

HEINL RADIO BUSINESS LETTER

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No. 1457

August 21, 1942

ARMY ENDS OVERSEAS "HELLO" BROADCASTS

There will be no more personal messages exchanged between soldiers overseas and friends and relatives at home whether by short-wave or by disks shipped to the United States and rebroadcast locally.

These broadcasts will be abolished by Gen. George C. Marshall acting under orders from Secretary of War Stimson.

Stating that the practice of sending personal messages by the form covered in the order has been "found dangerous to the national security, and is an unsatisfactory means of personal communication since there is no assurance that messages so recorded will reach persons for whom they are intended", General Marshall served notice that spoken messages would be "discontinued" in the future.

Other reasons given at the War Department were that the overseas message broadcasts have been assuming such proportions that there would not be enough radio time in which to broadcast all of them. Also that there were not enough disks for the great volume of messages those in the overseas camps desired to send in.

"This does not mean that soldier programs from overseas camps will be discontinued or anything like that", a War Department official said, "but simply that the 'Hello Mom' type of message will have to be cut out. As General Marshall's order states, there is always a danger of something slipping through that might be of aid to an enemy listening in.

"Likewise we realize that the broadcasters will not be able to give the time required to say nothing of our not being able to supply enough disks when already a disk shortage is in sight."

Although the broadcasters have given their time liberally for this type of message and were willing to give even more, with an army of 8,000,000 men in the immediate future, the personal message problem was one that troubled them greatly. Obviously every soldier overseas couldn't be heard so at best only the messages of a lucky few would be able to get through.

There is nevertheless a tinge of regret on the part of the broadcasters in having to give up the service. It is heightened by the receipt of such a letter as one just received from Private Warren Altman, 24 years old of Brookline, Mass., now some place in the Pacific, 15,000 miles from home, telling how he had heard in a greeting from his mother in Boston via the General Electric's short-wave station.

Private Altman did not know in advance his mother would speak on this program. He had been notified by the War Department, as have all camps of American soldiers in foreign service, that Boston would be included in the series of salutes. He had hoped only to hear a voice from his home town and, according to a letter just received from him, "it was the wonders of all wonders when I heard my mother say "Hello, Warren, this is Mother." Here I am 15,000 miles away listening to a short-wave program and who do you think I heard. It was my mother and I've never been so thrilled in my life. All the other boys with me got a big kick out of the program too."

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RADIO PROGRAMS NOT RESTRICTED IN FOREIGN PHONE BAN

Radio programs or press messages are not restricted in the Board of War Communications order to terminate certain radio-telephone calls. The order reads:

- "(1) No non-governmental business or personal radiotelephone call shall be made to or from any foreign point outside of the Western Hemisphere except England, unless such call is made in the interest of the United States or the United Nations and unless an agency of the United States Government sponsors such call and obtains prior approval therefor from the Office of Censorship; Provided, However, That this provision shall not apply to American press calls or radio broadcast programs, or to such other press calls and radio programs as may be specifically approved by the Office of Censorship.
- "(a) No calls of any nature, over the radiotelephone circuits under the jurisdiction of the United States, no matter where such calls may originate, unless sponsored and approved as provided in paragraph (1), shall be permitted to, from, or on behalf of, the following thirteen countries: Egypt, Finland, France, Iceland, Iran, Ireland, Latvia, Lithuania, Portugal, Spain, Sweden, Switzerland, and Turkey.
- "(3) Personal calls other than those prohibited in the foregoing paragraphs may be completed between two points in the Western Hemisphere.
- "(4) All non-government point-to-point radiotelephone service between the United States and Australia, Be and It Is Hereby, Designated for Termination and, effective midnight, August 31, 1942, Is Terminated, except as to the transmission of duly authorized radio broadcast programs.

"Subject to such further order as the Board may deem appropriate.

"Nothing herein shall apply to existing regulations governing the use of cable, telegraph or radiotelegraph communications."

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REPORTED U.S. TO OPERATE S-W STATIONS

It is again reported and with no denial from the Federal Communications Commission that the Federal Government shortly will assume control of the U. S. short-wave stations, all of which are now independently operated. This time the assertion is made by PM, Marshall Field's New York newspaper, a recognized Administration mouthpiece which states that as yet details of the Government's plans haven't been worked out in full.

