radio products.

Rapid increase in the volume of military radio contracts being awarded is reported by the WPB Communications Branch, headed by Ray Ellis, who is proceeding with primary contractors and also subcontractors in an effort to spread the war program, particularly among the smaller set and parts manufacturers who thus far have received small or no war work.

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CROSLEY SOON TO HAVE \$1,000,000 HOME

The finest in that entire section of the country, WLW, WSAI, and the sturdy short-wave brother WLWL, will soon occupy the five-story million dollar Elks Club building in Cincinnati. It has been purchased by the Crosley Radio Corporation and will be entirely occupied by the Crosley stations.

One of the most imposing of the downtown structures and located in the heart of Cincinnati, the Elks Building has an auditorium that will seat 1,000 persons and numerous recreation features, including a bowling alley, some of which are to be retained for Crosley employees.

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HOPE STILL HELD FOR U.S. PAID ADVERTISING CAMPAIGN

Despite the opposition stand of Treasury Secretary Henry Morgenthau, Jr., the idea of purchasing space in newspapers and other periodicals, as well as time on the air, to deliver the Government's messages, is still very much alive, the Editor & Publisher reports, continuing: "It would be no more than a guess to say that it has reached the dignity of discussion at meetings of the President's Cabinet, but it is a matter of record that the Department of Commerce, presided over by Cabinet Member Jesse Jones, has been enterprising in gathering and publicizing stories on the success of 'paid advertising' campaigns in Canada and England.

"The subject is currently under discussion in OFF. It was one of the first propositions advanced when MacLeish created a committee of daily and weekly newspaper publisher representative to meet with him in an advisory capacity. The major obstacle, it was said, is the difficulty in selection of media - and there must be selection, it was emphasized, because the cost of blanketing the nation's newspapers, magazines, and radio stations would be prohibitive.

"A statement of policy on the subject is reported to be in formulation."

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An Executive Order has been prepared for President Roosevelt's signature, the purpose of which would be consolidation of existing information agencies leaning toward a central bureau of war information. MacLeish is most frequently mentioned as the likely head of such an agency.

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RADIO PLAYS LARGE PART IN OVERSEAS WRITERS' DINNER

Aided by radio from the far flung battlefields of the world, the war-scattered members of the Overseas Writers assembled in body or spirit last Saturday night for the 21st anniversary of the founding of the organization.

Through the courtesy and facilities of the National Broadcasting Company and Columbia Broadcasting System, Robert St. John, radio broadcasters, Raymond Daniell of the New York Times, and Joseph Evens of the New York Herald Tribune and Bob Trout spoke from London, and John Raleigh, H. R. Knickerbocker and Robert Sherrod gave first hand accounts of the scene in Australia. Frances B. Sayre, High Commissioner, just back from the Philippines, spoke. CBS put the speech of Dr. Herbert Vere Evatt, Australian Minister of External Affairs, on the air.

Among those from the radio industry who were present were:

Kenneth Berkeley, Manager, NBC, Washington; Harry Butcher, Vice-President, CBS, Washington; Martin Codel, Broadcasting Magazine; James L. Fly, Chairman, Federal Communications Commission; C. M. Jansky, Jr., Radio Adviser, War Department; G. W. Johnstone, Blue Network; Lynn M. Lamm, National Association of Broadcasters; Frank Mason, formerly NBC, now Assistant to Secretary of Navy; Neville Miller, President, National Association of Broadcasters; George H. Payne, Federal Communications Commissioner; H. Louis Ruppel, Chief, Public Relations, CBS; Sol Taischoff, Broadcasting Magazine; Albert Warner, CBS commentator; Paul White, NBC.

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WANTED TO CUT OFF INTERIOR DEPT. RADIO FUNDS

When the House considered the Interior Department Appropriation Bill for 1943, Representative Robert F. Jones (R.), of Ohio, offered an amendment cutting off any funds for radio broadcasting, press service, motion pictures or practically any other publicity.

"The total amount for the Office of Information in the Department of the Interior is \$2,430,770, as reported by the Division of Information of that Department", Mr. Jones declared. The correspondence of the Department of the Interior is \$216,713 of the total of \$2,430,770. The rest is for publications, group contacts - whatever they are - individual contacts, motion pictures, radio programs, photography, lantern slides, and lecture material. All of these things could be cut out since Pearl Harbor. I submit that with the enormous expenditure in the Office of Government Reports, with the enormous expenditure in the Office of Facts and Figures - and it might be referred to as facts and fiction - under the direction of Mr. MacLeish that we do not need to have propaganda agencies in all of the departments, including this one.

