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May 12, 1942

RADIO CONTROL DEPENDS UPON COOPERATION, WARNS CENSOR

The success or failure of volunteer cooperation in broadcasting will depend upon the degree of control which patriotic broadcasters exercise over the operation of their stations, Byron Price, Director of Censorship, declared, addressing the National Association of Broadcasters' Convention at Cleveland.

"There will be errors of judgment, of course; such confusions are inevitable under any voluntary system", Mr. Price said. "What we should be more deeply concerned about, however, is the error which results, not from faulty judgment, but from thoughtlessness or carelessness. We have now been at war for five months. Surely no broadcaster can any longer plead unpreparedness.

"By the very nature of radio you are in the front line of combat, literally as well as figuratively. You are in actual contact with the enemy, whose submarines are listening near our shores. If you have careless employees, or employees who find clever means of evading the Broadcasters Code, then your own investment is being used against you. It is like cheating at solitaire. National security is not an abstract term, used to signify something intangible and remote. National security means your security, and the national interest is your own interest."

"To those who are trying to keep information from the enemy, the magnitude of radio as a facility of communication is appalling. Its scope can be measured only in terms of oceans and continents. We cannot forget that our stations number among their listeners the trained agents of our enemies. They sit attentively at loud speakers both inside and outside the United States. Within a matter of hours, statements broadcast by American stations come rolling back, with characteristic distortion, over the short-wave facilities of the Axis propagandists."

Declaring the American press has a new partner - radio, going into world battle for the first time, Mr. Price said:

"These facts are not new. They are known to all of us. But they are repeated here because none of us can afford to forget for one moment the dangerous power of the instrumentality known as radio. They explain why the Office of Censorship is requesting constantly and repetitiously that the interview type program be rigidly supervised against last-minute insertions and thoughtless questions, and that every item of broadcast news be weighed with care before it is put into the lap of the enemy."

"It is radio's first major test. The nation's broadcasters, like the nation's editors, are called upon to prove their capacity for defending freedom by appraising it properly and observing clearly its legitimate boundaries. Your cooperation has given us many reasons for encouragement; and as the war goes on I know you will perform more and more effectively your share of the common effort."

"About all of this we must be practical and reasonable, remembering that often when the enemy is kept ignorant, so inevitably are our own people. The question of relative importance between these two considerations deserves, in every case, the most earnest and patriotic attention.

"The Code of Wartime Practices for American Broadcasters attempted to set up certain guideposts, somewhere between the extremes of viewpoint, somewhere along the pathway of common sense. It is by no means a complete solution of the problem, but we hope it will help.

"There is only so much, however, that the Office of Censorship can do. We are extremely fortunate in having your colleague, Harold Ryan, as Administrator of the Broadcasting Code. He and his assistants are doing a patriotic and painstaking job, but their most earnest efforts will accomplish nothing without your continuing cooperation, your willingness to endure sacrifice, and your constant vigilance.

"In the language of the Code: 'The American broadcasting industry's greatest contribution of victory will be the use of good common sense. * * * * Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly.'"

"The American people must be given comprehensive news about the war. Not only are they entitled to this news in their own right, but if it were denied them, they would not be so likely to give the war their full support. From the standpoint of censorship it must be recognized that if the curtain were drawn too tightly, in the name of national security, all efforts to maintain voluntary cooperation by press and radio would be put to serious hazard. If the press and radio themselves carried their voluntary enterprise to the point of strangulation, the public would intervene."

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Preference Rating Order No. P-38 covering materials for the production of radiosondes, was extended April 29 to June 30, 1942, by the War Production Board. The order, issued February 26, 1941, and amended February 18, 1942, was due to expire April 30.

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MILITARY RADIO PRODUCTION PROBLEM OF INDIVIDUAL PLANTS RATHER THAN INDUSTRY

In converting radio manufacturers to war production, the War Production Board states the problem is one of individual plants rather than one of the industry as a whole.

"There are several reasons for this. One is the composition of the industry", the War Board explains. "In it are companies that make nothing else but radio equipment. Other companies in the industry are part of large corporations that also make automobiles, air conditioning equipment, electrical appliances and many other products unrelated to radio.

"Of the 55 manufacturers of civilian radio receiving sets, 21 had experience last year making military equipment worth \$10,000,000. Contracts worth \$500,000,000 have been awarded to set manufacturers so far this year, with about 40 firms sharing the orders.

