

HEINL RADIO BUSINESS LETTER

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No. 1422

April 21, 1942.

RADIO TUBE PRODUCTION ORDERED DISCONTINUED

The War Production Board has ordered radio tube manufacturers to discontinue within seven days production for civilian use of 349 of the 710 types of radio tubes now on the market.

The WPB Radio Tube Unit explained that these 349 discontinued types represent duplicate, obsolete, and small-demand types of tubes. Their elimination will result in a saving in critical materials, man hours and machine hours.

The Radio Tube Unit of the WPB said that present inventories of discontinued types will be sufficient for civilian needs for at least two years. This stock will be added to by rejects from military production of the same types.

In the elimination of duplicate types, one of each group of duplicate types will be kept in production.

Obsolete types and those for which there is almost no demand will not be replaced, but John F. Wilson, Chief of the Unit, said that the radio tube industry is planning to familiarize radio dealers with types of receiving tubes that can be substituted wherever possible for the types prohibited by the order.

The obsolete and small-sales categories represent 289 types of tubes, or approximately 41 percent of the total number of types produced. However, sales in 1941 of these types amounted to only 6/10th of one percent of the total number of radio tubes sold last year - 780,000 tubes out of a total of 135,600,000 tubes sold in 1941. Nevertheless, as long as these types were produced they had to be carried in stock, tying up critical materials in inventory, and their production resulted in loss of man hours, machine hours and materials.

Robert C. Berner, Chief of the Radio Section, estimated that 156,000 man hours and 80,000 machine hours will be released annually by the elimination of these tube types. In addition, critical materials will be used more efficiently by long production runs of the tube types not eliminated by the Order.

The Order does not apply to tubes manufactured for the Army, Navy, Maritime Commission, Panama Canal, Coast and Geodetic Survey, Coast Guard, Civil Aeronautics Authority, the National Advisory Commission for Aeronautics, the Office of Scientific Research and Development, and Lend-Lease.

The Executive Committee of the Radio Manufacturers' Association was advised by Roy Burlew, of the Ken-Rad Tube Corporation of Owensboro, Ky., Chairman of the Tube Division, and H. E. Osman, of Centralab, Milwaukee, Chairman of the Parts and Accessory Division, that steps were being taken with the War Production Board to provide the public with replacement tubes and components. Rationing of sets is not contemplated, and it is proposed to provide ample supplies of replacements, to avoid any tube or parts rationing program. Parts manufacturers can secure materials, for the manufacture of repair parts, through the WPB Production Requirements Plan, which will become mandatory in June.

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WOULD CUT GOVERNMENT INFORMATION SERVICES' FUNDS

A bill was introduced in the House last week by Representative Robert F. Jones (R.), of Ohio, stipulating that none of the funds appropriated in any act shall be used by any Government department agency, or independent establishment, except the War and Navy Departments, for publications not required by law; press service; radio broadcasting; group contacts; exhibits; motion pictures; lantern slides and lecture material; photography; individual contacts and posters.

Stating that the Interior Department alone is spending \$1,500,000 for publicity material, Mr. Jones said:

"This House only cut \$100,000 of this waste two weeks ago; \$1,400,000 of this waste is still in the 1943 bill. I think this bill will strike out twenty million of the \$27,000,000 propaganda pay roll for useless man-power that should be eliminated and should not be continued in the Federal Government for one more day.
* * *

"I think my bill would save \$20,000,000 from the Federal payroll and strike out \$25,000,000 from a \$50,000,000 postage bill. I think it would strike out \$1,500,000 from a \$2,400,000 paper bill the Government agencies and the independent establishments of the Government now spill ink upon and have for some time."

In the opinion of Frank Kent, columnist, the radio and other U. S. propaganda has been "sloppy and ineffectual". He writes:

"One of the strange things about Washington is the way in which large plans are launched and then dropped. Sometimes they are weeks in preparation before they utterly disappear. For example early in March the White House let it be known through various selected sources that the President was much dissatisfied with the quality of our propaganda. It was not 'ringing the bell' and there seemed a necessity for a general overhauling with a view of devising a better system. It needed, it was said, 'c-ordination' and single-headed direction.

