

HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF SEPTEMBER 22, 1942

Electric Bulb Cut Speeds Radio Tube Production.....	1
ASCAP Modifies Performing Credits Method.....	3
Next Moves In Petrillo Fight Up To Senate And Courts.....	4
RCA Laboratories To Be Dedicated Next Sunday.....	5
"Petrillo Is Just One Man", Says Critic.....	6
Stations Asked To Appoint War Program Managers.....	7
Mullen Says 92% U.S. Heard FDR Pearl Harbor Talk.....	7
Sees Equipment Shortage Challenge To Police Radio.....	8
Trade Notes.....	11

No. 1465

September 22, 1942

ELECTRIC BULB CUT SPEEDS RADIO TUBE PRODUCTION

About 325,000 square feet of floor space will be made available for production of radio tubes and other electronic devices for the Army and Navy, plus about 400,000 additional square feet in warehouse space, as a result of a War Production Board simplification order whereby less than half of the various types of electric light bulbs and lamps currently produced will be manufactured after November 1. Also this will release approximately 1,300,000 man hours of direct labor for production of radio vacuum tubes and other war products.

Moving to conserve materials and production capacity in the incandescent and fluorescent lamp industry, the WPB in their order L-28-a stipulated that types of bulbs now made be reduced from 3500 to 1700. The cut will be accomplished through elimination of almost 2000 lamps of varying voltage, wattage, color, and other construction specifications.

There will be no curtailment in the total production of electric bulbs as a result of the action. It is expected that adequate supplies of the permitted types will be produced to compensate for those which will no longer be made.

It had been previously announced that through an order to be administered by the Radio and Radar Branch of the WPB that electronic devices involving the use of vacuum or gaseous tubes would be brought under further control.

Limitation Order L-183, effective October 3, covers considerably more ground than L-44, issued last Spring, which prohibits only the manufacture of civilian radio receiving sets. Although none of the provisions of the latter order is affected, the new order extends coverage to everything else used in the electronic field from microphones to antennae, and including tubes, parts and complete equipment.

It provides that no one may manufacture, fabricate, assemble or produce electronic devices in excess of a minimum inventory required to meet deliveries on orders rated A-3 or higher. Inventories are permitted up to a 45-day supply, but may not in any case exceed 12½ percent of total 1941 sales.

L-183 further provides that no transfers may be made except on orders rated A-3 or higher. Where the manufacture, assembly, production or transfer of electronic equipment for specific purposes is governed by other limitation orders, the latter orders shall apply, as in the case of L-44.

Specifically excepted from the provisions of L-183 are electronic devices used in hearing aids, telephone and telegraph equipment, medical and therapeutic equipment and light and power equipment.

Other types of devices covered by the order include black-out controls, signal equipment, traffic counters, color sorters, thickness indicators, remote control apparatus, door openers, radio repair and replacement parts, etc.

All of these items utilize vacuum tubes and parts similar to those used in radio equipment for which there is a great demand by the military services. The order is designed to prevent production of non-essential electronic devices so that necessary parts will be available for direct military use.

The order makes no change in the manner in which a person buys replacement tubes and parts for his home receiving set. No rated order is necessary. However, distributors of such parts may now obtain them only through the use of Form PD-1X, the usual distributor's application for preference ratings.

Supplies of repair and replacement parts and tubes for this purpose are allocated to distributors on the basis of past sales. These items may then be resold to civilian consumers without ratings.

Material for maintenance and repair and operating supplies for essential civilian communications services may be obtained through the use of preference rating orders applying to the specific end use, such as P-129, covering radio communication. All other uses of electronic equipment must be approved through the medium of PA-1A or PD-200 and other forms of rating applications. Manufacturers of electronic equipment will continue to get their supplies of raw materials through PRP.

It is estimated that approximately 500 manufacturers producing about 700 items will be affected by the order. Since a large portion of the electronic equipment covered by the order is used for essential requirements, it is not expected that raw materials savings will be great. However, the limitation on the manufacture of some less essential devices will effect some saving. Primarily the order is intended to channel equipment to essential uses.