"Most of the volume, however, has gone to a few companies, and only eleven companies have booked war business in excess of their 1941 civilian business. That leaves a lot of facility yet to be used for military communication equipment. This will come from plants now holding only small orders and from plants that now are doing no war work. It is expected, however, that a few of the plants that will stop making civilian sets will not get orders to build communication equipment. These plants, with limited technical facilities, probably will turn to assembling, if they are to continue operation. Typical of the kind of work they may find to do is that of assembling gas masks, machine gun clips, first aid kits, etc. Some of the radio cabinet makers already affected by the curtailment order have used their ingenuity to get orders for making tool kits, medicine cabinets and other articles requiring skill in wood work.

"Subcontracting will spread with the increasing demand for more military equipment. About 10 percent of the completed sets now are being subcontracted. Last Fall there were only two subcontractors doing work valued at \$5,000,000. On February 1 there were 22 subcontractors of complete sets with orders worth \$90,000,000."

"Sometimes the Army and Navy and WPB have gone outside the regular radio industry for many types of equipment because other firms are better qualified technically. For instance, the laboratories that make telephone equipment have been given large contracts for certain intricate types of communication material because the engineering 'know-how' appeared to be better there than anywhere else."

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PORTABLE RADIOS ORDERED PUT ABOARD LIFEBOATS

A regulation requiring merchant vessels of more than a thousand tons to carry at least one portable radio for installation in lifeboats has been issued by Admiral R. R. Waesche of the Coast Guard. Specifications describing the minimum requirements for the type of radio are now being considered by the Maritime Commission.

These small portable radio units will enable survivors in at least one lifeboat from a torpedoed or shelled vessel to signal for aid after the attacking enemy surface or underwater craft has left the scene of the sinking.

Officials explained that enemy war vessels shell lifeboats and rafts which send out radio calls for help when the attacking craft is still in the vicinity. For this reason some trepidation was felt relative to making mandatory provision for radio transmission equipment.

The seamen, however, expressed complete willingness to take this chance. Those operating the sets will be instructed, none the less, not to make use of their portable units until the attacking craft has had time to depart the scene of the sinking.

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ULTRAVIOLET RADIATION IN HIGH LATITUDES

In view of the fact that practically no quantitative data have been available on the amount of ultraviolet solar and sky radiation incident in high latitudes, the Radiometry Section of the National Bureau of Standards states it welcomed the opportunity to take part in the Louise A. Boyd Arctic Expedition. Simple, automatic measuring and recording apparatus was installed, whereby, for the first time, a continuous record was obtained, in absolute value, of the intensity of the biologically effective ultraviolet radiation from the entire sky, incident on a horizontal plane under various meteorological conditions, in the polar regions.

The outstanding results of this survey are given in a paper (RP1469) by W. W. Coblentz, F. R. Graceley, and R. Stair in the May Bureau of Standards Journal of Research.

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OFF ISSUES MASTER RADIO PROGRAM CHART

A sample "master chart" for the Network Allocation Plan for Government programs has just been printed and is now being distributed by W. B. Lewis, Assistant Director in Charge of Operations, Office of Facts and Figures to radio advertisers, advertising agencies, networks, managers of affiliated stations, and the radio and advertising trade press.

The chart, which is for wall display and is $2\frac{1}{2}$ feet wide by $3\frac{1}{2}$ feet long, gives a complete picture of the systematic and equitable manner in which Government messages will be distributed across the entire network radio structure under the Allocation Plan.

"As noted on the chart, the color blocks indicate the particular week of this typical 4-week period in which each program will be used, and programs which will be used twice within this typical 4-week period are so indicated by two color blocks", Mr. Lewis explains. (Inasmuch as the chart was sent to the printers quite some days ago, there have already been a few changes in network programs which are not indicated on this chart.)

"Our purpose in sending this chart to you is simply to indicate the broad scope of the plan and the total number of hours this program embraces.

"We believe this chart also demonstrates graphically the 'key position' that every program plays in the Allocation Plan and the importance of every program's audience to the total audience which the Government must reach with urgent War messages each day."

The chart does not show which Government message is scheduled for each program. OFF explained that it is impossible to plan these schedules as much as 4 weeks ahead of time. Therefore they will be issued in individual folders on a weekly basis.

