

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF APRIL 7, 1942

20,000 Now Enrolled In Radio Technicians Courses.....	3
A. F. L. And C. I. O. Seen Burying Hatchet In Radio Series.....	3
NAB Puts On Listener Activities Coordinator.....	4
Ohio Radio Specialist Gets Jaw-Breaking Title.....	4
Last RCA Radio Set Given To Warm Springs At Dinner.....	5
Fly Near Reappointment Draws Congress Fire.....	7
Creation Of New Super War Information Office Seen.....	8
It Wasn't Always So, Says Critic of John Barrymore.....	9
League Of Nations Station Folds.....	9
FM Growth Depends On Industry, Dr. Baker Explains.....	10
Trade Notes.....	11

No. 1418 *JK*

April 7, 1942

20,000 NOW ENROLLED IN RADIO TECHNICIANS COURSES

The speed with which the nation's radio training program was placed on a war basis is excelled only by the speed with which prospective trainees have responded, according to William Dow Boutwell, Chief of the Division of Radio, Publications and Exhibits in the U. S. Office of Education. "In an exceptional sense, this is a war of technicians", says Mr. Boutwell. "It is a war of communications, and radio occupies a strategic position in the modern world of communications. Courses in radio communications are especially vital because it is by means of radio that tanks, trucks and airplanes maintain communication with each other in war time. Equally important is the man trained in radio maintenance and repair."

Vicational training in radio maintenance and repair is financed jointly by the Federal Government and State departments of education. Radio training, including shop and class work in related subjects, is given as a full-day 4-year course.

Both pre-employment and supplementary-to-employment courses in radio maintenance and repair are offered to defense workers as part of the training program financed by the U. S. Office of Education.

The Signal Corps alone has requested 10,000 of these trainees and approximately that number is now being trained. A growing interest on the part of schools, it is hoped, will pave the way for the anticipated call for 50,000 such trainees by the end of the year.

Some months ago Congress appropriated \$17,500,000 to the Office of Education to meet the cost of "short courses of college grade provided by degree-granting colleges and universities to meet the shortage of engineers, chemists, physicists and production supervisors in fields essential to the national defense."

On the day after the Japanese attack on Pearl Harbor, the War and Navy Departments asked the National Defense Committee of the National Association of Broadcasters to promote and publicize the need for radio training courses at college grade. An active promotion campaign was started among colleges throughout the country. The first unit in the training program was limited to 20,000 persons. On February 20, courses for 12,700 had already been approved and another 6,000 eligible applicants were being processed, and the remainder of the 20,000 were included in proposals from colleges not yet tabulated. As soon as additional funds are available the drive for trainees will be resumed.

These college-level courses are devoted chiefly to communication and airplane detection. College seniors in 42 electrical engineering schools are getting instruction in use of ultra-high frequency for airplane detection.

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A.F.L. AND C.I.O. SEEN BURYING HATCHET IN RADIO SERIES

Spurred on by the threat of anti-labor legislation in Congress and in an effort to get their own version of the matter before the people who desire to have labor harshly dealt with, the American Federation of Labor and the Congress of Industrial Organizations have further become reconciled to each other to the extent of cooperating in a big countrywide weekly radio program to be known as "Labor for Victory". It will be carried by the NBC as a public service and is scheduled to begin at 10:15 P.M., E.W.T., Saturday, April 18th.

The idea, it was explained, was "to tell how the man in overalls is helping America win the war." One week the A. F. of L. will put on the program and the next week the C.I.O.

In his announcement of the joint effort Phil Murray of the C.I.O. declared:

"The Congress of Industrial Organizations will use this opportunity of a regular radio program for the major purpose of promoting the war effort. It will bring before the public the message of labor and its activities for all-out war production.

"We are most happy to cooperate with the American Federation of Labor in this undertaking and most assuredly will not allow any narrow or partisan considerations to interfere with this presentation of American labor's united and joint efforts for victory."

In his comment, William Green, of the A. F. of L. said:

"Through this program, labor hopes to be able to have a fireside chat with the people of America each week. We want to tell them what the workers of America are doing in the victory production program to speed America's triumph. We feel confident that the American people will be justly proud of their production soldiers when they learn the true story.