The stations affected will be:

WGEA and WGEO, General Electric stations in Schenectady; KGEI, GE station in San Francisco; KWID, San Francisco; WCBX, WCRC, WCDA, CBS stations in New York; WRUL, WRUW, WRUS, non-profit stations in Boston; WRCA and WNBI, NBC stations in New York; WBOS, Westinghouse station in Boston; and WLWO, Crosley station in Cincinnati.

The story which appeared in PM last Wednesday follows:

"The Office of War Information (OWI) has been furnishing European programs for the last four months. This and the Schenectady stations, it is said, will be the first to go under direct Government operation. May happen any day.

"Although the Government operates a number of short-wave stations on both coasts, there is no precedent in radio for the proposed step. As worked out, the plan follows:

"The Government will lease the stations for the duration, on a 20- or 24-hour-a-day basis. Operations will be under a three-man committee, including an OWI and FCC representative. The latter may be T. A. M. Craven, FCC Commissioner and expert in international radio.

"There will be three program sources, the OWI, NBC and CBS. These programs will be fed to the other short-wavers, in effect creating an American short-wave network. NBC and CBS programs will be produced under much closer Government control.

"There are two principal objectors to the Government control, CBS and WRUL, but for widely divergent reasons. A CBS official told PM Monday that his network believes independent operation is more efficient; that Government operation will lessen listeners' trust in news broadcasts; that it would put the Government in basic competition with industry.

"WRUL demurs because it operates on a non-profit basis and does not sell time; its programs, except for news, are largely educational. It is asking the Government to give it time to maintain this program policy.

"An NBC official told PM that his network was prepared to give way to the Government.

"The purposes of Government operation of America's short-wavers are to coordinate and concentrate the most powerful voices on the psychological front. The Washington Star, in a widely quoted story, recently charged that present operators, with few exceptions, have failed to do a satisfactory job. Another reason for Government operation is to eliminate competition, such as is still going on between NBC and CBS, for the duration."

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TRANSMITTER ADVISORY COMMITTEE BEGINS WORK

The Radio Transmitter Manufacturers' Advisory Committee of the War Production Board recently formed, is now functioning under the direction of its presiding officer, Chief of the WPB Radio Section. Its members are:

W. J. Barkley, Collins Radio Co., New York, N. Y.;
H. C. Bonfig, RCA Mfg. Co., Camden, N. J.; Sosthenes Behn, President, International Telegraph & Telephone Co., East Newark, N.J.;
Walter Evans, Westinghouse Electric Co., Bloomfield, N. J.; Fred M. Link, President, Link Radio Corporation, New York City;
A. Lloyd, Manager, Hammerlund Co., New York City; Charles M. Srebroff, President, Radio Engineering Laboratories, Long Island City, N. Y.; M. H. Willis, Spokane Radio Co., Spokane, Wash.;
H. N. Willets, Western Electric Co., New York, N. Y.; C. E. Wilson, President, General Electric Co., New York, N. Y.

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SIGNAL OFFICER TELLS OF CRITICAL ALLIED SITUATION

Maj. Gen. Dawson Olmstead, Chief of the U. S. Signal Corps, was presented with the Poor Richard Club's Award of Merit for his work in developing military communications. General Olmstead, who recently returned from London, addressing the Poor Richard Club in Philadelphia, said the scales of the war were still heavily in favor of the Axis, adding:

"Few of us fully realize how critical the situation in Britain was and still is."

"If we are ever tempted to become complacent", he added, "all we need do is repeat a list like this: Poland, Dunkirk, Greece, Crete, Singapore, Philippines, Bataan, Corregidor, Java, Malaya, Burma, Sevastopol, Tobruch and Caucasus. We can try to balance that with such glorious victories as Coral Sea, Midway and the bombing of Japan.

"Do not misunderstand me. The United Nations are going to win this war. But we will never succeed until we put blood and sweat into it. * * *"

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CONGRESSMAN SAYS RADIO AND PRESS FACE GAG

Representative Delaney, (D.), of New York, dolt the House earlier in the week that "the time is fast approaching when newspapers, magazines, radio announcers and others dispensing news will be subjected to the blackjack of blackmail if they don't express views or opinions in consonance with the viewpoint of their readers and listeners."

Mr. Delaney referred to an advertisement published Sunday in Washington Times-Herald reproducing an anonymous letter from an advertiser suggesting in effect a boycott of certain newspapers because of their editorial expressions. The letter accused the Times-Herald, the New York Daily News and the Chicago Tribune of "following the Axis line".

Earlier, Representative Holland, (D.), of Pennsylvania, had told the House that the New York Daily News and the Times-Herald were "recognized as the spokesmen of the Nazi point of view in this country by the enemies within our gates."

