

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N

INDEX TO ISSUE OF JUNE 2, 1942

War Sole Topic At RMA One-Day Convention Next Week.....	2
Supreme Court Clears Way For Network-FCC Test.....	3
Broadcasting "Apathetic" Charge Arouses Hoosiers.....	4
No Successor Yet For Harry Butcher As CBS V-P.....	5
30-Day Copper Stay Granted Tube Manufacturers.....	6
McDonald Sees Danger In Lifeboat Radio Publicity.....	7
More Congressional Brickbats For Winchell.....	8
Seasonal Change Alters CBS Shortwave Frequencies.....	9
Citing Radio Uphold Undertakers' Right To Advertise.....	9
RCA Scrap Drive Nets 763 Tons For War Use.....	10
Trade Notes.....	11
Sixth Edition Of Radio And Television Bibliography.....	12

No. 1⁴34

June 2, 1942

WAR SOLE TOPIC AT RMA ONE DAY CONVENTION NEXT WEEK

Limited to one day - the briefest business session in its history - the annual and first wartime convention of the Radio Manufacturers' Association at Chicago next Tuesday, June 9, will discuss one subject almost to the exclusion of everything else. This subject, of course, will be the war, and what the radio manufacturers may do further to bring it to a speedy and victorious conclusion.

High officials of the War Production Board and those prominent in the Government radio program will attend, including William L. Batt, Chairman of the Requirements Board of WPB; Frank H. McIntosh, head of the WPB Radio Section, and former Chief Technician of the Fort Industry Company, and Leighton H. Peebles of the WPB Communications Branch. An urgent invitation has also been extended to J. S. Knowlson, Director of WPB Industry Operations and former President of the RMA.

A special message on the industry's military radio production program will be brought to RMA by Mr. Batt, who is a chief aide to Chairman Donald M. Nelson of WPB. Under the pressure of his numerous other jobs in the war effort, Mr. Batt recently resigned as WPB Director of Materials. At that time he appointed A. L. Henderson, who has been Deputy Director and closely associated with him in the materials field since the creation of the National Defense Advisory Commission to succeed him.

Mr. Batt announced that he would remain as Chairman of the Requirements Committee of the WPB. American member of the combined raw materials board established last January by President Roosevelt and Prime Minister Winston Churchill of Great Britain, Coordinator of the Russian aid program and Chairman of the United States-Canada Coordinating Committee.

Mr. Batt is from Philadelphia, where he was President of S. K. F. Industries, Inc.

Paul V. Galvin of the Galvin Manufacturing Corporation, of Chicago, and President of the Radio Manufacturers' Association, will preside at the Association's membership luncheon on Tuesday and will deliver an annual report of special interest, on the "all out" war effort and problems of the industry. A proposal to extend RMA war services by organizing transmitting apparatus manufacturers in a new division of the Association will be voted on. Another proposal to change the name of the Amplifier and Sound Equipment Division to the "Speaker" Division has been postponed. Officers

and Directors of the Association and of all Divisions will be elected, and several important Committee sessions are scheduled.

Annual meetings of the National Radio Parts Distributors' Association, whose president is George D. Barbey of Reading, Pennsylvania, and of "The Representatives", whose president is S. K. MacDonald, will be held on June 7 and 8, preceding the RMA convention on June 9, for discussion of the replacement parts and other problems of radio distributors. Acting Chief Albert Watterston of the OPA Radio Unit and other OPA officials have been invited to attend the parts distributors' and sales representatives' meetings.

The only social feature of the industry meeting will be the annual golf tournament, following the convention, on June 10, at the Calumet Country Club.

X X X X X X X X

SUPREME COURT CLEARS WAY FOR NETWORK FCC TEST

The 5-to-3 decision of the Supreme Court that the Columbia Broadcasting System and the National Broadcasting Company were entitled to judicial reviews of the Federal Communications Commission's proposed regulations on chain broadcasting, clears the way for a judicial review of the basic issues raised by the so-called network "monopoly" rules of the FCC.