"This had been pretty plain to most observers for some time. There are at least four separate organizations engaged in the business of propaganda. Each has its own headquarters, a large organization and a big payroll. Each is pouring out a steady stream of radio speeches, and skits and exuding pamphlets, leaflets, 'information' and publicity in various and sundry forms. Combined, they have been spending a lot of money, but the contention is that the results are meager and the whole business is being done in an ineffectual and sloppy manner."

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FCC SOON TO FREEZE FUTURE STATION CONSTRUCTION

Asked at his press conference last Monday if it were not a foregone conclusion that the Federal Communications Commission would shortly act upon the recommendation of the Defense Communications Board to the FCC and the War Production Board that no future authorizations should be issued for materials to construct or change broadcasting stations, Chairman James L. Fly replied:

"Yes, we will take that under consideration very promptly. At just what moment we will act on it, I don't know. Of course it has not been issued by WPB as yet but I am inclined to conjecture that that will be done very promptly."

"Will you wait until WPB acts?" Mr. Fly was asked. "I don't know", he replied. "I think the Commission will probably discuss the matter further today. I don't know whether under the circumstances we will wait for WPB order or not. I don't think that any great policy will emerge from WPB necessarily so I don't think that it is a matter of any great concern as to what order such action is taken."

Remarking that there are a number of outstanding construction permits for both new stations and modification of present stations, Chairman Fly was asked where the construction freezing order would leave them. He answered:

"Where they require no further authorizations, if they can go ahead and complete the construction - that is, they have all the materials and don't have to get any Government assistance to complete the job - I assume they will do so."

"In other words, the Commission will not rescind any action heretofore taken?" the questioner asked. "No, I don't think the Commission will rescind any action", the Chairman replied. "Of course the problem in itself may in effect rescind some grants simply because the stations who have those outstanding grants may not in every case have the full materials necessary and they would not be able to get much comfort out of Washington if they are in need of materials."

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MULLEN TO PRESENT OHIO STATE DAMROSCH SCHOLARSHIP

Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, will present to Ohio State University the Walter Damrosch Music Scholarship at a dinner given in honor of Mr. Damrosch at the Thirteenth Annual Institute for Education by Radio convention which opens at Columbus, Ohio, Sunday, May 3rd. "Radio in Wartime" will be the general theme of the convention.

Speakers at the Damrosch dinner will include Ohio's governor, John W. Bricker; John W. Studebaker, U. S. Commissioner of Education; Neville Miller, President of the National Association of Broadcasters; and Edward Johnson, General Manager of the Metropolitan Opera Association. A citation will be presented to Dr. Damrosch for being among the first in radio to develop educational programs for children, by W. W. Charters, Honorary Director of the Education by Radio Institute.

Four general sessions dealing with radio's place in wartime will be the feature attractions of this year's Institute, together with a fifth session dealing with the whole effect of radio during this emergency period.

H. V. Kaltenborn, NBC, Gregor Ziemer, Station WLW, and Morgan Beatty, Blue Network, will discuss "Radio News Reports and Comments in Wartime". Following the talks by these commentators, a panel discussion of the issues raised will be led by Dean Arthur J. Klein, of the College of Education, Ohio State University.

"Is the Government Using Radio Effectively?" will be the problem discussed in another session after the style set by the Mutual Broadcasting System's American Forum of the Air. W. W. Charters will preside over this discussion.

"Radio Drama in Wartime" will present two outstanding writers of American radio shows, Norman Corwin and Arch Oboler.

Lyman Bryson, one of the pioneers of educational broadcasting, will preside over the discussion of "Religious Broadcasting in Wartime." Bryson, now educational director of the Columbia Broadcasting System, will conduct the panel discussion of a group composed largely of former European war correspondents.

"Radio and Wartime Morale", a discussion of the whole effect of radio in the time of crisis in the United States, will be led by Edward L. Bernays, New York publicist and writer, who is arranging his own panel for this session.

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RMA FURTHER GEARS ITSELF TO WAR EFFORT

With the closing down of civilian radio production, except for replacement tubes and parts, the Radio Manufacturers' Association announces the expediting of the \$2,000,000,000 military radio program to the utmost capacity of every available factory, engineer and skilled workman in the industry.

