

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
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No. 1477

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November 3, 1942

COMMUNICATION EQUIPMENT MAKERS DEFERMENTS LISTED

A list of the critical occupations in the production of communication equipment including radios and radio equipment, radar, telephone and telegraph equipment, television and signalling apparatus was sent to the draft boards last week to guide them in considering deferment. This Selective Service Order for radio and radar manufacturers follows issuance of a similar bulletin (Occupational Bulletin No. 27) covering communication services including radio broadcasting, telephone, telegraph and newspapers.

"The list of occupations in the production of communication equipment are those requiring a reasonable degree of training, qualification, or skill to perform the duties involved", Maj. Gen. Hershey, Selective Service Director, advised. "The list is confined to those occupations which require six months or more of training and preparation."

The critical occupations for the manufacturers of communication equipment (Occupational Bulletin No. 32) listed were:

Accountant, Cost, Assembler (This title includes only those workers who assemble component parts of complicated radio equipment, radar, telephone and telegraph equipment, television, and signalling apparatus into complete units); Boring-Machine Operator (All Around); Boring-Mill Operator (All Around); Chemist; Coremaker (All Around); Die Maker; Electroplater (All Around); Engineer, Professional & Technical; Foreman (This title covers Foremen who are actually engaged in supervisory duties in connection with production of communication equipment such as radio and radio equipment; radar, telephone and telegraph equipment, television, and signalling apparatus and who exercise independent judgment and assume extensive responsibility for the product. Specitically included are such titles as Foreman, Quartz Crystal Cutting, Foreman, Radar Equipment, and the like. It does not include straw bosses or laboring gang Foremen.)

Also, Gear Cutter (All Around); Grinder, Precision; Inspector, Gage; Inspector, Radio, Grid and Radar; Instrument Maker; Lathe Operator (All Around); Machine Tool Set-up Man; Machinist (All Around); Manager, Employment and Personnel, Production, Traffic; Mechanic, Maintenance; Melter (All Around); Metal Planer (All Around); Metal Shaper (All Around); Metallurgist; Milling Machine Operator (All Around); Molder (All Around); Patternmaker (All Around); Physicist; Profiling Machine Operator (All Around); Radio Crystal Engineer; Repairman, Defective Radio and Radar Equipment; Tester and Adjustor; Tool Maker.

WPB officials have advised the Radio Manufacturers' Association that Occupational Bulletin No. 32 does not provide for

automatic deferment of any employees among the 35 classifications. Manufacturers still must apply on SSS Form 42-A for deferment of essential or "key" employees, and manufacturers' personnel managers should handle appeals to local draft boards, based on the essential employment of employees as covered by Bulletin No. 32. Deferment is limited to a six months' period.

Information to RMA from trade associations of other industries, which have had similar Selective Service deferment classifications, is that the Selective Service bulletins to local draft boards have not been largely effective in securing deferment. Therefore, the Selective Service action in connection with employees of radio manufacturers does not insure draft deferment, merely because of the issuance of Occupational Bulletin No. 32. This is simply official information and guidance to local draft boards of the classifications of radio manufacturers' employees considered essential, and which should be given due consideration by local draft boards.

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U.S. LEASES SHORT-WAVE STATIONS FOR DURATION

The Government has leased the short wave broadcasting facilities of five companies for the duration of the emergency, the Office of War Information and the Office of the Coordinator of Inter-American Affairs jointly announced last Saturday.

Under the terms of the lease, the broadcasters are to continue operating their facilities, without profit, in return for which the Government will pay the cost of operations. In effect, the Government is buying the shortwave broadcast time from the five companies for the duration of the emergency.

The United States, for the period of the war, will use these facilities for preparing and transmitting its own short wave programs. The Government has arranged to build certain of its short wave programs in collaboration with the programming staffs of the Columbia Broadcasting System and the National Broadcasting Company.

The facilities of the ten stations operated by the five companies involved in the leasing transaction will serve as a nucleus for the Government's short wave expansion program which, according to present plans, calls for the construction of twenty-two additional short wave transmitters.