The Supreme Court decision does not settle the question raised by the Commission that it had the power to bar issuance of licenses to radio stations because of alleged monopoly affiliations. The high court action simply permits CBS and NBC to sue for injunctions.

It is, in effect, a victory for Columbia and National over the Communications Commission.

The FCC argued that the regulations issued did not constitute "a final order" and thus no review was permitted. Charles E. Hughes, Jr., son of the retired Chief Justice and John T. Cahill, attorneys for the companies, stated in argument that "drastic damage" had already been done, because there were indications that affiliates would cancel contracts.

A three-judge Federal Court in New York City last February ruled by a 2-to-1 decision that it had no jurisdiction in the suits brought by NBC and Columbia to restrain the FCC from enforcing its so-called "anti-monopoly" regulations. The court comprised Judge Learned Hand of the Circuit Court of Appeals and Federal Judges John Bright and Henry W. Goddard.

In effect, the decision denied an injunction against the FCC, but on March 2 the three judges granted a temporary stay until May 1. On March 16 the Supreme Court agreed to review the decision dismissing the suits.

Joining in the Supreme Court appeal were the Woodmen of the World Life Insurance Society, which owns and operates Station WOW in Omaha, and the Stromberg-Carlson Telephone Manufacturing Co., which owns and operates Station WHAM in Rochester, N. Y.

The Mutual Broadcasting System, Inc. intervened in the litigation on the side of the FCC.

Chief Justice Stone delivered the 5-3 Supreme Court opinion that the broadcasting companies had a right to a Court review of the Commission's order. Those concurring in this were Justices Roberts, Murphy, Byrnes and Jackson. Those dissenting were Justices Frankfurter, Reed and Douglas. Justice Black did not participate.

All "the elements pre-requisite to judicial review are present", said Justice Stone, adding that "the threat of irreparable injury to the business" of the broadcasting chains had been established. Justice Frankfurter, writing the dissent, stated that Congress did not authorize resort to Federal courts "merely because some one feels aggrieved, however deeply" by an FCC action, and remarked that "even irreparable loss" did not justify the review.

X X X X X X X X

BROADCASTING "APATHETIC" CHARGE AROUSES HOOSIERS

Criticizing a recent broadcast, the Terre Haute, (Ind.) Star says:

"A certain Mr. Brown who dispenses his views on news for one of the large radio broadcasting systems has aroused the ire of a number of Hoosiers. He said among other things that Indiana was 'apathetic and unconcerned' about the war effort.

"Listeners in New York or Alabama or Washington may believe that 'the people of Indiana do not know there is a war going on. . . ! Hoosiers, of course, know he never had any intimate contact with Indiana - in fact, he certainly did not bestir himself for any extensive inquiry in Indianapolis which seems to have been his single point of contact.

"The omniscient Mr. Brown was disturbed, no, he was amazed 'to find people who think gas restrictions too irksome to endure in these times'. That may be a possible comment from the New York viewpoint but it does not apply to Indiana. Nothing is 'too irksome' for Hoosiers if it involves a substantial contribution to winning of the war. The Hoosier viewpoint is that so long as gasoline is on their very doorstep they see no reason for having it denied to them. Under present production schedules, gasoline used in Indiana is not gasoline denied to our armed forces. The only reason for gasoline rationing in the East relates to transportation of the fluid from the South or Middlewest.

"Our suggestion would be that the next time the Columbia Broadcasting System desires comment on conditions in Indiana, it send its commentator to Indiana sufficiently in advance of the time of his public pronouncements that he may know his subject."

X X X X X X X X

NO SUCCESSOR YET FOR HARRY BUTCHER AS CBS V-P

It may be some little time yet before a successor has been chosen to fill the place of Harry C. Butcher, Vice-President in charge of the Columbia Broadcasting System resident in Washington, who has been called to active duty by the Navy Department. There will soon be a conference between William S. Paley, President of CBS, Edward Klauber, Executive Vice-President, and Paul W. Kesten, Vice President and General Manager, to decide who will replace Mr. Butcher. However this meeting will be postponed until the return to New York of Mr. Kesten, who is now in Arizona.