"There has been steadily growing in Washington a large army of men and women on full-time and part-time compensation to glamorize the activities of the bureaus they represent. Many bureaus that have nothing to do with defense try to get their noses under the tent. So many nondefense bureaus have asked for increased appropriations that their pleas of national defense are commonly referred to as the national prayer."

Defending the radio item, Representative Jed Johnson (D.), of Oklahoma, said:

"Now, they talk about radio, as if the Department were buying a lot of radio time. Surely the gentlemen know better. The Department, of course, is not buying radio time. It is not necessary to do so. Their programs are so fine, so patriotic, so educational, and constructive that many of the large radio stations have requested the Department of the Interior for some of their programs. That means, of course, that the public likes and demands more of such programs."

"Not a dollar is in this bill for the Interior Department for radio time, yet you would think from some of these statements that most of this money went for radio time. And so it is quite obvious that about 90 percent of the opposition to this bill is directed actually against an honest, fearless, and capable Government official, the Secretary of the Interior."

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NAZIS SUSPECTED OF OPERATING MIDWEST STATION

Germany is operating an "underground" broadcasting station which purports to be located in the United States' Midwest and to be operating in defiance of American officials, it was learned by the Washington Post yesterday.

The outfit, Station D-E-B-U-N-K was first heard on the air last week and since has broadcast regularly over shortwave from 8:30 to 9 P.M. The only thing wrong with its build-up is the fact that DEBUNK's signals were first heard abroad, that simple direction-finding efforts have located it in Europe, and finally, that its broadcasts follow the Berlin shortwave "line" almost word for word.

The station begins its broadcasts with a few bars of the "Star-Spangled Banner", and is conducted by a couple of announcers with Middle West accents. It signs off with "My Country 'Tis of Thee".

Violently anti-British, the station argues that American farm boys are being sent to die for the "redcoat snobs", in order to preserve the domination of the international banker groups. It is fiercely anti-Semitic, anti-Roosevelt, anti-British. It broadcasts that "this is a war we cannot possible win".

The broadcasts follow the reports of the official German shortwave so closely that listeners in this country believe the Nazis are making no serious attempt to conceal the fact that the transmitter is, in fact, operated in Germany.

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FCC SILENT ON COX ACCUSATIONS

Chairman James L. Fly of the Federal Communications Commission said he had nothing to say when asked if it was true that the Department of Justice had been asked to investigate the exchange of \$2500 check between Representative Gene Cox (D.), of Georgia, and the Herald Broadcasting Company, of Albany, Ga. Charges were made against Mr. Cox in an article in "PM", Marshall Field's New York newspaper last Sunday in an article which read:

"Photostats of the following documents have been received by the Department of Justice:

"A \$2500 check dated Aug. 15, 1941, signed by Cox and payable to the Albany, Ga., Herald Broadcasting Co.

"A \$2500 check dated Aug. 18, 1941, three days later, signed by C. D. Townsley, secretary-treasurer of the Albany Herald Broadcasting Co. and payable to Rep. Cox.

"A \$2500 deposit slip made out to the account of Cox in the City National Bank of Albany.

"A voucher stating that the \$2500 check to Cox was for 'legal expense.'

"A statement by Townsley declaring that the check given Cox was for 'future services'.

"The Albany Herald Broadcasting Co. has a case pending before the Federal Communications Commission. The Albany Herald is the only daily in Albany and the most important paper in Cox's district. Its radio station is WALB.

"The check for \$2500 given to the company by Cox was in payment of 25 shares of stock in the broadcasting company. The payment of \$2500 to Cox three days later exactly equaled the payment made by him to the company. The Department of Justice has been asked to find out whether the stock was returned or still is owned by Cox.

"The Albany broadcasting company filed an application with the FCC last October for a change of frequency. It has had a number of cases before the FCC in the last two years. Cox has interested himself in those cases. The Department of Justice has been asked to investigate whether this was the friendly interest which a Congressman might normally take in the affairs of a constituent or whether he was, in effect, serving as counsel to the company.

"The questions the Department has been asked to answer are:

"Was the effect of the check and stock transactions to give Cox \$2500 worth of stock in the broadcasting company?

