


# HEINL RADIO BUSINESS LETTER

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## INDEX TO ISSUE OF MAY 5, 1942

|   |    |
|---|----|
| Boy Scouts May Be Used To Help Service Radio Sets.....    | 2  |
| NBC Next At Bat In FCC Revamping Bill Hearings.....       | 4  |
| WGST, Atlanta, Cited For Claiming Too Many Listeners..... | 5  |
| Fly Evidently Will Pass Up NAB Convention.....            | 6  |
| Montana And Idaho Homes 86% Radio Equipped.....           | 7  |
| Lucy, Of WRVA, Head Virginia U.S.O. Radio Division.....   | 7  |
| "Invasion From Mars" In Book Form As Panic Warning.....   | 8  |
| New Radio Course Planned For Women War Workers.....       | 8  |
| New War Information Board In Offing.....                  | 9  |
| Would Have Someone Reply To Labor Broadcasts.....         | 9  |
| Trade Notes.....  | 10 |
| Calls President's Broadcast "Radio's Mightiest Show"..... | 11 |
| Recordings For Families Of Heroes Named By Roosevelt..... | 12 |

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May 5, 1942

## BOY SCOUTS MAY BE USED TO HELP SERVICE RADIO SETS

That the radio industry is even investigating the prospects of training Boy Scouts in the servicing of radio sets for the public use to supplant radio service men entering the service was made known by Paul A. Galvin, President of the Radio Manufacturers' Association, addressing the Chamber of Commerce of the United States in Chicago last week. Mr. Galvin emphasized the necessity for keeping the sets of the country in condition for the duration.

"We have not been unmindful of our responsibility to the government and the public in providing replacement parts to keep the millions of sets now in the hands of the public in service", Mr. Galvin said. "Provisions to accomplish replacement parts have been worked out by RMA committees and the civilian divisions of the WPB."

It was also revealed by Mr. Galvin that the radio industry was preparing for a tremendous curtailment of civilian production even before Pearl Harbor.

"The present situation is that virtually all set manufacturers, excepting a very few employing only a few hundred people, have war contracts and are accelerating in their production", the RMA President declared.

"Conversion of the industry was accomplished with very little dislocation of labor. I feel the constant contact of the industry with WPB, and they, in turn, in coordination with the Army and Navy, was greatly responsible for this orderly and effective conversion."

Mr. Galvin praised the work of his predecessor James S. Knowlson:

"Under the leadership of the Radio Manufacturers' Association, the radio industry took early action in the original National Defense Program of 1940. Our President of the Association, at that time James S. Knowlson, was an early and vigorous advocate that the radio industry lose no time in finding its spot in the Defense Program. Mr. Knowlson was later drafted by Donal M. Nelson, in September of 1941, to become his Deputy Director of Priorities in the old OPM organization - and is now Director of Industry Operations in the War Production Board."

"Before the 1940 Defense Program, the Army, the Navy and the Air Force obtained their radio apparatus largely from five firms, namely, General Electric, Western Electric, RCA, Westinghouse and Bendix", Mr. Galvin said further. "Naturally, when the early

release of orders for radio apparatus was made by the contracting divisions of the Army and Navy, the orders went to these five firms who had established themselves through long years of contact, relations and experience. They knew the intricacies of the highly technical problems because of constant association with them - and they could produce.

"The Radio Manufacturers' Association never attempted to get production contracts for any of its members, realizing how impractical this was. Instead, the Association sought to guide the industry into a groove in the Defense and War Production Program by influence: first, to influence the members of the industry that there was a big job to be done; that they should expose themselves to the problems technically to learn who and how to serve; also expose themselves to the procurement and contract divisions of the Army and Navy, so they would become known. We had to become acquainted with the problems and the people in the Army and Navy. We fostered the idea that it was not a matter of how many square feet of floor space or how many tools we all had in the aggregate, but instead it was our technical talent, our experience, our background, our management and our years of mass production of radio sets, and a far-flung, finely-knit organization of myriads of specialty radio parts suppliers, coupled with their technical production and management experience, which as a whole made a vast, well-fitted machine - that this machine could be readily utilized and was sufficiently capable to produce the ever-expanding radio war program.