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"When the radio is turned on, it is a battle between popular music and news", "Private S.K." writes in the Nation. "That there is a battle shows that there is a group of men who care. Today it is popular music that wins. With the right kind of leadership news would win every time."

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ASCAP MODIFIES PERFORMING CREDITS METHOD

At a meeting of the Publishers Classification Committee of the American Society of Composers in New York, the present method of allocating performance credits was modified as follows to become effective as of the first quarter of 1943:

1. The amount allocated to seniority is changed from 20% as heretofore, to 15%, with no ceiling. Seniority is to commence after two years of membership.

2. The amount allocated to availability is to remain as heretofore - 30%. Availability is to be classified by twelve publisher members of the Board, instead of the present elected 7.

3. The amount allocated to performance is to be increased from 50% as heretofore, to 55%. In determining performance credits, the following values are to be given: (a) Performance on a night commercial rate program - one point; (b) Performance on any other commercial rate program - 3/4 point; (c) Performance on a sustaining program at any hour of the day or night - 1/2 point.

(d) Theme Songs - A theme song will only receive one credit on one program, irrespective of the number of uses on that program, as follows:

A theme song on a commercial rate program will receive the same credit as any other song on such commercial program.

A theme song on a sustaining program will receive 1/10th of a point, irrespective of the hour or day of the week when such program is given.

(e) Copyright arrangements - All works in the public domain - The Committee recognizes that these arrangements are of different character and are consequently entitled to different treatment, as follows:

The least important of these arrangements is of the type of "Home, Sweet Home"; "Old Black Joe", etc. This type of arrangement will receive 1/10th of a point, irrespective of the program on which it is used.

The next classification will embrace arrangements usually orchestral in character, which represent the expenditure of substantial money by the publisher. It is not necessary to name illustrations, but all publishers recognize that frequently a very large work is condensed into form making it performable by small orchestras. Each such arrangement when submitted to and approved by the Classification Committee is to receive 1/5th of a point, irrespective of the program on which it is used.

The third classification will include works which, although based on public domain numbers, contain so much new material as to justify their classification as new works. This classification will include works such as "Reverie", based on Debussy and "Concerto for Two", based on Tschaikovsky. These works will receive the performance credit to which they would be entitled as new works, based on the program in which they are used.

(f) Symphony and symphonic works - 3 points, irrespective of the programs on which it is used.

(g) Background cue music, as hereinafter defined, shall be entitled to one-twentieth of a point credit. By background cue music is meant music written primarily for use as background or bridge music or excerpts from musical works other than well-known and recognized original musical compositions when used as background or bridge music (or similar uses) in dramatic programs, or programs of a similar character. In case there shall be any question as to whether any particular use or uses shall come under this category, the Classification Committee shall decide.

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NEXT MOVES IN PETRILLO FIGHT UP TO SENATE AND COURTS

Senate hearings in the Petrillo case were recessed last Monday with the appearance on the witness stand of Joseph Padway, counsel for the American Federation of Musicians, who vigorously defended the music Czar's patriotism and the latter's motive in warring on the broadcast stations.

Senator Worth D. Clark (D.), of Idaho, will now make every effort to have the Senate pass his resolution for a more thorough investigation of the American Federation of Musicians in the hope that it may result in remedial legislation. Messrs. Padway and Arnold stated that they would do all they could to expedite Court action scheduled for October 12 in the Federal District Court in Chicago for a preliminary injunction against the ban. To the disappointment of Capitol Hill, Mr. Petrillo himself did not put in an appearance at the Senate hearings but no doubt will be the central figure in later proceedings.

Counsel Padway said the Union's ban against recordings and transcriptions for radio stations and "juke boxes" had been voted unanimously by the union at conventions and that the union was not "dominated in any way" by its president.

Mr. Padway testified that the union "never refused the President, the Army, the Navy or any military agency when they requested music for soldiers or for patriotic purposes". He added that no organization in the country was more patriotic and that the union musicians had "given hundreds of thousands of dollars of their time" free to Army and Navy programs.