"Just as the A. F. L. is cooperating with the C.I.O. on the industrial front to promote all-out war production, regardless of other considerations, so we are working hand-in-hand with the C.I.O. in this radio program to spread the true story about labor's participation in the nation's war effort."

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In a joint statement, Mr. Murray and Mr. Green said:

"We are grateful to the National Broadcasting Company for its patriotic and broad-minded attitude in giving to the millions of organized American wage-earners this opportunity to express their viewpoint each week on the air, along with the business and industrial interests that already are represented in the field of national broadcasting."

The "Labor for Victory" program will include comment on current news, interspersed with interviews with outstanding national and labor figures, and with workers from the war-production "front".

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NAB PUTS ON LISTENER ACTIVITIES COORDINATOR

Dorothy Lewis of New York City has been appointed Coordinator of Listener Activities for the National Association of Broadcasters, explaining that she will conduct her activities on a public service basis without remuneration to maintain a status that can properly reflect unbiased public opinion and the reaction of the listeners. Mrs. Lewis, whose headquarters will be in Washington, has been actively interested in radio for many years, especially in the field of children's programs. During the past two years she has held radio conferences throughout the country, bringing together radio executives and leaders in clubs, civic and educational life, to discuss their mutual problems and interests.

Mrs. Lewis was formerly vice president of the Radio Council on Children's Programs. She is a member of the Board of the Women's National Radio Committee, Radio Chairman of the Society of New England Women and is a member of the National Public Relations Committee of the Girl Scouts.

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OHIO RADIO SPECIALIST GETS JAW-BREAKING TITLE

This Administration will go down in history for the jaw-breaking titles it gives Government bureaus and officials - titles so lengthy they have to be abbreviated into initials and which invariably include "Office of". The latest candidate to be loaded down with one of these weighty designations is R. R. Lowdermilk of the Ohio State University faculty who has been appointed to a newly created position known as "Radio Education Specialist and Technical Advisory Consultant of the U. S. Office of Education".

While plenty of thought has evidently been given to what to call Mr. Lowdermilk the services of the new department have not yet been worked out in complete detail but as explained by the USOOE, the functions are to be defined in terms of aiding the schools of the nation to solve the many problems which still confront them in their efforts to realize the full potentialities of radio as an educational aid."

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LAST RCA RADIO SET GIVEN TO WARM SPRINGS AT DINNER

A large banquet is to be given in Philadelphia tonight (Tuesday) to mark the last civilian radio set coming off the production line in the RCA Manufacturing Company plant at Camden. Through William L. Batt, Director of the Materials Division of the War Production Board, the last set is to be presented to President Roosevelt's Warm Springs Foundation.

In accepting the set, Mr. Batt, who before the war was the President of the S.K.F. Industries of Philadelphia, will say:

"We are taking short time out tonight to celebrate a very significant event. This afternoon I received, in the name of the Warm Springs Foundation, the last civilian radio set to be produced by a great manufacturer of radios. The last set, that is, until the end of the war.

"From now on - from now until victory - this plant will produce nothing but munitions - weapons of war for a fighting democracy.

"This is good news for the United States. It is good news for Britain and for Russia and for China - good news to the peoples of Poland and France and Holland and Belgium and the long dreary list of other lands which have been trampled down and destroyed. But it is bad news for Hitler. And it is bad news for the Japs and for Mussolini, too.

"Of course this is only one plant and we all know that we can't produce enough equipment in one plant or even one hundred plants to win the war. Then, too, although this plant has been producing war equipment in growing quantities for a long time, it was only this afternoon that it stopped completely the production of civilian goods. Why, then, do I say that this is such good news to the United Nations and such bad news to the Axis gangsters?

"I say it because I think that the even of this afternoon means more than the mere fact that one plant has gone all-out for war. I think it is a measure of the mood of America tonight. I think it is typical of a growing national frame of mind.* * * * *

"You will hear and read many reports of confusion, of incompetence and disaster in our war production program. Some of this criticism will be valid because mistakes are bound to be made; but much of it on the other hand, will be spread by those who want us to be confused.