"The tube group of our industry was very influential to a tremendous degree in bringing about substitutions of materials of scarce nature, as well as accomplishing almost overnight developments of tubes for special purposes.

"It was very evident in the Summer of 1941 that there was a billion-dollar-plus military radio program in the making. Set manufacturers and parts manufacturers began to find their place in the picture. Sub-contracting to other set manufacturers by the 'big five' began and has expanded into what is known now as family groups - fostered by the War Production Board and the Army and the Navy - wherein set sub-contractors are assigned to a specific one of the 'big five' and thus spreading the work. Many other set manufacturers themselves became prime contractors. The parts manufacturers as a whole, excepting possibly the speaker manufacturers, have found their spot in the scheme and are making tremendous quantities of parts in the war program."

In conclusion Mr. Galvin said:

"Radio is going to play a big part in our winning this war. The industry is fully mindful of its responsibility to deliver a big order and promptly. WPB, the Army, the Navy and the Air Force all know what they want in radio apparatus. They've got their feet on the ground. The quality of our radio apparatus excels that of our enemies in every type - I know you'll be very glad to hear that. I have great confidence in the management, production and technical ability of the radio industry, which will deliver its part of the vast war program complete and successfully.

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## NBC NEXT AT BAT IN FCC REVAMPING BILL HEARINGS

Although it was said at the Capitol that Neville Miller, President of the National Association of Broadcasters, a previous witness, might be recalled, the first parties to testify today (Tuesday) with the resumption of the hearings on the bill of Representative Jared Y. Sanders (D.), of Louisiana, to reorganize the Federal Communications Commission were expected to be representatives of the National Broadcasting Company. It was not known at the House Committee on Interstate and Foreign Commerce just who would appear but it was assumed because of the illness of Niles Trammell that Frank E. Mullen, Vice-President and General Manager of NBC, and perhaps others, might speak for that organization.

Later, President William S. Paley of the Columbia Broadcasting System was expected to appear along with Edward Klauber, ranking CBS Vice-President and additional officials of the company.

In brief, the Sanders bill would:

- (1) Change the administrative organization of the Federal Communications Commission.
- (2) Change the Commission's procedure for handling applications.
- (3) Change appellate rights and remedies.
- (4) Require the Commission to report to Congress on certain matters of basic policy which have been the subject of recent Commission inquiry or action.

Printed copies of Mr. Miller's testimony before the committee have just become available. This is a lengthy and detailed discussion of the broadcasters' troubles with the FCC from the Association's viewpoint and fills a 53-page booklet captioned, "Let's Keep Radio Free".

"The problem of the broadcasting industry today can be summed up in one word 'uncertainty'; uncertainty of right - uncertainty of remedy - and uncertainty of future," Mr. Miller stated. "We appreciate, of course, that due to the declaration of war and the accompanying readjustments in our national life, there is no industry and, in fact, no individual that is wholly free from uncertainty. But ours is an uncertainty wholly unrelated to war. Our problem existed before the war and will exist throughout the war and at the end of the war, unless Congress clarifies the relationship between government and the industry.

"There is great uncertainty as to the power of the Commission, due to the indefinite grant of power given the regulatory body, contained in the phrase 'public interest, convenience or necessity'.



"The phrase 'public interest, convenience or necessity' was used in the utility field where the powers of regulation were broad and general, and it was thought wise to employ that phrase for radio at least for a time. Its meaning was undoubtedly well understood at that time, (in 1927) but over a period of years that meaning has become ambiguous and its confines have lost clear outline. Due to the indefiniteness of the law there is forever pressure upon the Commission to assume powers far beyond those granted by the Congress to a regulatory commission. Moreover, there is no way today by which a broadcaster can challenge the assertion of authority by the Commission on many of its acts without risking the loss of his license.

"Then again, the penalty which can be meted out for a single offense is too severe. It is perfectly possible for a broadcaster to lose his license for a single mistake which does not involve wilful misconduct, which might in fact represent just one small slip of the tongue or of the pencil in the hand of a news script writer. I believe that the punishment should most certainly fit the crime, but since it is almost impossible to operate over a length of time without some technical violation, I believe that no license should be revoked for a single violation, but only for overall and wilful, continuous violation and defiance.