Mr. Arnold termed the union's action an attempt to destroy "small independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phonograph records and electrical transcriptions, because they have adopted new inventions for the rendition of music."

The head of the Justice Department's Anti-Trust Division reviewed legislation dealing with attempts to prevent restraints of trade by labor organizations. He said the Supreme Court had left undecided three questions:

Whether a union could use coercion or destroy an independent business not directly employing union members.

Whether it could prevent voluntary groups who do not seek employment "from rendering services without pay".

Mr. Arnold said the questions had nothing to do with "wages hours, health, safety or the right of collective bargaining" and the ban was "against the selfish interests of labor as a whole".

In the Petrillo ban, he declared, "the object sought is an alliance between broadcasters and others in order to keep mechanical music off the market except at prohibitive terms."

"We intend to argue and we believe the court will hold that this is a combination of a labor group with a non-labor group which puts the case beyond the exemption of the Sherman Act", he said, adding that there was no Supreme Court decision dealing with the questions.

Senator Clark, remarking that "time was of the essence", asked Mr. Arnold if he did not believe that whichever way the decision went and appeal would be taken, involving delay and continuation of the present situation which, the Committee had been assured by Elmer Davis of the Office of War Information and James L. Fly, Chairman of the Federal Communications Commission, not only "struck at the heart of broadcasting" but was inimical to the nation's war effort.

Mr. Arnold conceded it was impossible to predict when the case would reach the Supreme Court. The action of the Committee in no way interfered with the Government case, but he suggested that it would be difficult to enact legislation dealing specifically with the issues involved.

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RCA LABORATORIES TO BE DEDICATED NEXT SUNDAY

Invitations have been issued for the dedication ceremonies of the RCA Laboratories at Princeton, N. J., next Sunday, September 27, at 11:30 A.M. This will be followed by a buffet luncheon.

Special arrangements for guests have been made on the trains leaving the Pennsylvania Station in New York and the Broad Street Station in Philadelphia respectively at 10 A.M. Trains returning to New York and Philadelphia will leave Princeton Junction about 3:50 P.M.

For the information of motorists, the RCA Laboratories site is near the Penn's Neck Traffic circle, which is at the intersection of Route No. 1 and Washington Road, midway between Princeton and Princeton Junction.

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"PETRILLO IS JUST ONE MAN", SAYS CRITIC

Taking another swat at Mr. Petrillo, the New York Times said editorially last Saturday (Sept. 19):

"James C. Petrillo may be performing a real public service, though not one that he intends. He may succeed in doing what no other labor leader has done. He may clarify the thinking of Congress and the Administration on at least a few points about labor legislation.

"Senator Clark of Idaho has the right idea. He is not content merely in condemning Mr. Petrillo as an individual. He introduced a resolution to determine whether corrective legislation is necessary. Hearings on this resolution are now being held. Elmer Davis has testified that Mr. Petrillo's ban on new transcriptions and recordings by musicians for use over the radio "threatens the continued existence" of many smaller radio stations vitally necessary to the national war effort.

"It should hardly be necessary to point out that Mr. Petrillo's high-handed actions are indefensible from the economic standpoint. He is grossly mistaken, for example, when he assumes that if he forbids radio stations and restaurants to use records they will have to use orchestras and bands. The public will simply hear less music. The small radio stations and restaurants will not be able to afford it. As the Department of Justice declares, Mr. Petrillo is trying to force employers and the consuming public to pay for 'a private system of unemployment relief'. He is trying to relieve his unemployed union members, even at a time of sharp labor shortage, 'from the competitive necessity of learning how to do a different kind of job'.