In the meantime, "Mef" Runyon, Vice-President in Charge of Stations, will take Mr. Butcher's place in the Domestic Broadcasting Committee of the Defense Communications Commission. A. D. Willard, Jr. will continue as General Manager of WJSV, CBS key station in the Capital.

Mr. Butcher has been in the Naval for the past four years. He holds the rank of Lieutenant-Commander and is now on duty in the office of Director of Naval Communications.

Mr. Butcher joined the Columbia Broadcasting System twelve years ago. He was a friend of Sam Pickard, former Radio Commissioner and later CBS Vice-President. Mr. Pickard, in fact, thought so highly of Butcher that he wanted him to succeed him on the Commission. He proved highly successful as an executive, made friends everywhere, and in 1934 was advanced to Washington Vice-President.

At the moment nothing definite is known as to Lieut. Commander Butcher's future assignment, but the impression seems to be that he will be stationed in Washington for sometime to come.

X X X X X X X X

Three new Government-owned aluminum plants have started operations so far this month, a fourth is expected to begin production early in June and the entire first expansion program of seven plants will be in production by August 1, 1942. All seven plants will be completed ahead of schedule. The flow of aluminum metal is expected to increase every month from now on until the early part of 1943 when the entire aluminum capacity as planned by WPB will be operating at its peak.

X X X X X X X X

30-DAY COPPER STAY GRANTED TUBE MANUFACTURERS

Receiving tube manufacturers have received a 30-day stay from the drastic Copper Conservation Order, prohibiting virtually all civilian use of copper, including production of replacement parts after May 31. Extension of the copper order for replacement tube production until June 30 has been granted by the WPB Copper Section. Similar relief for radio parts manufacturers was not included in the WPB action, but is still being pressed vigorously by the WPB Communications Branch and the Radio Manufacturers' Association through the latter's special Committee on Replacement Parts, of which J. J. Kahn of Chicago is Chairman.

The 30-day extension from the copper order was secured for tube manufacturers in order to develop a definite 1942 program of replacement tube production. A total of 40 million replacement tubes in 1942, compared with about 33 million replacement tubes in 1941, is now under consideration. An official limitation or "L" order is in prospect early next week, authorizing the 40 million replacement tube program for this year, with quotas equitably divided, by the WPB Radio Section under Chief Frank H. McIntosh, among the seven RMA tube manufacturers.

The question of a definite replacement parts program and possibly similar relief for parts manufacturers under the copper order, Chief McIntosh advised RMA, will now be taken up following the 30-day stay secured on replacement tube manufacture. The tube "L" order is scheduled to be issued early this week, and immediate attention then will be given to the replacement parts problem, particularly in connection with the copper order.

Pending action on replacement parts, parts manufacturers are not permitted under the copper order to use their copper inventory after Sunday, May 31, for further production of replacements. A number of parts manufacturers have filed their appeals with WPB from the drastic copper order, but WPB Copper Section officials advised RMA that relief action to parts manufacturers was "practically nil". Virtually all radio manufacturers' appeals, except for the 30-day stay given tube manufacturers, are being denied, officials stated. Relief from the copper order for replacement parts production is not expected until after the WPB Radio Section conducts further negotiations with the WPB Copper Section officials and until progress is made on a replacement parts production program, similar to the 40 million replacement tube program.

While the copper order exempts use of copper on military radio and other war contracts, there is not a similar exemption on Lend-Lease contracts. WPB approval for use of copper on such Lend-Lease contracts is required.