"Recently the Commission has initiated hearings concerning the ownership of radio stations by newspapers, notwithstanding the fact that the Act contains no authority to permit any discrimination against such ownership, and notwithstanding the further fact that the court pointed this out before the hearings started, and has again pointed it out in the recent Stahlman case. The Commission has initiated hearings on multiple ownership, network structures, network station relationship; and, there is a general tendency on the part of the majority of the Commission more and more to invade the field of business management and program content. There is a very serious question of the Commission's power to take any action in these and other fields. Certainly questions of fundamental policy are involved which were not definitely settled in the Commission's favor by the Act of 1927, or the Act of 1934, and such questions of policy should be settled by the Congress and not by any administrative agency."

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WGST, ATLANTA, CITED FOR CLAIMING TOO MANY LISTENERS

Southern Broadcasting Stations, Inc., Atlanta, in the sale of the facilities of its radio station, WGST, for advertising purposes, agrees under a stipulation entered into with the Federal Trade Commission to discontinue representing that WGST has more listeners than any other radio station in Atlanta, unless such is a fact; and that the station's power is 5,000 watts, unless such power is actually authorized for use and used by the station during its entire broadcasting period or unless it is clearly explained that such power is authorized and used only during certain specified hours.

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## FLY EVIDENTLY WILL PASS UP NAB CONVENTION

There doesn't seem to be a chance of an eleventh hour acceptance by FCC Chairman James L. Fly of the invitation to attend the convention of the National Association of Broadcasters to be held in Cleveland, beginning next Sunday, May 10th. It all goes back to the row Mr. Fly had with the broadcasters at their convention in St. Louis last year when he was not given an opportunity to reply to certain charges made against him and made the now famous retort that the NAB "was like a mackerel in the moonlight - it shines and it stinks".

Nevertheless though remaining in Washington, Mr. Fly is expected to be freely consulted on the important organization realignments which are expected to be made at Cleveland. While he may not have the strength to dictate to the broadcasters what they shall do, nevertheless it is thought to be sufficient for him to exercise a veto.

Also the Mutual Broadcasting System, which resigned from the NAB at St. Louis because of dissatisfaction in handling the ASCAP negotiations and the treatment accorded Mr. Fly and the Network Affiliates, Inc., representing independently owned network outlets, are likewise pretty sure to have a voice in any reorganization - that is if the negotiations - as expected - wind up in a new association agreeable to the warring factions. Both MBS and the Network Affiliates will have a series of independent meetings in Cleveland at the time of the NAB convention.

Among those who will address the NAB will be Archibald MacLeish, Director of the Office of Facts and Figures; Paul V. McNutt, Federal Security Administrator; Humphrey Mitchell, Minister of Labor of Canada; Byron Price, Director of the Office of Censorship; and the Army and Navy heads of public relations.

Present also at Cleveland will be the Broadcasters Victory Council, the Clear Channel Broadcasting Service and the FM Broadcasters, Inc. Also there will be special programs Tuesday and Wednesday devoted to listeners activities. A new high record is expected to be made at Cleveland as hotel reservations indicate that more than 1000 persons will attend.

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"You Can't Do Business With Hitler", a 15-minute recorded radio program, has broken best-selling broadcasting records, the War Production Board advises. The program is distributed weekly, at their own request, to 720 of the 850 radio stations in the United States.

"You Can't Do Business with Hitler" is based on the book by Douglas Miller, who was Commercial Attache of the American Embassy in Berlin for 14 years. It is prepared by the Radio Section of the OEM with Miller's collaboration. It was first distributed, with no advance fanfare, in January. Its growth since then has been largely by neighbor-to-neighbor build-up.

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## MONTANA AND IDAHO HOMES 86% RADIO EQUIPPED

Of the 137,521 homes canvassed in Idaho in the 1940 decennial census of population, 118,824, or 86.4 percent had radios. Of the 156,024 homes visited in Montana, 134,503, or 86.2 had receiving sets.