"It is the duty of the Senate investigating group holding hearings on the Clark resolution to learn in detail just how the present network of labor laws and court interpretations, and the recent policies of the Congress and the Administration, have combined to place such amazing dictatorial powers as Mr. Petrillo's in the hands of a private individual. What part has been played, for example, by the Supreme Court's decision that labor unions enjoy sweeping immunities from the anti-trust acts (together with Congress's failure to act after that decision)? What part has been played by the Supreme Court's decision that labor enjoys sweeping immunities from the Federal Anti-Racketeering Act (together with Congress's similar failure to act)? What part has been played by the Wagner Act, which forces employers to recognize unions but contains nothing whatever to compel such unions to conduct their affairs responsibly? What part has been played by a state of law which forces an individual to join a union, whether he wants to or not, because his source of livelihood would otherwise be cut off, by boycotts of himself and his employers, or by other means? These are the sort of questions that must now be asked, and not whether James Caesar Petrillo is or is not personally a fine, patriotic fellow.

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STATIONS ASKED TO APPOINT WAR PROGRAM MANAGERS

The following memorandum has been sent to all station managers by William B. Lewis, Chief, Radio Bureau of the Office of War Information:

"Occasional letters from stations tell us that correspondence has gone astray. We feel that this is a fault of our mailing lists and a rather serious obstacle to our joint cooperation in the war effort.

"Therefore, in order that the Radio Bureau of the Office of War Information may maintain truly effective contact with your station, will you please appoint someone as your 'War Program Manager' and official OWI Radio Bureau contact.

"Upon receipt of this name, all Background Material Bulletins, transcriptions, and specific information with regard to programming and policy, urgent campaigns and telegrams relating to these will be so addressed, for channeling within your organization. Background Material pamphlets will, of course, continue to be sent direct to writers who have asked for them."

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MULLEN SAYS 92% U.S. HEARD FDR PEARL HARBOR TALK

Addressing his fellow fraternity members at the annual convention of the Alpha Gamma Rho Fraternity in Chicago, Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company declared that when President Roosevelt spoke over the radio on Tuesday following Pearl Harbor, he reached the greatest radio audience in all history - that 92% of all our citizens heard him.

"Here are a few interesting radio facts: In all the world, there are 2,481 radio stations - and more than 108 million radio sets", Mr. Mullen said. In the Axis Nations, there are 271 radio stations and 33 million radio sets. In the United and Neutral Nations, there are 2,210 radio stations and 75 million radio sets - eight times as many sets as in the Axis Nations.

"Thus we see that the United States alone has nearly four times as many radio stations as in all Axis Nations combined - and nearly twice as many radio sets. The United States total: 924 stations, 56 million radio sets.

"In radio sets per thousand population, the United and Neutral Nations have 47 per thousand; the Axis Nations 62 per thousand; in the United States itself there are 425 sets for every thousand people. In other words, there are nearly seven times as many sets per thousand people in the United States as in the Axis Nations. The United States has 37 per cent of the world's radio stations, 924 out of 2,481. In short, a total of 30,600,000 United States radio families depend upon the 924 stations of our country for entertainment, information and education.

"When war came to the United States, radio's public service immediately became war service for our entire industry of 924 stations, four national networks and 25,000 employees.

"Today broadcasting plays a major role in - 1) Selling the country that 'This Is War'; 2) Telling the nation of the progress of the war; 3) Improving international relations; 4) Mobilizing the nation's youth; 5) Gearing civilian life to a war economy, and 6) Keeping the world informed of U. S. war aims and efforts."

"The day is coming when television will bring sight from any point in the world into your own home; a day when a man can sit in his living room here in Chicago and see what is going on in New York, London, Bangkok, Manila."

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SEES EQUIPMENT SHORTAGE CHALLENGE TO POLICE RADIO

The equipment shortage of police radio is a challenge to every Police Department, James L. Fly, Chairman, Federal Communications Commission said in a talk before the Conference of International Association of Chiefs of Police in New York City today (September 22).

"The additional burdens which present wartime conditions have placed upon municipal and State police communications systems are, indeed, heavy. There are greatly increased demands for protection of the public and of important industrial plants, transportation arteries, public utility properties, public buildings and other vital wartime spots.