It was the third speech Mr. Holland had made in as many weeks on the two Patterson publications, both of which recently called him "a liar" in their editorial columns.

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IF MR. FLY FLEW TO CALIFORNIA, WHY DID HE FLY?

There seemed to be considerable mystery about the sudden absence of James L. Fly, Chairman of the Federal Communications Commission. One report was that he had flown to California. Commenting on this, an FCC spokesman said that if such a trip were made, he saw no reason for the Chairman flying - that he knew of no urgent business he had out there. It seemed to be the impression around the Commission that Mr. Fly was simply away on another of his vacations.

One report was that the War Communications Board contemplated putting on 60 or more lawyers and that Representative Clifton A. Woodrum of the House Appropriations Committee had suggested that it might be well if someone else made the request rather than Mr. Fly and that the reason Mr. Fly flew was so as not to be available to the Committee for questioning.

There was no indication as to when the Chairman might return.

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NEW GE 100 KW SET ONE OF WORLD'S MOST POWERFUL

A new 100-kilowatt radio transmitter, one of the most powerful in the world, has completed extensive tests and is now operating full power for WGEO, one of the two General Electric international broadcasting stations in Schenectady, it was announced August 13 by Robert S. Peare, G-E broadcasting manager.

The transmitter replaces one of equal power released at Government request last December to KWID, San Francisco, to augment the programs of KGEI, General Electric station there, and to increase California short-wave facilities to combat Japanese propaganda in the Pacific.

"The new transmitter enables the WGEO signal to cut through interference better than before and, over most of the world, should make its reception easy", said Mr. Peare. "We have very favorable reports from Australia and New Zealand where some WGEO programs are rebroadcast.

"From the mention that Berlin has made lately of 'Radio Schenectady', we are confident that the new signal, as well as that of WGEA, our 50-kilowatt station here, is also strong to Germany and the occupied countries of Europe."

During construction of the new transmitter, WGEO continued on the air without loss of time by the use of a previously licensed 25-kilowatt transmitter.

The station beams an English language program to Australia and New Zealand from 6 to 8 A.M., EWT, on 9650 kilocycles. The New Zealand National Broadcasting Service rebroadcasts the Anzac Hour on long wave.

WGEO carries English, Spanish or Portuguese programs to South America from 5 to 11:45 P.M., EWT, on 9530 kilocycles. Czech and English programs are beamed to Europe on the same frequency from midnight to 1 A.M.

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CONTENDS NEW PATENT BILL WOULD HELP WAR EFFORT

Introducing a new patents bill Thursday (Senate Bill No. 2730), Senator Lucas, of Illinois, said:

"The Committee on Patents for a number of weeks has been holding lengthy hearings upon Senate Bill 2303, a bill which primarily deals with patent reform, which, as everyone knows, is obviously necessary from time to time.

"However, practically all the evidence which has been taken before our Committee deals with another subject matter entirely. This evidence reveals primarily a long series of international cartel agreements between the I. G. Farbenindustrie of Germany and powerful private concerns of this country and England. There can be little doubt that under these cartel agreements there is a complete control by private minorities over domestic and foreign commerce supplied to the economic fields covered by these agreements.

"The bill which I am introducing seeks to curb the restrictions on production by those who use the patent privilege as an instrument of business policy rather than for its constitutional purposes to promote the progress of science and useful arts. In my opinion the enactment of the bill would prevent the slowing down of the war effort insofar as any of the agreements referred to are concerned."

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YALE ESTABLISHES NATIONAL VOICE LIBRARY

A large collection of vocal phonograph records of leaders in letters, politics and the theatre has been given to Yale University by Robert Vincent of New York, a sound engineer formerly on the staff of the Radio Corporation of America. Included in the collection are the voices of Queen Victoria, William E. Gladstone, P. T. Barnum, William Jennings Bryan, Thomas A. Edison, Edwin Booth, Sarah Bernhardt, Somerset Maugham and Calvin Coolidge.

Yale obtained the records, according to the New York Times by asking for them, Bernhard Knollenberg, librarian, revealed. Mr. Knollenberg said that he read a magazine article about the collection and suggested to Mr. Vincent that it would be a good idea to house it at Yale.

"The collection will be known as the Yale National Voice Library", Mr. Knollenberg said, "and when completed will number about 7,000 records. Mr. Vincent has volunteered to act as curator. The collection will be housed in a special room in the Yale library."