In Montana, which is the home State of Senator Burton K. Wheeler, top man in radio in the Senate, there were in the urban centers 62,581 homes reporting, of which 57,114, or 91.8 had radios; rural non-farm 48,480 homes; homes 40,924, or 84.4 percent with radios; rural farm, 44963 of which 36,465 or 81.1% had radios.

In Idaho of the 49,062 urban homes, 44,795 or 91.3% had sets; rural non-rarm 40,059 homes of which 33,697 or 84.1%; and rural farm 48,400 homes of which 40,332 or 83.2 had radios.

Thus far Connecticut and Rhode Island have led the other States reported with 95.7 percent with the District of Columbia third with 93.7. At the foot of the class is Mississippi with only 39.9%.

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## LUCY, OF WRVA, HEAD VIRGINIA U.S.O. RADIO DIVISION

Appointment of three members of the State Publicity Committee for the \$407,000 U.S.O. war fund campaign in Virginia was announced in Richmond by Chairman John Stewart Bryan.

C. T. Lucy, of Station WRVA, Richmond, President of the Virginia Association of Broadcasters, will head the Radio Division. C. B. Short of Roanoke, President of the Virginia Press Association, will be in charge of the Press Division, and James S. Easley, of Halifax, Past President of the Virginia State Chamber of Commerce, will head the Speakers' Bureau.

The campaign will be launched June 1st.

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Station KTSM, Tri-State Broadcasting Co., Inc., El Paso, Texas, has asked the FCC for a construction permit to change frequency from 1380 to 690 kilocycles, increase power from 500 watts night, 1 kilowatt day to 1 kilowatt, install directional antenna for day and night use.

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## "INVASION FROM MARS" IN BOOKFORM AS PANIC WARNING

Described as the first careful and scientific study of a large scale panic and as showing how the average man of today may be expected to act under optimum panic producing conditions, the story of the sensational Orson Welles broadcast has just been put into book-form under the title "The Invasion From Mars". It carries the complete radio script with indicated sound effects. Also as one reviewer wrote, those owning a copy of the book "may enjoy a learned laugh over the things 'The Invasion From Mars' made people do."

The book is printed by the Princeton University Press and the price is \$2.50.

Another timely book by the same publishers is "Propaganda by Short Wave" by Howard L. Childs and John B. Whitton.

During the crucial months of 1939-1941, when the air waves were flooded with information, misinformation, and abuse by master propagandists, the Princeton Listening Center was the only point in America where more or less complete coverage was given to the volumes of propaganda that poured out of warring Europe. From December 1939 to May 1941, when the Federal Communications Commission established a short-wave monitoring service, a trained staff of experts recorded and analyzed day by day the prodigious output of European short-wave centers. This book not only presents the findings of the Listening Center, but also traces the history of short-wave propaganda itself from its beginnings in the '20's to the present day.

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## NEW RADIO COURSE PLANNED FOR WOMEN WAR WORKERS

A new course in radio code and technique will be offered by the Women's Defense Training School in Washington.

Mrs. Abby Morrison Ricker, President of the Women's Radio League of America, who served in the Navy as a first-class radio electrician during the last war, will instruct the class. The public is invited to hear the special lecture to be given by Mrs. Ricker Wednesday evening, when she will explain the course in detail.

In addition to the course in radio code and technique, instruction will be offered in warden's work, canteen and motor transport, as well as the required subjects - first aid, stretcher drill, civilian protection against gas attack, psychology and teaching technique.

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# NEW WAR INFORMATION BOARD IN OFFING

The new War Information Board, including radio as well as press activities, is expected to be created this week by Executive Order. The outline calls for the merger of Office of Facts and Figures, Office of Government Reports, part of the Donovan agency, which is officially known as the Coordinator of Information, and the Army, Navy and War Production Board information sections. On the Board would be representatives of State, War, Navy, Justice and WPB. Chairman of the Board would be its Director. Another Executive Order would transfer parts of Donovan's agency to Army Intelligence and the Office of Inter-American Affairs.