"These wartime burdens create a great demand for increased radio facilities to ensure the most effective performance of each of these jobs. For radio furnishes a speed in communication which cannot be obtained otherwise. And speed in communication is essential to the production of maximum results, in particular the quickest possible mobilization of our protective forces at the crucial spot.

"A good indication of the increased demand for police facilities is the flow of applications to the Federal Communications Commission", Mr. Fly said. "Since December 7, 1941, the Commission has handled applications at the rate of almost 20 a day, covering on the average of about 5 transmitters per application. This is just about double the rate during the six months preceding, which itself, because of the defense program, was considerably expanded over normal times. In the three months following Pearl Harbor, 1800 applications were acted upon.

"Despite the need for new police facilities, with which you are most familiar, the Federal Communications Commission, acting upon recommendation of the Board of War Communications, has adopted a policy severely restricting the granting of licenses for police as well as other facilities. It may properly be asked 'Why'. The answer is a simple one, and convincing.

"On July 7th of this year, the Commission, pursuant to a recommendation made to it and the War Productions Board by the Board of War Communications, adopted the policy, until further notice

"of not granting any application for an authorization which involves the use of any materials to construct or change the transmitting facilities of ...(among other classes of stations)... any...station operating in the Emergency...Radio Service... (which includes all police stations)....; except where it appears that the facilities to be constructed or changed will serve either (1) an essential military need or (2) a vital public need which cannot otherwise be met."

"The reason for the policy is apparent on its face in the reference to 'use of materials'. For it is there that we have the crucial bottleneck in radio facilities. There just are not enough materials, especially of certain minerals and metals, to meet both military and civilian demands. And, under those circumstances, the necessary policy of 'First Things First' means that direct military needs, so far as possible, must be given precedence over civilian requirements. I need mention only a few which are especially critical and which in large part produce our problem of a restricted supply of radio equipment. These are mica, copper and quartz. Most of our mica (used for insulation purposes) comes from India, although deposits in Brazil, Argentina, Canada, at home and elsewhere are now beginning to be exploited. Almost every pound of our quartz (used for crystals in radios) has to be brought from Brazil. And though we have our own supplies of copper (needed for communications equipment and gun shells) we don't have enough. In the case of each of these, the demands of the armed services nearly equal and perhaps exceed the available supply. This means, of course, that in order not to take away highly important electrical and radio equipment, and shells from the Army and Navy, allocations of mica, quartz and copper for civilian use must be limited to absolutely essential purposes only. Moreover, materials like men are expendable, and in view of the shortage, present reserves of equipment must be conserved in order to maintain essential existing service. I think you will agree, therefore, that the restrictions imposed are necessary. But there is not an absolute prohibition against authorizations involving the use of materials. There are two exceptions.

"The first is the case of an essential military need. I shall not discuss that point today, since the Commission will necessarily seek an authoritative statement from the armed services.

"The second is the case of a vital public need which cannot otherwise be met. As to that, I cannot, of course, give you any blueprint of future Commission action. Of necessity, the decision must rest upon the facts in each particular case. But the Commission has, just a week ago, announced certain general requirements which must be met."

"We have thus far considered why our police radio service must do 'more with less'. An Open Sesame to the how of it would be agreeable. But I have none to offer, and there is none, of course. Still, it is not merely a problem we recognize; it is a challenge we must meet. That challenge is to get the greatest and best possible

use out of what we have. Primarily, this is a job for each police department in its own operations. In certain respects, however, it is a job calling for the cooperation of the Federal Communications Commission."

"A possibility which holds some prospect of making a fuller and more effective use of available radio facilities is the coordination of local radio stations. The Rules of the Commission governing municipal police radio stations provide for cooperative service between units of local government. And provision is made in the Rules governing the War Emergency Radio Service for a similar service. Whereas these provisions are intended primarily for the case where the adjacent city does not have its own system, the Board of War Communications has just requested that the Commission investigate the whole subject of police communications with a view to eliminating unnecessary overlapping and duplication of service through the coordination or consolidation of existing facilities. You may rest assured, however, that this and other responsible police organizations will be consulted before any consolidation of police systems is ordered by the Commission or the BWC. It is not uncommon now for city, county and State police to have an arrangement whereby the land station of one of them will mother the mobile units or one of the others as well as its own. With an understanding of this problem, local police can and I am sure will achieve much more in this field."