In the war effort, the RMA Executive Committee had previously decided to cut down its usual four day annual convention at Chicago in June to a one-day strictly business program without social features, regarded as undesirable under war conditions. Furthermore, the annual industry banquet at Chicago, heretofore an established event, has now been cancelled in the Association's curtailment of social diversions, and to keep the annual industry program on a peak war tempo. In lieu of the banquet, there will be a special war-time convention program of meetings and speakers, the latter including a prominent government official, directly in charge of radio interests. This will feature the membership luncheon and annual business section of the one-day Chicago convention on Tuesday, June 9th. Also there will be meetings of many RMA Divisions and Committees, all largely devoted to the mammoth war job of the industry and the Association.

To place the RMA itself on a basis of war-time service to the industry and the government, extension and revision of organization activities also were ordered by the Executive Committee last week at a meeting in Washington. Some of the strictly civilian business services, such as sales promotion, will be suspended during the war. New war services for manufacturers, including standardization of military radio products and components, are being instituted.

Organization of a new Transmitter Division, with an additional Vice President and two Directors on the Board, was voted by the Executive Committee, subject to the approval of the RMA membership at the June convention. This Division will include manufacturers of all transmitting and communications apparatus and through the RMA Engineering Department, will direct the standardization of war products, in cooperation with the Army and Navy services. It is proposed to increase the RMA Board of Directors from 25 to 27 to include the new Directors from the Transmitter Division.

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Shore radio facilities expenditures for the Marine Corps soon to be authorized include a lump sum of \$11,000,000.

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RADIO SONDE USED BY WEATHER BUREAU IN WAR AVIATION

The method and electronic equipment used by the United States Weather Bureau to determine the weather days ahead of time, and thus obtain vital information to aid troop movements, ship convoys, and bomber flights, was described recently by Frazier Hunt, General Electric's newscaster.

"It's all done up in the stratosphere with the assistance of the radio sonde, one of the greatest electronic investigators ever invented", he explained. "Here's how this little electronic weatherman works. It only weighs a couple of pounds and looks like a big edition of a box camera. A small balloon takes it nine, ten, yes a dozen miles straight up, where a man can't go.

"As it travels upward, it broadcasts by radio the atmospheric conditions as it finds them. The device is tuned in with a radio receiver on the ground, and these radio signals tell the temperature, wind velocity, humidity and many other vital weather factors. When it gets to the low-pressure limit at around 60,000 to 70,000 feet above the earth, the balloon explodes and a parachute brings the device floating back to earth. If you see one of these little radio sondes, parachuting down into your backyard, you'll find its return address printed on the side. Send it back home with your blessing."

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WINCHELL ADVISED TO COPY JOE LOUIS BY GIVING PAY

A dispatch from Milwaukee to the Chicago Tribune last Friday states that Lansing Hoyt, who was criticized by Walter Winchell in a national radio broadcast last Fall for holding the two jobs of Republican County Chairman for Milwaukee County and Chairman of the Wisconsin America First Committee, sent the following telegram to the radio gossipier:

"Lieut. Comdr. Walter Winchell: Having smeared all and sundry who differ with you and exhausted your venom in the interest of national disunity, why don't you now turn over your huge income to Navy relief; Emulate Joe Louis or else get off the air and onto the sea."

After sending the telegram, Hoyt said: "Both of the jobs Winchell now holds carry big pay. I received no pay whatever for either of the two jobs Winchell complained of. Let's see how consistent Winchell is."

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4/21/42

AGAINST EVERYBODY BROADCASTING THE SAME THING

Declaring that the American people are tired of listening today to one voice, and tomorrow to another voice; of being told one thing today and something else tomorrow, and that they want, and they need, a very positive, strong, vigorous voice, speaking for the Government, Representative J. Percy Priest, of Tennessee (D.), urged in the House of Representatives, the consolidation of all Government information services and placing those services under one head.

"When you turn on the radio in the morning you hear one commentator give a list of happenings and in about 10 minutes you hear another commentator making the same comment in almost the same words", Representative Robert F. Rich, of Pennsylvania (R.), interjected. "Then in another 10 minutes you may hear four or five or six other commentators, and everyone is saying the same thing. We shall not need all the newspapers reporters if we do that same thing for the newspapers. I think the newspaper reporters would not quite agree with me, because we would get rid of about half of them.