Apparently the only hitch now is the designation of a Chairman and Director. Six persons reported to be under consideration are Lyle Wilson of the United Press, Elmer Davis, radio commentator; Walter Lippmann, the columnist; E. Palmer Hoyt, of the Portland Oregonian; Herbert Agar, of the Louisville Courier-Journal, and Fred Gaertner, Jr., of the Detroit News. Headquarters of WIB will be the new \$600,000 Information Center, which has been erected in downtown Washington on Pennsylvania Avenue in front of the Treasury.

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## WOULD HAVE SOMEONE REPLY TO LABOR BROADCASTS

Somewhat caustic on the subject of the labor unions taking the air, Westbrook Pegler, nationally known columnist, writes:

"The A. F. of L. and the C.I.O. have arranged to present a regular weekly broadcast in praise of themselves and the boss unioners, so it would be only fair of the National Broadcasting Co. to allow equal time each week to a selected number of individual American workers in which to reveal the corruption in both of these predatory political groups and narrate personal experiences under the terror. Radio is out of my line or I would be glad to present the worker's own case against these professional manhunters, but there must be some competent radio man willing to accept the challenge to truth and freedom. Unopposed by true stories of individual suffering, the unioners' program would tend to confirm the false public impression that these mercenaries and dictators of the powerful subgovernment for our country actually do speak for American labor when the fact is that they are labor's most dangerous, greedy and relentless enemies.

"The commentator would have to be a man of patriotic character and courage for he would know in advance that the grafters, demagogues and ambitious Little Hitlers and Duces of the big organizations would instantly smear him with all manner of fantastic and false innuendos and charges as a substitute for factual argument. They dare not meet squarely any of the documented charges against them and now, like Adolf Hitler, would accuse him of cutting his own hair, beating his dog, bathing, and even of private virtue, this latter a very serious charge under the New Deal morality."

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::: TRADE NOTES :::  
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Manufacturers of automatic phonographs and other amusement machines, who have on hand inventories of raw materials and semi-processed and finished parts, frozen by the terms of the Limitation Order, are now permitted, by an amendment to that order, to dispose of such inventories to fill orders bearing preference ratings higher than A-2.

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WOR and Mutual have announced that the present program schedule would be retained throughout the Summer months. The reason for this, it was stated, was that a disruption of programming tends to confuse and hurt audience listening.

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Station KARM, The George Harm Station, Fresno, Calif., has asked the Federal Communications Commission for a modification of license to change frequency from 1430 to 1030 kilocycles.

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Reprints of a brief by I. H. Nakdimen, President of the City National Bank at Fort Smith, Ark., entitled "A President of a National Bank Analyzes the Bell Telephone Monopoly and Prays for Justice at the Hands of the American Government" are now being circulated. The brief was inserted in the Congressional Record of December 1 by Representative John M. Coffee of Washington.

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American soldiers stationed in Surinam - Dutch Guiana - will be able to speak by telephone to their relatives and friends when the new radio telephone service between Surinam and the United States is opened to the public this week, a Netherlands dispatch states.

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The British Government has granted the British Broadcasting Corporation \$27,600,000 aid for the forthcoming year. This is almost twice the grant of last year which was \$15,200,000.

During the debate upon the enlarged appropriation, Brendan Bracken, Minister of Information, was challenged in Parliament by James Griffith as to why BBC News ignored Labor Executive's Report on post-war reconstruction. Mr. Griffith finally admitted BBC should not have ignored it and gave assurance to Labor "it shan't happen again." Labor newspapers declared there is feeling BBC officials regard themselves as Government propagandists "with a Conservative government."

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## CALLS PRESIDENT'S BROADCAST "RADIO'S MIGHTIEST SHOW"

"Ladies and gentlemen, the President of the United States."

"An instant's hush, perhaps a muffled echo of the final word from a neighboring announcer's booth in the Oval Room, and the voice of the greatest of democracies begins another momentous message to the war world of 1942", says an NBC description of a presidential broadcast.