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WANTS NO REPETITION OF TOKYO BOMBING PANIC

Commenting upon the coincidence of our bombers swooping down on Tokyo just when a broadcast was telling the people there how safe they were and then the Jap announcers almost throwing a fit on hearing the American bombs explode, Col. Ernest Dupuy of the War Department, Bureau of Public Relations, speaking at the National Association of Broadcasters' convention in Cleveland, expressed the hope if any of our cities were similarly attacked that we would not duplicate the Japanese hysteria.

"Some day we are going to get a token air raid", Colonel Dupuy added. "Its objectives will be the production of fear, panic and uncertainty in the minds of our people. Are we going to play it like soldiers, or are we going to cackle and squawk on the air like barnyard hens when a hawk flies over?"

Also addressing the Cleveland meeting, Archibald MacLeish, Director of the Office of Facts and Figures, called upon the government and the radio industry to work together more closely in carrying out the war program.

"The Government of the United States and the radio industry still need to sit down together and talk things through", Mr. MacLeish said, "not to a mutual agreement, for the mutual agreement exists, but to the basic principles underlying mutual agreement. Government and industry came to an understanding about the war situation a little too quickly and reached that understanding too easily."

An additional \$1,500,000 is being spent by the Columbia Broadcasting System for programs dealing with the war, it was revealed by William S. Paley, CBS President.

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NEW BULOVA-LAFOUNT NET WOULD BE PROGRAM TESTER

An argument advanced in favor of advertisers using the new Atlantic Coast Network backed by Arde Bulova, the big watch man and spot-time buyer, and Harold A. Lafount, former Radio Commissioner, is that being smaller, it would give advertisers an excellent vehicle to try out programs they later intended putting on the larger nationwide networks.

With WNEW, New York, as its key station, the network which will start June 15, will include WCOP, Boston; WNBC, New Britain, WELI, New Haven; WPEN, Philadelphia, and stations not yet selected in Baltimore and Washington. Mr. Bulova, Chairman of the Board of the Bulova Watch Company, holds a controlling interest in WPEN and a minority interest in the other stations named. The Washington outlet probably will be WWDC, Mr. Lafount said.

As President of the American Broadcasting Company, which will operate the network, Mr. Lafount, who will continue to reside in Washington, will head the Atlantic Coast Network.

The offices of the new chain will be with WNEW at 501 Madison Avenue, New York City.

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The Missouri State Department of Education is cooperating with the Safety Division of the Missouri State Highway Department in the production of radio scripts to be broadcast this year by nine Missouri radio stations. The programs of the State Department of Education will deal with the progress of present day education and those of the Highway Department will be on safety education.

A Civic Radio Workshop has been established to produce the series in transcribed form.

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WNYC TO JUSTIFY ITSELF POINTS TO WAR SERVICE

In answer to a demand by the Citizens Budget Committee that WNYC, New York's Municipal Station be closed down to save the taxpayers about \$100,000 a year, Morris Novik, Director of the station testified that 48% of the station's time was taken up with war work.

Describing the station's war work, Mr. Novik said it furnished to the commercial networks more civilian defense programs than any other agency. He cited broadcasts given over to the Selective Service agencies for the instruction of local draft boards, the broadcasts of instructions to air raid wardens and fire auxiliaries and the station's part in stimulating the sale of war bonds and stamps.

WNYC broadcast instructions on sugar rationing as often as give times a day, Mr. Novik said, adding that the station would carry instructions this week on gasoline rationing.

When Councilman Joseph E. Kinsley, Chairman of the Committee which would abolish the station pointed to numerous concerts and other programs not connected with the war, the station director said entertainment had to be mixed with more serious tonics to hold a radio audience.

The real cause of the move to do away with the station, it is believed, is to embarrass Mayor LaGuardia, who is having a fight with the City Hall newspaper men and is using WNYC every Sunday to deliver a message to the people of the city. Far from cutting down the station's time, Mr. LaGuardia is now endeavoring to keep it going until much later at night but is opposed in this by Station WCCO, CBS outlet at Minneapolis, which charges that this would cause interference on the WCCO wavelength.