"I believe the majority of them feel very much as I have expressed it here", Mr. Priest replied. "I believe they prefer to know what they are writing about, rather than to have one report from one source, and in an effort to verify it somewhere else, to get a different slant on it. I think they would appreciate it very much."

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BEHIND THE RECEIVER SHUT-DOWN

As the orders to shut down the manufacture of civilian radio sets begin to take effect - putting radios into a classification with automobiles and refrigerators - it becomes apparent that Washington has several broad purposes in mind, says Radio Retailing.

1. To make plants and employees immediately available for other war work.
2. To remove "luxury" articles from the market, so that war workers' surpluses will find their way into Defense Bonds.
3. To build up a deferred market for radio and other popular wanted articles, so that at the close of war activity, this great deferred demand will be available to get the economic machine going quickly on peacetime production.

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 ::: TRADE NOTES :::
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New Navy radio transmitting stations are contemplated, one in the Boston area, one in the Hawaiian area and one in the San Francisco Bay area, at a total cost of \$7,381,000.

For the fourth consecutive year, the Columbia Broadcasting System Publicity Department has won first place in Billboard Magazine's annual poll of the nation's radio editors. Second place went to the National Broadcasting Company, with Mutual Broadcasting System third.

In the same survey, the 154 radio editors polled by Billboard voted overwhelmingly that network publicity service is the best in the radio industry. Press agents were named second best, stations third and advertising agencies fourth.

And speaking of Louis Ruppel, Leonard Lyons, the New York columnist, had this to say about him:

"Ed Murrow, who was CBS' correspondent in London, had a dinner date at the home of CBS's publicity director, Louis Ruppel. Murrow soon is returning to London, and his host wanted him to enjoy an evening of complete relaxation. 'I've warned all the other guests that there must be no war talk', Ruppel informed... 'How will you stop them from talking about the war?' asked Murrow. . . . 'I've found a way', Ruppel assured. . . The guests arrived, met Murrow and the conversation throughout the dinner was completely free of war talk. For the food was delivered and served by two men especially hired for the occasion - two Japanese."

The only civilians included in the list of pall-bearers at the funeral of Gen. Hugh Johnson, at Arlington Cemetery in Washington, were Edward F. McGrady, Vice-President of the Radio Corporation of America, and Bernard M. Baruch.

Instead of being the old sombrero type so familiar to us all, the Mexican Foreign Minister Padilla recently in the Capital, reminded one of Powel Crosley, Jr., the Cincinnati radio magnate - that is if Powel had jet black hair and spoke with a Spanish accent.

William Arthur Schuler, 23, radio operator, was arrested last week in Los Angeles by FBI agents on charges of transmitting messages destined for the enemy. Bond was set at \$20,000. Richard B. Hood, FBI chief in Los Angeles, said Schuler offered to transmit messages for foreign agents by the facilities of a commercial wireless company of which he was an employee.

After the St. Louis "mackerel in the moonlight" fiasco last year, the broadcasters are fairly getting down on their knees in an effort to get Chairman James L. Fly, of the Federal Communications Commission to attend the NAB convention at Cleveland. The chances at this writing seem to be pretty favorable for him to do so.

By way of further safeguarding the Capital and vicinity in case of an air-raid, the purchase of a two-way radio system for 16 Prince George County police cars has been authorized. This is in Maryland just adjoining Washington. The installation calls for expenditure of \$13,350. Sending stations will be built at the Hyattsville and Upper Marlboro police stations to insure county-wide reception.

The stations are to operate on a wave band between that of the District of Columbia police and the Maryland State Police, it was explained, so that either sending station could be used in an emergency.

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WSBT DOES GUIDANCE PROGRAM

Station WSBT, South Bend, Ind., is doing a direct vocational guidance program in the public high schools of the community served by the station, the subject of course being careers in radio. Mark Boyden and Herb Cole, two WSBT staff members, travel from school to school in presenting the programs. The pattern of the program calls for a student assembly with the radio men presiding. Mr. Boyden gives a short talk on the possibilities of careers in radio production, sales and promotion work. Mr. Cole then takes over the technical aspects of radio, advising an electrical engineering course and pointing out the variety of work in radio engineering.