"What I want to say to you is that most of the confusion is on the surface and likely to be exaggerated. Underneath, in the homes and factories of America and in the government buildings of Washington, a great and overwhelming majority of our people are, in my opinion, becoming tremendously serious, tremendously determined - aroused and grim. They are in no mood to tolerate

indecision and delay - by management, by labor or by government. They are highly critical of anything that does not go right. They are beginning to be worried and they are likely to become fighting mad. * * * * *

"We are moving rapidly down the road toward complete mobilization where every man and woman will have his and her part to play in this total war. There is still a grave question whether we are moving fast enough, whether we will get there on time. For we still have a long way to go. There are minorities in every national group that are still pleading their own special interests - still playing the selfish game of obstructionism.

"But with the public no longer complacent; with the public ready and willing to make every sacrifice; asking only that they be shown what part they can play - then I predict that the day when any man can play a selfish game is just about past.

"That is why the event of this afternoon is so significant. From this moment on the RCA plant at Camden is 100 percent on war work. And that is what the country wants - 100 percent use of our great manufacturing facilities for war work wherever that is possible or desirable. It was not long ago that many people would have been shocked at the idea of stopping completely the production of radios. Today, people would be shocked if we continued to manufacture them.

"And this is the key to victory. Here is a company that had become one of the leaders in its field through competent management. Here were workmen with a good labor organization. With their combined knowledge and skills and ingenuity they were producing more radios and better radios and cheaper radios than were produced in any other nation in the world. Every family in America wants a radio and most of them have one. But when the nation was faced with a life and death struggle, we had a choice to make. Should we try to build new plants, train new workmen, try to find new sources of raw materials to build the weapons of war while we went along gaily producing the things of peace. Obviously that would be fool-hardy, stupid and dangerous. No, we took the same management that had proven its ability, the same workmen who had proven their skills, the same supplies of raw materials and wherever possible the same machinery and changed them over from peacetime production to war-time production. That makes sense from every angle. It is typical of what can be done if we want to do it badly enough. * * * * *

"I am glad that this great nation is restless today. I am glad that we are critical. We want to get going, and that's the way it should be. It may take a long time yet before our armed forces can move to the offensive. But we are becoming determined and grim and angry. And so we will turn to the offensive, sooner than Hitler thinks we will. And that offensive will not stop until it has crushed forever the mad war lords of the Axis. When that day comes we will go back to the production of radios and

other things that make life more pleasant. With the large production of aluminum and magnesium that should be available, I have no doubt that you here at RCA will make better and cheaper radios and phonographs than you've ever made before. Until then we will do without them. Until then we will go all-out for war, all-out for Berlin and Tokyo and Rome."

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FLY NEAR REAPPOINTMENT DRAWS CONGRESS FIRE

With his reappointment only two months off, Chairman James L. Fly of the Federal Communications Commission, has aroused two of his bitterest enemies in Congress to renewed activity. The first is Representative Dies, of Texas, and the other is Representative Cox of Georgia.

Mr. Fly landed a solar plexus on Dies by tipping off President Roosevelt personally to the fact that the FCC short-wave listening posts had picked up the information that the Axis stations were making widespread use of the charge by Dies that 35 pro-Communist officials are serving on Vice-President Wallace's Board of Economic Warfare.

With this as evidence, the President is making a renewed fight to cut off Mr. Dies' future investigations appropriation. Also it is said that from now on all the Dies news reports which heretofore were freely transmitted by the press and radio abroad will be heavily censored before leaving the United States if indeed they leave at all.

Naturally this has infuriated Mr. Dies who is now reported to be laying for Mr. Fly with a large stuffed club. If Dies gets his appropriation, naturally he will make it hot for Fly. Whether he does or not, he will do his utmost to hit back at the FCC head. In this he will have the hearty cooperation of Representative Cox.