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RADIOPHONO AND LIBRARY OUTFITS GOING OVERSEAS

Newly-designed portable entertainment outfits, combining radio, phonograph and library, will be sent soon to troops overseas, according to the Associated Press.

The War Department reported that in addition to a long and short wave radio receiver, each kit contains a phonograph turntable, fifty records, twenty-five half-hour radio broadcast transcriptions, a collection of song books, several harmonicas, 100 paper-bound volumes of recent fiction and spare mechanical equipment.

The whole thing is enclosed in a cabinet 47 inches long and weighing 250 pounds. It is designed to be shock-proof and weather-proof and can be operated by hand when necessary.

The War Department said sponsors of several major network radio shows were furnishing without charge transcriptions of their current programs.

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NUMBER OF STATION ENGINEERS IN ARMY FURNISH PROBLEM

Considerable concern over the scarcity of broadcast engineers was expressed and plans to increase their number so that no stations would have to close down in wartime were discussed by Federal Communications Commissioner R. C. Wakefield.

"The shortage of technical broadcasting personnel is already acute. I have seen estimates that of the 5,500 qualified broadcasting engineers in the United States, 1,000 have already entered the Army or Navy - and that's just a beginning", Commissioner Wakefield said. "So serious has the shortage of trained technicians become that the Commission has had to relax its technical requirements for radio operators, in order to permit stations to employ operators with lesser qualifications.

"This order of the Commission has relieved a little of the immediate pressure; it means that for the time being no station is being forced off the air for lack of skilled personnel, although two stations in somewhat isolated areas have shortened their daily time on the air because they could not replace operators called into service. But it is only one step in the solution of the whole problem. The other and more important step is to train new people for the urgent radio needs of the Army, the Navy, and the broadcasting industry.

"As far back as August 1941, representatives of the Government, the broadcasting industry, and educational institutions were conferring on that problem, and special training courses for radio technicians were mapped out. The first of these courses, it is believed, was instituted last September at the University of North Carolina. Today this program has expanded so that special radio technician courses are being offered at more than 60 colleges and universities, including a course at Vassar; a total of nearly 32,000 students are enrolled. That figure was only 5,400 on November 30.

"These courses vary from some open to anyone with a high school diploma and two years of high school mathematics to courses open only to graduates of engineering schools with broadcast engineering experience. The aim is to turn out, at every level of technical competence, trained people in sufficient quantity to meet our wartime civilian and military needs. These courses are open to men and women alike."

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Recorded Debates between leading colleges and universities throughout the country will be made possible this year at Bates College, Lewiston, Maine, where complete recording equipment and a new radio studio have been installed. Last year Bates pioneered with a recorded debate with the University of Redlands in California. This year plans have been made for a series of recorded debates with the Universities of Texas, Oklahoma, Wisconsin, Virginia, Kansas, Iowa, Colorado, Michigan, Marquette, and Northwestern.

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 ::: TRADE NOTES :::
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The Associated Broadcasters, Inc., of Los Angeles, California, have applied for a construction permit for a new international broadcast station, frequencies to be determined by the Federal Communications Commission, 50 kilowatts, Emission A3, hours undetermined.

Paul A. Porter, former CBS counsel, in Washington, Deputy OPA Administrator, will direct the Federal Rent Control program under the supervision of Leon Henderson.

Alleging misrepresentation in the sale of a medicinal preparation, the Federal Trade Commission issued a complaint against Stayner Corp., San Francisco, and its advertising representative, Erwin, Wasey & Co., of San Francisco. Stayner Corp., which maintains a plant in Berkeley, Calif., is engaged in compounding a preparation known as "Minra." In newspaper, periodical, radio and other advertising, the companies representations, according to the complaint, are exaggerated and misleading.

The completion date for a new non-commercial educational broadcast station by KSDS, of San Diego, Calif., has been extended to July 1, 1943.

For the first time, it is said a radio network will collaborate with a university in providing instruction in various phases of broadcasting when, beginning June 22, the National Broadcasting Company will provide instructors, lecturers and the use of its Central Division studios in Chicago for Northwestern University's Summer Radio Institute.

The eight-week course will include instruction in radio writing, radio acting, radio announcing, radio production, direction and the administration, planning and production of public service programs. The course is designed for students from high schools and universities and for persons already employed by radio stations or networks.