The purpose of the Government's action is two-fold. First, it will materially improve reception of United States short wave broadcasts all over the world thereby effectively increasing the listening audience. Secondly, it will improve the quality of short wave programs by the coordination of news and other material broadcast for international consumption.

The companies which have leased their international broadcasting facilities to the Government are the Columbia Broadcasting System, the Crosley Corporation, the General Electric Company, the National Broadcasting Company and Westinghouse Radio Stations, Inc.

The ten short wave stations owned by these companies are:

Columbia Broadcasting System Stations: WCRC, WCBX, WCDA, New York; Crosley Corporation Station: WLWO, Cincinnati; General Electric Company Stations: WGEO, WGEA, Schenectady, KGEI, San Francisco; National Broadcasting Company Stations: WRCA, WNBI, New York; Westinghouse Radio Stations, Inc. Station: WBOS, Boston.

Negotiations for the Government were conducted jointly by the Office of War Information and the Office of the Coordinator of Inter-American Affairs. Two-thirds of the time leased from the radio companies will be used by the Overseas Division of the Office of War Information headed by Robert E. Sherwood. The remaining time will be used by the Information Department of the Office of the Coordinator of Inter-American Affairs, headed by Wallace K. Harrison, which will broadcast programs to the other American republics.

Elmer Davis, Director of the Office of War Information, in commenting on the agreement, said:

"International Radio Broadcasting is an important weapon in this war. This fact has been proved by our enemies. They use this weapon constantly and powerfully. Their ammunition is falsehood. Our ammunition is truth.

"The various shortwave broadcasters are showing a fine sense of public service in cooperation with the Government in this emergency. This cooperation will continue. We expect to increase our broadcasting facilities so that the voice of America will be heard clearly by our allies and our enemies, and neutral nations everywhere.

"One of the most important aspects of our shortwave broadcasting is programs of news from home sent to our own forces in all parts of the world."

Nelson A. Rockefeller, Coordinator of Inter-American Affairs said:

"Short wave broadcasting is of great importance in the inter-American program, for it is a significant medium of communication among the allies and neighbors of the new world.

"Hemisphere cooperation can have real meaning only with the fullest participation of the people of the 21 American republics. Such participation is dependent upon wide knowledge and understanding, which can be materially fostered by improvement and expansion of short-wave broadcasting facilities.

"These new agreements, reached with the fullest cooperation of the radio industry, signal an important step forward toward the inter-American goal."

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G.E. EXEC FIRST TO JOIN U.S. IN SHORT-WAVE TRANSFER

As one of the first moves in the Government taking over the short-wave stations, John R. Sheehan, Program Manager of WGEO and WGEA, General Electric's international outlets in Schenectady, will join the Office of War Information, it was announced by Robert S. Peare, Manager of G.E. broadcasting. Similar moves on the part of the other companies are expected to follow.

All of the program staffs of the stations, as well as KGEI, G. E. short-wave station in San Francisco, Mr. Peare said, are expected to be placed shortly with OWI, the Coordinator of Inter-American Affairs, or by General Electric in other departments of the Company.

"The Government has leased all of the air time of the three powerful international stations but G.E. retains title and G.E. engineers will continue to operate them. Mr. Sheehan is a veteran in the field of international broadcasting and we are glad to have the Government make use of his talents", said Mr. Peare.

In his new post, Mr. Sheehan will work in New York as assistant to F. P. Nelson, Manager of the Bronze Network which connects the short-wave stations of the country, and will be concerned with the scheduling and transmission of programs in many languages to Europe, Asia, Africa and Australia.

Mr. Sheehan has been connected with General Electric broadcasting since 1934 and has been in charge of programs of the two short-wave stations since 1939. During this period the power of WGEO has been increased from 35 to 100 kilowatts and WGEA from 25 to 50 kilowatts. Languages used by the stations have been increased from three to eleven and the program hours more than doubled. WGEO has twice shared George Foster Peabody awards for public service.

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RADIO CAPACITORS EXCLUDED FROM PRICE CONTROL

Radio fixed capacitors for military use, critical items in the war program, last Saturday were excluded from price control until January 1, 1943.