"A much more rigorous application of the requirement of limiting power to an amount consistent with satisfactory technical operation under local conditions is called for. Such a limitation will afford much greater assurance of the continuity and security of service. In general, it will prolong the life of all equipment. In particular, it will both conserve tubes in use, and, by reason of the greater availability of low power tubes, give a better prospect for obtaining the replacements which will be necessary for continued operation. Tube life can thus be doubled. I am informed by the engineers that power can in many cases be reduced by as much as 50% without impairing the quality of service. In view of the necessity of doing more with less, I wish especially to urge all of you, together with your communications officers, to accomplish just as much as you can along this line. This will be a benefit to you and to the nation."

"As I have said, this problem of an equipment shortage is a challenge - a challenge primarily to each police department. The problem of shortages, of course, is a challenge which every civilian and every civilian activity must meet. It is a challenge to our ingenuity, our industry, our will to do what is necessary in order that the victory we expect may be won and won soon. The police of this country have been most progressive in adopting developments in the means of communication to the most effective discharge of their duties. Almost 14,000 radio transmitters are now in use for police purposes. I have an abiding confidence, that with this record of accomplishment, and with this valuable equipment, the police organizations will effectively meet this challenge - of doing more with less."

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 ::::TRADE NOTES::::
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Arthur D. ("Jess") Willard, Manager of Station WJSV, has been named head of the Washington YMCA's annual membership drive for a second successive year. The campaign, which will run from October 2 to 23, has as its goal 1,350 new members and as its slogan "Health for Victory".

Mr. Willard broke all records in the number of new members obtained last year under his direction. Assisting him will be three divisions of teams, to be known as the Army, Navy and Marines. The present membership of the Y.M.C.A. is 5,544.

 The Canadian Government has approved the immediate establishment of a high-power short-wave broadcasting station at Sackville, New Brunswick, at a cost of \$800,000. This project was recommended by the House of Commons Radio Committee as a necessary war measure. The station will be administered and operated by the Canadian Broadcasting Corporation.

 Majestic Radio and Television Corporation - Year to May 31: Net loss \$51,512, compared with \$189,668 loss for the period covering August 9, 1940, to May 31, 1941. Net sales totaled \$2,785,654 and \$173,205, respectively.

 In his column the "Washington Merry-Go-Round", Drew Pearson in a story captioned "Executives Get Fattest Pay in History" mentioned among others J. S. Knowlson, right-hand dollar-a-year assistant to Donald M. Nelson of the WPB, as receiving \$91,000 annual salary as President of Stewart-Warner in Chicago.

 Samuel Chotzinoff, music critic, musician and official intermission commentator for the NBC Symphony Orchestra broadcasts, has been appointed Manager of the Music Division of the NBC's Program Department. The critic, who has been associated this year with the Blue Network Company as director of serious music, assumes his new post coincidentally with the return of the NBC Symphony Orchestra to the NBC network on September 27.

 The Signal Corps Civilian Training Section of the Second Service Command will open a radio school in New York City to train 540 men in radio operation. The twelve-week course will begin about October 15, and it is expected that after the first class another will be trained. While attending the course men will receive \$85 a month. Upon completing it they will enter the Army as enlisted men in the Signal Corps. Applicants must be between 18 and 45; in good physical and mental health and pass examinations showing their aptitude for this work.

 With a high bid of \$71,200, the National Broadcasting Company won exclusive broadcasting rights for the Joe Louis-Billy Conn title fight to be staged in Yankee Stadium October 12 for the Army Emergency Relief. The broadcast will be sponsored by P. Lorillard & Co. for Old Gold Cigarettes.

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