The General Electric national merit award, presented annually to the radio station with the least air time lost through technical failures during the previous year, has been given for the second consecutive year to KGO, Oakland, Calif. The station won the award with only 23-1/2 seconds net time lost during the entire year 1941, setting a new high in efficiency since the G E annual awards which cover all stations of the NBC and Blue Networks were instituted.

Joseph H. Ream, Secretary and General Attorney of the Columbia Broadcasting System, has been appointed to the CBS general executive staff.

5/12/42

In the midst of fighting in the Philippines and the East Indies, members of the officers' mess of an embattled U. S. war-ship, since sunk, made a solemn pledge that the first officer from the ship to reach San Francisco should go immediately to KGEI, General Electric's short-wave station in that city, and thank them in person for their broadcasts.

This was the report brought recently to KGEI by a man in khaki fatigue clothes and a naval officer's cap - the commander of the ship who, escaping from Java with only a pair of pajamas, was the first officer to reach San Francisco.

Causing a tightening up of those guarding radio stations in this country is word that dynamiters have damaged the station of Radio Paris and the Marguery, famous Parisian restaurant. The extent of the damage was not fully known, but several persons were reported to have been killed in the restaurant.

The British radio said that towers of the main broadcasting station of Radio Paris, which are 130 miles south of the capital at Bourges, had been blown up and that the aerial had fallen.

Contents of the Bell Laboratories Record for May include "Applications of Junction Line Filters", by F. A. Hinshaw; "The Junction Line Filter", J. O. Israel; "Small Ringer for Combined Subscriber's Set", C. F. Wiebusch; "Facilities for Training Teletypewriter Switchboard Operators", L. A. Gardner; "Printing Oscillator Sets"; "A Circuit Continuity Test for the Crossbar System", A. F. Burns.

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NEW EDITION OF CBS RADIO AND TELEVISION BIBLIOGRAPHY

The Sixth Edition of the Radio and Television Bibliography prepared by the Reference Library of the CBS Research Department, is being distributed. It is published to assist students and others interested in radio and television in finding the principal books, pamphlets and articles in this field.

Dr. Paul F. Lazarsfeld, Director of the Office of Radio Research of Columbia University, says the publication is "the most comprehensive bibliography in the field".

The book was prepared by William C. Ackerman, of the CBS Reference Library, under the direction of Dr. Frank Stanton, CBS Director of Research.

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NEW LATIN AMERICAN NET FULFILLS AMBITION OF PALEY

The new CBS Latin-American Network, which will be dedicated next Tuesday, May 19th, is the realization of a long-standing ambition of William S. Paley, President of the company.

"The network of the Americas was born of humble parentage", Mr. Paley stated. "It was created on the very simple philosophy that strangers become friends only through the exchange of intelligence - an exchange of information about one another.

"We cannot be friends to a man if we know nothing of his life, his habits or his daily jobs and woes. This same principle applies to the peoples of the various nations of America.

"The Network of the Americas was organized to provide another great medium for the exchange of such information among the peoples of the nations of America.

"Through the affiliation of 76 leading radio stations in the twenty countries of Latin America and the three powerful short-wave stations of our system in New York, we will be able to exchange knowledge about our music, our arts, our politics, our economic and our everyday problems."

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ALL AMERICA NET RISES TO \$1,022,653

Net income of All America Corporation and subsidiaries after interest and other charges amounted to \$1,022,653 for 1941 and \$942,277 for 1940. Provision for U. S. Federal income and excess profits taxes of All America Cables and Radio, Inc., the principal operating subsidiary of All America Corporation, amounted to \$1,298,000 for 1941 as compared with Federal income taxes of \$345,373 in 1940.

New radiotelegraph circuits have been established with Russia, Australia, New Zealand, Bolivia and Paraguay. While some of these circuits may not be commercially profitable, at least for the present, the management believes that their establishment is in aid of the war effort.

Revenues from cable traffic with the British Isles and between the United States and South America, Central America and the West Indies, increased substantially during the latter part of 1941.

During 1941, the Federal Communications Commission initiated an investigation of rates and tariffs for telegraph traffic between the United States, South and Central America and the West Indies. This investigation is still in progress. The possibility exists that substantial modifications in such rates may result and cause a material reduction in the revenues and earnings of the subsidiaries handling such traffic, particularly those of All America Cables and Radio, Inc.

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