Detailed requests for copper for tube replacements already have been filed by the Radio Section with the Copper Branch for tube production from June 1 to December 31. As about 20 million replace-

6/2/42

ment tubes have already been manufactured, the proposed 1942 replacement tube program of 40 million tubes will contemplate production of an additional 20 million tubes from June 1 to December 31. Similar procedure for replacement parts also is being worked out by the WPB Radio Section. A questionnaire is now being prepared for transmission to all radio parts manufacturers, to secure necessary data on which to base the prospective replacement parts and material allocation program.

X X X X X X X X

MC DONALD SEES DANGER IN LIFEBOAT RADIO PUBLICITY

There is sharp criticism from Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, about a story which appeared in this News Service May 12th based upon an official release, which stated that Admiral R. R. Waesche of the Coast Guard had issued a regulation requiring merchant vessels of more than a thousand tons to carry at least one portable radio for installation in lifeboats.

"Please remember that I am not criticizing you in this letter, I am just criticizing the principle", Commander McDonald writes.

"Your article entitled "Portable Radios Ordered Put Aboard Lifeboats", I feel sure has been given out some place officially or you wouldn't have published it. Can you picture Hitler or any of the Nazis giving out a story like this - certainly not. You'll find that this, and articles like it, will get into their hands and the next thing the submarines will do will be to search every life boat to find out whether it has a portable transmitter or not. If it has, it will be wrecked, then what value is it?

"I might carry my argument above a step further and say that the enemy submarines, if they don't have time to search the lifeboats to ascertain whether it has a transmitter on it, might take a shot at it saying to themselves, "It might be equipped with a transmitter which will give the location of our attack too soon.

"Just a suggestion."

Since it has not been possible to find out exactly where the Lifeboat story came from, a copy of this correction is being sent to Capt. Leland P. Lovett, Assistant Director of Public Relations, at the Navy Department, for his information.

X X X X X X X X

MORE CONGRESSIONAL BRICKBATS FOR WINCHELL

Walter Winchell, recently characterized by Senator Clark, of Missouri, as "the radio commentator who disgraces the uniform of the Navy of the United States" was again assailed in Congress, this time by Representative Clare Hoffman, of Michigan, who said:

"On May 24, Sunday last, Walter Winchell, in his broadcast, repeated the substance of the charge printed in the New Republic, and he added that I had never stopped claiming that he, Winchell, tried to smear me.

"For once in his long record of misstatement Walter is correct. I have not stopped claiming that he tried to smear me.* *

"Not long ago he stated that I was a member of the House Naval Affairs Committee. I never was on that Committee and the House membership is aware of that fact. I was quoted as saying that he, Winchell, should be sent to Samoa. No such statement was ever made by me. Unable to learn who on the Naval Affairs Committee had exposed him, he charged it up to me. It was a good job, well done, even though I did not do it. * * * * *

"Winchell states that, while broadcasting, he does not wear the uniform of the Navy. He does not, however, tell us when he does wear it. He does not say that he does not wear it while visiting saloons, dives, and disreputable resorts gathering information. He does not deny that, as a Lieutenant Commander, he is in the Navy on full-time pay of a Lieutenant Commander. Nor does he explain to the public how he can carry on a money-making business and still be a full-time Lieutenant Commander.

"Yet he is the man who attempts to tell the people of the United States who they should elect as their Representatives in Congress. Winchell is courageous. He must be. He tells us he is. He is a fighting man. He must be, for he wears the uniform of the Navy, and that is a fighting organization.

"His statements as to his own virtues leave us in no doubt as to his patriotism. Continuously he announces his willingness to sacrifice. It is interesting to compare his utterances before December 7 with those he has made since that date.

"What some of us cannot understand is why a man as brave as he is, possessing his courage, with all of his professed animosity toward the Germans and the Japs, with his willingness to fight, does not make some practical use of the uniform which he wears, and get into the Navy, instead of loitering around New York, questioning the patriotism and the motives of the people's chosen Representatives."

X X X X X X X X

SEASONAL CHANGE ALTERS CBS SHORTWAVE FREQUENCIES

Due to seasonal conditions of the ionosphere, the Columbia Broadcasting System's engineering department has altered frequencies of its three shortwave transmitters serving the new Network of the Americas and listeners across the Atlantic Ocean.