The latter has been accused of being in the pay of and owning stock in Station WALB at Albany, Ga. Mr. Cox's difficulties in connection with going to the bat for the station caused him to introduce a resolution to investigate the FCC. Already there have been several hearings on the resolution with Mr. Fly on the grill. It looked as if the resolution would be defeated but now Mr. Cox is on the warpath and promises a heated comeback to the latest allegations. What apparently has gotten under the Georgia Congressman's skin is that (according to Cox) Fly and the FCC were responsible for stirring up the charge that Cox was personally interested in and illegally representing WALB.

The expectation is that the whole matter will come to a head when the Congressional Committee meets next week following the Easter recess at which time Mr. Cox and Mr. Fly will meet face to face and fight the thing out.

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Even with Representative Dies and Cox on his neck, however, Mr. Fly is still believed to have an advantage insofar as the FCC head's reappointment is concerned because of the favor Mr. Fly did in arming Mr. Roosevelt with such effective ammunition in fighting Dies. After all President Roosevelt does the reappointing and if Fly has the President behind him, it is figured that he is not worrying much about anything else.

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CREATION OF NEW SUPER WAR INFORMATION OFFICE SEEN

The new information center building now nearing completion on Pennsylvania Avenue in front of the Treasury, is slated to become a new press and radio super-information agency to be known as the Office of War Information, it is reported.

The building which is to cost \$600,000 and has been much criticized, was originally designed to serve both as a headquarters for the Office of Government Reports headed by Lowell Mellett and as the home of a central information bureau. A huge oval information counter is being built in the center of the building to provide guidance for wandering businessmen.

It was reported that the President is expected to set up the new Office of War Information by Executive Order in a few days. The agency would combine the Office of Facts and Figures, the Office of the Coordinator of Information, the Office of Government Reports, and the information division of the War Production Board.

Under the proposed order, the press divisions of Army and Navy would be compelled to follow the policy laid down by the information chief, but the two service agencies would continue to issue war communiques from their own offices, it was stated.

Nelson Rockefeller's Office of Inter American Affairs and the Office of Censorship headed by Byron Price apparently would remain independent.

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A fund of \$500 has been set aside by Saul Haas, Vice-President of Seattle's Station KIRO, to be awarded to those individuals who in the judgment of the KIRO Educational Awards Committee best complete in not more than 100 words, the statement "If I had a radio station one of the things I would do. . ."

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IT WASN'T ALWAYS SO, SAYS CRITIC OF JOHN BARRYMORE

A somewhat melancholy view is taken by John K. Hutchens, Radio Editor of the New York Times, of the Rudy Vallee-John Barrymore program. Mr. Hutchens writes, in part:

"Consider, for instance, the case of John Barrymore, for a few brilliant years the greatest actor in the English-speaking world and now an assistant to Rudy Vallee.

"Once a week for more than a year this team has taken to the air, with results that must be commercially gratifying, else the two would not have remained a team. But their partnership has certainly had another effect. It has meant that some millions of people will never believe that Mr. Barrymore was once a great actor. Why should they?

"As for the place of Mr. Vallee in all this, there is little to be said one way or the other. As a showman, he takes things where he finds them, and a good deal is to be said to his credit. As an individual performer in a quicksilver business, he has stayed 'up there', as the phrase goes, far longer than most of those who were his colleagues when he began. No, you do not blame Mr. Vallee. You do not blame any one. You can scarcely do so because this weekly self-flagellation is a mystery for psychologists, a mystery in which there is the barest hint in Mr. Barrymore's statement once upon a time that he never liked the theatre; that, and the fact that even in his prime he was wont to give a superb performance one day, a lazy one the next.

"In the meantime, the philosophy of show business being that nothing succeeds like success, things will probably continue as they are. 'You can't insult the name of Barrymore', said Mr. Barrymore one Thursday night a while ago. 'No', but I can keep trying', said Mr. Vallee. Just the same, Mr. Barrymore was great."

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LEAGUE OF NATIONS STATION FOLDS

The contract between the Swiss Federal Council, the League of Nations, and Radio Schweiz A. G., for construction and operation for a period of 10 years of a broadcast station in Geneva, expired last February, on which date the station became the property of the Swiss concern, the Commerce Department advises. Conditions of the transfer of the station to Radio Schweiz were determined by an international arbitration commission.