To make a practical application, an interview with students and teachers of the school is recorded. This interview not only serves as an illustrative device for the potential radio artists and technicians, but is very well received by the WSBT audience for whom it is broadcast in the evening hours.

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In its fourth quarterly report for the year 1941, the National Committee on Education by Radio announced its discontinuance.

Under a grant of funds from the Payne Fund the Committee set for itself such tasks as fostering research and experimentation in the field of education by radio, safeguarding and serving the interests of broadcasting stations which were educationally owned, and to bring about legislation which would permanently assign to educational institutions a minimum of 15 percent of all radio broadcasting channels available to the United States.

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PHILCO EXPECTED TO EARN DIVIDEND

James T. Buckley, President of the Philco Corporation, said at the annual meeting in Philadelphia that while no definite statements can be made because of tax uncertainties, it is reasonable to assume that first-quarter earnings will cover the dividend of 25 cents a share on the common stock paid on March 12.

The output of war goods by the company is increasing at a substantial rate and will be stepped up considerably in the next few months, he said.

William Balderston, Raymond A. Boyce, Harold W. Butler, James H. Carmine, David Grimes, W. Paul Jones, William Fulton Kurtz, Frank H. Mancill and William R. Wilson were added to the Board of Directors. Mr. Kurtz is President and a Director of the Pennsylvania Company for Insurances on Lives and Granting Annuities, Philadelphia. Mr. Mancill is a lawyer in the same city. The other new Directors fill positions with the corporation.

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WOR OFFERS ALL STATIONS "WORDS FOR WAR" BOOKLET

What one radio station can do on its own initiative to aid the war effort is being demonstrated by WOR in a small pamphlet, "Words For War". It contains typical examples of war announcements written by the WOR Continuity Department for specific personalities on definite programs. The pamphlet has been made available to the broadcasting industry by WOR.

The theory behind the WOR war copy is that these announcements are more effective, when the continuity is personalized and have greater human appeal and authority, because they are delivered by accepted personalities. Written to fit virtually every type of broadcast, these specialized announcements are used by Martha Deane on her Women's program; John Gambling on his Gym class; Stan Lomax on his Sports program; Ramona and the Tune Twisters; Uncle Don; The Answer Man and others.

Four or five of the announcements are spotted by WOR at strategic points during the station's daily twenty-four hour schedule. These are in addition to defense bond appeals and many other war announcements and programs regularly carried by WOR.

An introduction to the pamphlet states that, "It is in the sincere hope that it may help hasten the day of Allied victory that 'Words For War' was prepared for the broadcasting industry."

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REQUIREMENTS FOR BROADCAST OPERATORS FURTHER RELAXED

The Federal Communications Commission today (Tuesday), through its Order No. 91-A, upon recommendation of the Defense Communications Board, modified its rules to provide a further relaxation of its operator requirements for broadcast stations. The original action of February 17, 1942, permitted the operation of broadcast stations of any class by holders of radiotelegraph first or second class operator licenses or radiotelephone second class operator licenses. Holders of restricted radiotelegraph or radiotelephone operator permits are now added to the classes available for operation of broadcast stations.

The restricted radiotelephone permittee, however, first must be examined for proficiency in radiotelephone theory and secure endorsement of that fact on his permit. This may be done through special examination at a field office of the Commission, such examination being similar to the questions in radiotelephone theory required of a Class A amateur licensee. Necessary endorsement of the permit may be secured also by presenting both the restricted radiotelephone permit and a Class A amateur license to a field office of the Commission. A person having one of these classes of license may qualify by satisfactorily completing examination for the other class. In any case the restricted radiotelephone operator permit must be endorsed by the Commission before the permittee is qualified for broadcast station operation.

This relaxation is designed to relieve a growing shortage of operators as a result of war conditions and the requirements of the military forces for radio operators. It is not contemplated that technical operation will be impaired or labor standards in the industry lowered through reliance upon this action of the Commission. A first class radiotelephone operator, responsible for technical operation and other than minor transmitter adjustments, must be retained, and the station licensee will be held fully responsible for proper operation of the station.

The new order (No. 91-A) reads in part as follows:

"IT IS ORDERED, That a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license;

"PROVIDED, HOWEVER, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station;

"PROVIDED, FURTHER, That a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination."

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