The ionosphere is an atmosphere of electrical particles constantly in motion like the sea and varying in distance from 70 to 250 miles above the earth's surface. Radio short waves travel high into the sky and are reflected back to earth at great distances from the transmitters by the ionosphere.

The CBS international broadcasting summer schedule for June, July and August, 1942 (which became effective at 6:00 A.M. Monday, June 1, follows:

WCBX (East Coast, South America) 3:47 PM to 11 PM, 15,270 kc., 19.6 meters; WCRC (West Coast, South America) 3:47 P.M. to 11 P.M., 11,830 kc., 25.3 meters; WCDA (Mexico and Central America) 6 AM to 8 AM, 11,830 kc., 25.3 meters; 4:50 PM to 11 PM, 17,830 kc., 16.9 meters; 9:15 AM to 10 AM, 11,830 kc., 25.3 meters, Saturdays and Sundays only.

Europe - WCBX, 6 AM to 3:45 PM, 15,270 kc., 19.6 meters; WCRC, 6 AM to 3:30 P.M., 11,830 kc., 25.3 meters; WCDA, 3:30 P.M. to 4:45 P.M., 11,830 kc., 25.3 meters.

All times Eastern War Time.

X X X X X X X X

CITING RADIO UPHOLD UNDERTAKERS RIGHT TO ADVERTISE

The Indiana Supreme Court has just held unconstitutional a law forbidding undertakers to publish prices of their goods and services in newspaper advertisements. It said the act was discriminatory.

"We cannot close our eyes to the fact that in 1939, when this statute was enacted", the opinion explained, "the radio had already come into general use in the advertising field.

"We are unable to conceive of any possible reason for prohibiting licensed funeral directors and embalmers from advertising their prices in newspapers or by handbills and at the same time permitting them to broadcast the same facts to the public by radio."

The State Board of Embalmers and Funeral Directors had revoked the license of Asher L. Proffitt, Crawfordsville funeral director, because he had advertised his price for caskets in the Crawfordsville Journal and Review.

Proffitt sued the Board and the Montgomery Circuit Court ordered his license given back to him. The Board appealed to the high court.

The Hoosier State Press Association had filed a petition to intervene as a friend of the court. The petition criticized the law.

X X X X X X X X

RCA SCRAP DRIVE NETS 763 TONS FOR WAR USE

A million-and-a-half pounds of scrap metal, enough to build a U.S. Navy mine layer, or to make twenty-two 30-ton tanks for the Army with enough left over for three Army "peep" cars, has been salvaged from the Camden plant of the RCA Manufacturing Company in the first quarter of 1942. This announcement was made last week by the Industrial Salvage Section of the Manufacturers' Committee of Camden County.

This mountain of steel, aluminum, brass, bronze, copper, lead, nickel, tin, zinc, mica and other metals has come from the huge factory, now given over to war production, in a daily stream which helps to feed the maws of ten metal furnaces in the Philadelphia area.

In converting one RCA factory building at Camden to war production, 191 tons of steel was recovered from machinery formerly used in commercial production but useless for war work. In addition, in March alone, twelve tons of commercial tools not adaptable to war production were disposed of as scrap.

An idea of the immensity of the scrap realization plan may be gained from this fact: in the three-month period, 1,181,318 pounds of steel were removed from the plant as scrap. In the same period, 100,193 pounds of aluminum, 80,135 pounds of brass, 1,969 pounds of bronze, 114,779 pounds of copper, 6,504 pounds of lead and 1,658 pounds of nickel were salvaged. So were 10,752 pounds of zinc, 894 pounds of tin, and 34,843 pounds of miscellaneous metals. The total weight of the metals is 763 tons.

A scrap salvage drive was launched throughout the Camden plant on March 1, with the use of such posters as "Get in the scrap; America's war industries need metals, paper, old rags, rubber. Get it back in war production." Each production worker was reminded by his foreman of the importance of saving every scrap of the metals precious to the tremendous war production program.