The station - which, as a result of the abandonment by the League of Nations of its broadcasts after the outbreak of the war, was devoted solely to the Swiss service - has now passed

formally and legally into Swiss hands and now constitutes an integral part of the network of Radio Schweiz. It will continue its Asiatic and South American broadcasts.

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FM GROWTH DEPENDS ON INDUSTRY, DR. BAKER EXPLAINS

"The speed at which the man on the street accepts frequency modulation will be in proportion to the seriousness with which the FM industry regards its own stature and growth", Dr. W. R. G. Baker, Vice President in Charge of the General Electric Radio and Television Department, explained in commenting on the recent signing of a contract for the appearance of the Frazier Hunt "world news" program over 8 FM stations of the American Network. The program is broadcast Tuesday, Thursday, and Saturday at 6:30 (E.W.T.) over W43B, Boston; W39B, Mt. Washington, N.H.; W65H, Hartford, Conn.; W53PH, Philadelphia; W47NY, New York City; W3XMN, Alpine, N. J.; W2XOY and W47A, Schenectady, N. Y. Hunt is also heard over 51 CBS stations from coast to coast.

"If FM broadcasters, FM receiver manufacturers and dealers, and FM transmitter manufacturers show only a casual interest in FM because of the war situation, we can expect a definite lapse in the general public's interest in FM", Dr. Baker continued. "For this reason, General Electric has selected eight FM stations to carry its new Frazier Hunt 'world news' program. This, we hope, will be not just a source of revenue to FM operators, but an encouragement to other advertisers to consider FM as a medium to reach the high class audience which FM listeners represent. The new radio program, in addition to presenting world news, is designed to further a knowledge and appreciation of the new science of electronics, of which FM is an important part. In the commercial messages presented the advantages of FM will be frequently pointed out, so that AM listeners will have a desire to buy FM when the emergency ceases, and we return to normal living."

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A Directory of War Agencies" has just been compiled by the National Defense Committee of the Chamber of Commerce of the United States. The directory contains the names and addresses of Federal Government agencies participating in the war program. The field offices are also listed. The information has been brought up to date as of the middle of March.

The Chamber of Commerce directory contains a complete listing of everyone connected with the Defense Communications Board.

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 ::: TRADE NOTES :::
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That Philips was also having sets built in Australia was revealed in a Commerce Department report from the Netherlands Indies.

 An appropriation of \$11,170,000 is carried for shore radio facilities in a Senate bill (S. 2406) to authorize the Secretary of the Navy to proceed with the construction of certain public works.

 What one radio station can do on its own initiative to aid the nation's war effort is being demonstrated by WOR through a special copy technique it has developed for certain war announcements. "Words For War", a small pamphlet containing typical examples of this copy, is being made available this week by the WOR Promotion and Research Department to the broadcasting industry. Copies of the pamphlet may be had by any station upon request to WOR, 1440 Broadway, New York City.

 Among the agencies under scrutiny in the President's reported plan to merge publicity set-ups are the Federal Communications Commission, the Office of Facts and Figures, the Coordinator of Information, and the Inter-American Office which all have staffs whose task it is to digest short-wave radio programs beamed at the United States from countries in the hands of the enemies.

 A series of programs titled "Bombs Over Cincinnati?" has become a weekly feature aired over four of the five broadcasting stations in Cincinnati. Written, directed, produced and recorded through the facilities of Station WLW, the programs are sponsored by the Hamilton County Council for Civilian Defense in an effort to acquaint local citizens with the possibility of the community being subjected to a bombing raid.

 In the syndicated New York column in the Washington Post appeared this item:

"An unusual event recently occurred at Roosevelt Hospital, (New York City) where Russell Davenport, the magazine editor who helped start the Willkie boom, and Niles Trammel, the NBC official, were patients. Dr. H. C. Traeger, their physician, had ordered them removed to that hospital and was treating them there. Dr. Traeger then suffered a kidney ailment and became a patient in that same hospital. . . And so he sat in bed, unable to move, while his two patients wheeled their chairs into his room across the hall to have their charts checked and receive prescriptions."

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