"Here is radio's mightiest show of power. . . .It all begins with a few telephone calls. Stephen Early, White House secretary, tells Washington offices of broadcasting networks that the President will speak on a certain date. He estimates the length of the address. The men he talks to are liaisons between the networks and the White House. The National Broadcasting Company's spokesman is Carleton Smith, announcer for all of the President's radio addresses since that first Fireside Chat back in 1933.

"The President does not request any particular time. That decision is left to radio's men, who choose an hour that will command the widest possible audience with the least disruption of regular schedules. The time is submitted to the White House.

"Once the President has approved, the machinery of preparation begins turning. . . . Shortwave departments book the talk for broadcast in Mr. Roosevelt's own words, by transcription and in many translations.

"In all this there is no compulsion. No station is required to place its facilities in the gigantic radio pool. Yet every network outlet does, and hundreds of independent stations arrange to join one or another of the networks while the President is on the air. NBC extends this service without charge to any independent station applicant.

"Meanwhile Washington staff engineers test their presidential broadcast equipment, the finest field amplifiers and control units they own. They stow it in taxis, transport it to the White House. All of this paraphernalia is in duplicate to guard against any possibility of failure. The engineers, too, are veterans of presidential broadcasting. NBC's technical crew is headed by A. E. Johnson, engineer-in-charge of the Network's Washington division.

"For several hours before the President's broadcast the Oval Room scene is one of lively action as engineers set up their equipment, run microphone lines to the President's familiar broadcasting desk and begin a series of tests. Permanent broadcasting lines connect the White House with Washington studio plants. NBC's twin circuits, for instance, join the vast domestic and shortwave network at the Washington master control board, from which point it is relayed on to New York for distribution.

"A half hour before the broadcast Carleton Smith joins his announcing confreres in the Oval Room to discuss the length of the introduction. A definite number of seconds is agreed upon so that all may end simultaneously. Usually not more than 30 seconds is allotted for the 'presentation'.

"Mr. Roosevelt generally arrives on the scene about ten minutes before broadcast time. An attendant announces "The President". All work instantly stops, everyone rises, remains standing until Mr. Roosevelt has seated himself at the desk.

"A minute before the appointed hour the announcers retire to their plush-curtained cubicles, keep sharp eyes on their engineers. The second hand sweeps on, the cue is flashed and over the earth speeds the simple, brief presentation ending, "Ladies and gentlemen, the President of the United States."

President Roosevelt's April 28 address to the nation on America's wartime economy was heard by a radio audience of 46,300,000 people, it was estimated by C. E. Hooper, Inc., research firm.

In a survey for the Columbia Broadcasting System, Hooper found the President's rating was 61.8.

The President had his largest radio audience December 9, 1941, when he delivered his first address as wartime Chief Executive, two days after the Japanese attack on Pearl Harbor. The Hooper survey on that talk estimated the President's radio audience rating at 79.0.

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#### RECORDINGS FOR FAMILIES OF HEROES NAMED BY ROOSEVELT

Through the thoughtfulness of Frank Mullen, Vice President and General Manager of the National Broadcasting Company, the families of American heroes lauded by President Roosevelt in his recent fireside talk will have recordings of the President's words as a gift from NBC.

The recipients of these recordings are Mrs. Albert Wassell, Little Rock, Ark., mother of Lieut. Commander Corydon W. Wassell, who through great personal daring evacuated 12 American wounded from Java to Australia; Mr. and Mrs. W. H. Wheless, of Menard, Texas, parents of Capt. Hewitt T. Wheless, who, while flying a crippled Flying Fortress, fought off 18 Jap planes in the Philippines, and Mrs. G. R. Voge, of Chicago, wife of Lieut. Commander Richard C. Voge, commander of the U.S. Submarine Sailfish, formerly the Squelus.

In a telegram to Mr. and Mrs. Wheless, Mr. Mullen said:

"In order that the President's remarks about your son may always live with you, the National Broadcasting Company is sending you under separate cover a complimentary recording of that portion of the President's speech mentioning your son's heroism."

Similar telegrams, differing only to essentials, were sent the other recipients. The recordings were prepared under the direction of A. A. Schechter, head of the NBC News and Special Events Division.

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