RCA's scrap conservation efforts have not been confined to metals alone. When the War Production Board sent out a call for scrap rubber to keep the rubber reclaiming plants in operation, the news was passed along to the Camden plant. The first few days produced a ton of the material, with the search far from complete.

X X X X X X X X

6/2/42

TRADE NOTES

Newly appointed head of the National Broadcasting Company's Press Department in San Francisco is William E. Shea, Jr. Mr. Shea advances from National Spot Sales Representative for the company in that city to the publicity post. Prior to joining NBC, early in 1941, he was with the San Francisco Examiner, McCann-Erickson, advertising agency, and Hearst Radio.

Otto Sorg Schairer, Vice President of the Radio Corporation of America, in charge of RCA Laboratories, last Saturday was awarded the honorary degree of Doctor of Engineering by the University of Michigan. The degree was in recognition of "the unusual achievements of one of the University's alumni in the conduct and administration of scientific research for industrial purposes."

Dr. Schairer was graduated from the University of Michigan with an A.B. degree in 1901, and received his B.S. degree in electrical engineering in 1902. He then entered the service of the Westinghouse Electric and Manufacturing Company at East Pittsburgh as a graduate student or apprentice.

The Associated Broadcasters, Inc., of San Francisco, have applied to the Federal Communications Commission for a license to cover a construction permit for a new international broadcast station.

So that the men in service may be able to receive them, no matter in what part of the world they may be stationed, each program directed to "Men in Service" will be broadcast by the General Electric Company three different times from KGEI in San Francisco, twice from WGEA and once from WGEO in Schenectady.

After months of complaint that Southern Negroes were not being trained to meet the shortage of workers in shipbuilding, the President's Committee on Fair Employment Practice has been officially advised that the regional Labor Supply Committee covering Southeastern States has called on the educational authorities to set up training courses for colored workers in "all major shipyard occupations."

This action, which was announced by Dr. Malcolm S. MacLean, Chairman of the Fair Employment Practice group, of which David Sarnoff of RCA, and Mark Ethridge of WHAS, Louisville, are members, took place in Birmingham, Ala., where the Labor Supply Committee met a few days ago.

X X X X X X X X X

6/2/42

SIXTH EDITION OF RADIO AND TELEVISION BIBLIOGRAPHY

The sixth edition of the Radio and Television Bibliography, prepared by the Columbia Broadcasting System Reference Library, Research Department is just off the press.

"The most comprehensive bibliography in the field," Dr. Paul F. Lazarsfeld, Director, Office of Radio Research, Columbia University, writes appraising the new edition.

"This compilation is very effective in bringing within one cover the vast information on broadcasting that is available today", says Carlos A. Franco, of Young & Rubicam, Inc., New York.

The contents of the 1942 edition of the Bibliography are:

Books, Pamphlets and Reports on Broadcasting - General, Advertising and Audience Studies, Drama, Education, Engineering, Music, News and Special Events, Techniques and Careers, and Television; Magazine Articles of Special Interest; Names and Addresses of Radio and Advertising Trade Periodicals Containing "Radio Sections"; Names and Addresses of Principal Publishers and Other Organizations Issuing Material on Broadcasting; Publications of the Columbia Broadcasting System and Index by Titles of Books, Pamphlets and Reports.

The Bibliography is published by CBS to assist students and others interested in radio and television in finding the principal books, pamphlets and articles in this field. CBS invites students of radio and television to consult the books and other material in its Reference Library at 485 Madison Avenue, New York City.

"In the past, distribution of this reference book has been confined largely to educators and writers", Dr. Frank Stanton Columbia's Director of Research now in Washington with the OFF, states. "But so many requests have been received and so many people have told us how useful they found this book that we have brought the bibliography up to date."

Apparently a wider distribution of the book is now contemplated.

X X X X X X X X X