"If so, was this a payment for legal services?

"Cox has attacked the FCC bitterly in recent weeks and at the end of January introduced a resolution for a miniature Dies investigation of the FCC, which is now pending."

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RADIO FIRES FLASHES IN REMOTE CONTROL PHOTOGRAPHY

A new application for radio has been found by the recently established photographic department of the Office of Emergency Management directed by William Nelson, formerly of Look Magazine.

The major portion of the photographic work has been and still is performed in industrial plants, most of them housing large assembly line operations of one kind or another, many in moving machinery, moving overhead cranes, etc. The photographic difficulties are apparent. If enough light for adequate lighting of large operations, including assembly lines, was to be achieved, it obviously called for multiple flash, frequently using 20 or 30 bulbs. The moving machinery, the assembly line itself, and the numerous workers milling around all over the location made the usual flash system, involving the use of wires in any degree, impractical.

Wires were being tripped over, reflectors knocked down, etc. The only solution was to rig up a synchronized flash system in which no wires would appear. The answer was a series of reflectors, booster boxes and a short wave radio system to actuate same. This system was developed by Dr. Heiland who has been experimenting with it for some time.

The set up is sufficiently flexible so that not only can an indefinite number of flash-bulbs be synchronized with the camera shutter without the use of wires, but also the camera itself can be raised to otherwise inaccessible positions and pictures taken. The photographer controls the tripping of the shutter and flash system with a sending set that may be located several hundred yards distant from the camera. This technical development adds a new dimension to industrial photography.

The uses of this setup, however, extend beyond manufacturing plants. At large meetings where a hasty setup, without wires for people to trip over, is desired, this will work beautifully. In several shots where lighting must be close to the subject and yet wires kept out of the field of the picture itself, this will serve.

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\$2,513,469 FOR PHILCO

The Philco Radio Corporation reported yesterday for 1941 a net income of \$2,513,569, equal to \$1.83 each on 1,372,143 common shares. This compared with \$2,248,568, or \$1.64 a share, earned in 1940. Income and excess-profits taxes were \$5,967,600, against \$1,347,222 in 1940, according to James T. Buckley, President.

The company provided a \$750,000 reserve for inventory and commitment contingencies by a transfer directly from surplus.

Gross sales were \$77,073,636, against \$52,311,131 in 1940, setting new records for radios, domestic refrigerators and air-conditioning equipment.

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 ::: TRADE NOTES :::
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A conference of Blue Network station managers from all points of the Western Division, will be held in San Francisco April 2-3.

 A complete radio transmitter and receiver in the shape of the so-called French phone is the subject of a patent (No. 2,276,933) issued to Cletus J. Collom of Detroit, Mich. All the equipment necessary to send and receive messages is contained in the earpiece, hand grip and mouthpiece of the French phone, according to the patent. The apparatus is a portable, self-contained radio transmitting and receiving unit suitable for short range and field use. The patent is assigned to Weltronic Corporation of Detroit.

 Utah Radio Products Company and Wholly Owned Subsidiary - For 1941: Net profit, \$216,386, or 73 cents a share, against \$7,193, or 2 cents a share, in 1940.

 The War Department announced this week it would inaugurate a series of "Army Hour" radio broadcasts April 5, designed to link men in the armed forces overseas with home firesides. The program will be broadcast Sunday afternoons at 3:30 E.W.T., over NBC, and transmitted by short-wave radio to Army units abroad.

 In its proposal to deny a nighttime increase in power of 250 watts to KGNO, Dodge City, Kans., on the ground that it might interfere with KGIR at Butte, Montana, the FCC apparently used political discretion. Butte is not only the hometown of Senator Burton K. Wheeler, radio czar in the upper branch of Congress, but it is also the abode of Montana's junior Senator James E. Murray.

 Easton C. Woolley, who has been Manager of the Service Division of the Stations Department of the National Broadcasting Company, has been appointed Assistant to William S. Hedges, Vice President of the Stations Department. In addition to his new duties, Mr. Woolley will continue to supervise handling of affiliation contracts between the National Broadcasting Company and its associated stations.

 Declaring that economy in non-defense items is a vital necessity and that the nation's printing bill is a good place to start, Representative Louis Ludlow (D.), of Indiana, has revealed the fact that the printing bill in the Government departments in two years jumped from \$18,000,000 to \$28,000,000. For example, in the Federal Communications Commission in 1939, it was \$42,630, and in 1941, \$58,809.