Mr. Vincent began collecting the records as a boyhood hobby, the librarian said, and has been adding to it. He will assist in expanding the collection still more, to include contemporary stage, screen, radio and political personages, and will advise in preserving the old records, many from the early days of the phonograph. Mr. Knollenberg said that special equipment would be installed to facilitate the use of the records by qualified students.

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 ::: TRADE NOTES :::
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WABC, key CBS outlet for the New York City area, states that it has added fourteen accounts in the last three-week period. Of these fourteen, three are new sponsors never before on WABC, eight are sponsors who are returning to WABC, while three are current sponsors renewing. The three new sponsors are The Musterole Company; Penn Tobacco Company and the Savings Banks of New York State.

 In the 19 enemy alien homes raided by the FBI in Flint, Mich., last Wednesday, 12 short-wave sets were seized in addition to 20 cameras and a quantity of firearms.

 Pat V. James, trading as The N-A Company, Laurel, Miss., engaged in the sale of a medicinal preparation variously designated as "N-A No. 7", "Vicine", "Nature's Aid", and "N-A", has been ordered by the Federal Trade Commission to cease and desist from misrepresentation of his product.

The Commission finds that through radio broadcasts and other media the respondent has represented his preparation as a powerful germicide; a powerful antiseptic, a splendid iron tonic, etc. The Commission finds that these representations are grossly exaggerated, false and misleading.

 The 1942-1943 season of the NBC Symphony Orchestra will be formally launched over the NBC network Sunday, November 1, under the baton of Arturo Toscanini, according to an announcement made as of Sunday August 23 (Release date on this item Sunday, August 23, 1942) by Niles Trammell, President of the National Broadcasting Company. Maestro Toscanini will conduct a total of twelve concerts during the 24-weeks season, the remaining twelve Winter programs to be directed by Leopold Stokowski.

 More than 2600 General Electric men entered the armed forces of the United States in May and June, bringing the Company-wide total to 7653 in the fighting forces at the end of June. This brings the percentage of male employees of the Company now in the armed forces up to 7.4, with the men enlisting or being called to service at the rate of almost 300 a week.

 Alberto Miranda, Director of Telegraphic and Radio Communications in the Republic of Bolivia, this week visited John F. Royal, NBC Vice-President in Charge of International Relations. Mr. Miranda is here to discuss relations between Bolivian stations and NBC and to obtain priorities for vital communications equipment needed in Bolivia.

 Because of the increasing need for conservation of critical materials, the War Production Board has halted further construction of electric power and light projects which had been permitted under prior authorization with respect to projects 40 per cent complete on December 5, 1941.

Rudy Vallee, now a bandmaster with a Chief Petty Officer's rating in the Coast Guard, will continue his program for the time being, according to the NBC. He has been placed on inactive duty for one week in order to wind up his business affairs.

A project to enlist the cooperation of United States businessmen in maintaining advertising in the other Americas has been undertaken by Nelson A. Rockefeller, Coordinator of Inter-American Affairs. Requests for such cooperation have gone out to about 500 United States manufacturers and business firms interested in foreign trade. These include many companies which for years have done a large export business and extensive advertising in the other American Republics.

The project has been worked out in cooperation with the Department of Commerce, the Treasury, State and other government agencies.

Cuba's Ministry of Education has taken over a short-wave radio station, owned by a Captain in the Cuban Army, and from it will transmit "cultural programs".

With the departure last Saturday of eight pages and guides for the armed forces, the NBC guest relations department lost approximately ten percent of its page-and-guide personnel.

Lyman Bryson, CBS Director of Education and Chairman of Columbia's Adult Education Board, has accepted a part-time post as Educational Advisor in the Office of War Information.

Chairman Donald M. Nelson has appointed Stephen E. Fitzgerald, Director of the Division of Information of the War Production Board. A former special writer for the Baltimore Evening Sun, Mr. Fitzgerald studied at Harvard University in the academic year 1939-40 under a Nieman fellowship.

An average of one-third of all radio sets are tuned in on some broadcast at any time between 7 P.M. and 11 P.M. on weekdays, according to the annual report of the Cooperative Analysis of Broadcasting. The report covered the year ended April 30. Sunday night listening was found to be somewhat better, with an average of 40 per cent of all sets tuned in during that period. Daytime use of sets was roughly half of that at night.

Five hundred of the enlisted personnel of WAVES, Navy Auxiliary Women, to whom preliminary application blanks will go out beginning September 11, will go to the University of Wisconsin for a four months' course in radio communications. Six hundred will go to Indiana University and 500 to the new school, Oklahoma Agricultural and Mechanical College at Stillwater, to train as yeoman (clerks and stenographers).

Everett R. Holles has been appointed News Editor of the Columbia Broadcasting System. Mr. Holles, who leaves the post of United Press day cable editor in New York to assume his duties with CBS, has had extensive experience on home and foreign news fronts. At CBS he succeeds Matthew Gordon, who has joined the Office of War Information.

Captioned "No Need to Flaunt Ignorance on Radio", Variety carries this paragraph:

"No nation can raise an Army and Navy of 10,000,000 men and not pick up a few intellectual dumbbells. But does the Army and Navy need to expose the latter fact by allowing men in uniform to appear on radio quiz shows and reveal personal ignorance that is sometimes stupendous? For example, the sailor who didn't know that battleships were named after States and a soldier who didn't know who his commanding general was."

Pow-A-Tan Medicine Co., Huntington, W.Va., engaged in selling a medicinal preparation as a cure or remedy, designated "Powatan Herb Tonic", is charged with misrepresentation in a complaint issued by the Federal Trade Commission.

In newspaper and periodical advertising and by radio broadcasts, pamphlets and other advertising literature, the respondent is alleged to have represented the preparation as a cure or remedy and an effective treatment for all common human ailments. The representations, the complaint charges, are grossly exaggerated, false and misleading.

Home is where you hang your hat, so a stranger hung his hat in the house of the Oliver Judsons, who were away for the Summer, an A.P. dispatch from Philadelphia relates. He cooked oatmeal, the first four days, then pawned a clock to get funds for a more varied diet. As he was playing the Judsons' radio one day the police arrived. "We can give you new quarters and three pretty fair meals a day", said Magistrate William J. Bell, "but I can't guarantee the radio."

The appointment of William ^{W.} Spire, formerly with the Office for Emergency Management, formerly with McCann-Erickson, was announced last week in the first moves to set up machinery to help stations and networks campaign to solicit public aid for war work. He has the title of Coordinator of Campaigns and works directly under Douglas Meservey, Assistant Director of the Radio Bureau.

Ken Dyke is Chief of the OWI Bureau of Campaigns. Mr. Spire will be the link between Dyke's bureau and the broadcasters. Phil Cohen continues to be the Government liaison man and will have charge of distributing transcriptions for different solicitation campaigns.

In the Washington Merry-Go-Round", Drew Pearson wrote: "On August 12, one day after isolationist Congressman Ham Fish was renominated on the Republican ticket, Elmer Davis' Office of War Information sent out the following teletype directive to all shortwave radio stations:

"The renomination of incumbents in yesterday's primary elections is largely a matter of domestic interest and use of the story on shortwave would not be helpful."

"Next day, August 13, the same OWI sent out the following teletype message:

"Two outstanding isolationists were defeated in Tuesday's primary elections for the American Congress. They were Representative Harry B. Coffee of Nebraska and Representative Martin Sweeney of Ohio."

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NBC SAYS GOODBYE TO THE "RED NETWORK"

Effective September 1st, the National Broadcasting Company will drop the designation "Red Network", as applied formerly to stations under its operation. In the future, only the terms "NBC", or "The National Broadcasting Company", will be used when referring to this group of outlets.

Since the complete separation of the "Red" and "Blue" networks some months ago, the phrase "Red Network" has been gradually eliminated in the company's advertising and promotion.

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CBS ACQUIRES WEEI, BOSTON

The Columbia Broadcasting System has made an agreement with the Boston Edison Company under which it will purchase the operating facilities of Station WEEI, effective August 31st. Columbia, as licensee of the station, has operated WEEI for the last six years under lease from the Edison Company.

These new arrangements involve no change in policy, personnel, or program set-up, and WEEI is to continue as Columbia's key station in Boston. The same public services will be continued, and the management and operation of the station will remain the same. Studios and offices will be continued in the Edison Building at 182 Tremont Street, facing famed Boston Common, but additional space will be added to the premises occupied by WEEI which will give the station three full floors.

Harold E. Fellows, General Manager of WEEI since CBS leased the station in 1936, and prior to that date Commercial Manager of the station under the Edison Company's operation since 1932, is to continue in his present post.

WEEI operates 5,000 watts fulltime on 590 kilocycles. The transmitter is located on the Mystic Valley Parkway in Medford, Massachusetts.

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