One Government official told Congressman Ludlow about a businessman who examining the contents of a wastebasket found 51 Government publications all in their original wrappers.

Representative Marcantonio of New York, in an address "How About Some Sacrifice from Big Business?" cited a tabulation from the Economic Outlook of corporation profits for 1941 compared with 1940 showing the percentage of increase for 1941. The highest was the Aviation Corporation 2690% increase.

Among the low ones were the Radio Corporation of America 11.9 percent increase and the General Electric 1.7 percent. The Radio Corporation did \$10,192,716 business in 1941 and \$9,113,156 in 1940.

As a result of the rapidly expanding field of industrial electronic control, an electronic control section has been organized in General Electric's industrial control division. Allen E. Bailey, Jr., and William D. Cockrell have been appointed as Manager Sales and Engineer respectively of the new section. Mr. Bailey will report to G. R. Prout, Manager of the Industrial Control Division, and Mr. Cockrell to E. H. Alexander, Engineer of that Division.

More than 30 outstanding educators, statesmen, diplomats and broadcasting officials of the Western Hemisphere, who are particularly prominent for their knowledge of Latin American affairs, met in Washington last Saturday at the Pan American Union to set up the administrative structure for the recently announced NBC Inter-American University of the Air.

Proposed by Dr. James Rowland Angell, public service counsellor for the NBC, and President Emeritus of Yale University, the new "University of the Air" is dedicated to the mutual interpretation of the achievements, cultures, traditions and personalities of the western nations.

New York City's first full-time Frequency Modulation Station W71NY, celebrated its first anniversary on the air Wednesday, April 1, operating on a commercial license issued by the Federal Communications Commission. Owned and operated by Radio Station WOR W71NY has increased its power from 1,000 to 10,000 watts.

Station WCOP, Massachusetts Broadcasting Corp., Boston, Mass., has applied for a construction permit for changes in equipment and directional antenna and increase power from 500 watts to 1 KW.

Zenith Radio Corporation and subsidiaries reported yesterday profit of \$1,598,450 before Federal taxes in the nine months ended on Jan. 31 of the current fiscal year. This compared with \$1,465,377 before Federal taxes in the nine months ended on Jan. 31, 1941. E. F. McDonald, Jr., President, said that after deducting estimated Federal taxes net income for the nine months this year would amount to \$1,033,343, or \$2.10 a share.

Siegmond Strauss, 67, co-inventor of the radio amplifier tube and contributor to the field of electrical medicine, died in New York Sunday. A native of Czechoslovakia, Mr. Strauss invented the feed-back devices credited with giving the European radio industry its foundation. With Robert Von Lieben and Eugene Reisz, he invented the amplifier tube.

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ZENITH SENDS OUT FM QUESTIONNAIRE

A questionnaire to ascertain opinion as to the problems facing FM today - as an infant suddenly facing wartime conditions - is being sent to all FM licensees and radio stations by N. H. Terwilliger, Sales Promotion Manager of the Zenith Radio Corporation. The findings will be made public.

"Just what will FM radio accomplish in the coming months? Will it remain status quo, serving its limited listening audience just as at present, or will FM broadcasting forge along increasing length of programs, quality and variety of programs?" Mr. Terwilliger asks in making the inquiry.

"What are its plans?

"In order that we can get a firsthand picture of FM at large, we are asking the FM broadcasters who receive this bulletin to fill in the attached questionnaire and return it promptly together with whatever remarks they wish to make.

"Then as soon as possible, our findings will be published in this bulletin in order that we may all have a picture of the general thinking.

"For the duration FM will live in the public mind only through the efforts of the broadcasters. Their opinions and decisions are vital.

"Every broadcaster, in filling out his questionnaire, is doing his fellow FM supporters a service by lending him his thinking and guidance."

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BIG THINGS PREDICTED FOR RADIO AFTER WAR

It is evident that radio is going to be a whopping big business when the war is over, Radio Retailing observes. Besides picking up all the deferred purchasers demand for new radio sets, there will be tremendous new markets for frequency modulation and television.

And application of radio principles in industrial operation will make the new science of electronics bloom, as radio tubes find their way into applications everywhere in everyday life.

Radio men are going to have their hands full when the happy days of peace come again.

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