Capacitors, also known as condensers, are essential parts of radio sets. Production of military radio capacitors is expanding at a rapid rate. Because of the uncertainties surrounding this development, the Office of Price Administration authorized the exemption until January 1, by which time it is believed the expansion program will be completed and pricing can be stabilized under OPA regulation.

Exclusion from price control is effected through Amendment No. 36 to Maximum Price Regulation No. 136 as Amended (Machines and Parts and Machinery Services).

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ANDY JACKSON (WITHOUT RADIO) KEPT RIGHT ON FIGHTING

James L. Fly, Chairman of the Federal Communications Commission, in an address over the National Broadcasting Company last Saturday night, told how instantaneous communication was playing a major part in modern warfare.

"Modern means of communication have played a large part in making the world in which we live a small world, just as they have tended to knit together the great stretches of this country. A vast array of interlacing circuits of communication, both wire and wireless, extends from the Atlantic to the Pacific, and from the Rio Grande to the Great Lakes. Similarly, a system of instantaneous communication radiates to the various other countries of the world.

"The people of Athens waited for hours for news of the outcome of the Battle of Marathon but twenty-five miles away. And not so long ago General Jackson fought and won the Battle of New Orleans a couple of weeks after the signing of a peace treaty to end the War of 1812.

"Now, electric impulses project messages, voices and pictures over land, under water and through the air from the farthest regions of the globe. Events anywhere are regular newspaper fare in the course of hours. Political, commercial and social undertakings can be consummated in minutes by parties separated by thousands of miles. Distance is now no barrier to the prompt transmission of intelligence or to the movement of goods or persons rapidly to their destination. In terms of speed of communications, days, and even months have become minutes, or even seconds. Whatever be the character of the world of tomorrow, it will be one world. Modern communications and transportation make this an inexorable fact.

"You sit now at the center of the earth's surface. In a more practical sense your homes and your offices are centers of a world-wide system of instantaneous communication. Tonight I want to remind you of your own relation to this far flung scheme of communications. For to a great extent the same system which brings together people and nations functions also as the nerve paths of our national war economy and of our military operations on the widely scattered fronts of the world.

"The wire telegraph, the cable and the radiotelegraph, the telephone and the radio have become woven into the fabric of our every-day life perhaps even more than have the motor car, the train, the steamship, the airplane. That transportation is an essential part of waging war is evident in the ship sinkings off our coast, in discussions of a second front, in 65° temperatures in our homes, and in many other ways. The role of communications has appeared less spectacularly. Yet they make possible the coordination of today's complex and widespread operations of land, sea and air forces. From afar they guide the movements of fleets, of armies, and of continuing streams of supplies. Through them local commanding officers guide individual ships, airforce squadrons, tank units. Without

them, there would hardly be modern mechanized war. Communications, like transportation, makes one-third of the battle. The last third is striking power. To quote Brigadier General Code of the Army Signal Corps: "Without communications the guns, the ammunition and troops that constitute fire power can neither be directed to the strategic point, at the crucial moment, nor can they strike with full impact once they are there."

"These military communications at frequent junctures mesh into our regular international and domestic systems. Together they carry the total load of the military forces, of our Government and of our civilian war economy. Telephone, telegraph and radio carry the messages, the orders, the information, and the propaganda necessary to carry on effectively the manifold operations both at home and abroad. They are, therefore, essential resources which we must make every effort to conserve and to maintain in efficient operation.

"In the international sphere, we have moved to achieve a comprehensive and secure system for prompt communication adequate for wartime needs. New direct circuits had to be established to the Near East, to the west coast of Africa, to Australia and New Zealand, to China and many other places where the war takes our military forces, our air transports, and our government and business representatives. Provision was made for alternative circuits to every important place to ensure continuity of communications in case a radio telegraph transmitter should be bombed, or a cable cut. Measures against possible sabotage of important facilities were required. And censorship of all messages sent out of the country and even prohibition of telephone calls to certain points were necessary. At the same time, through the cooperation of the American and foreign carriers, messages to and from our soldiers on most of the fronts are now carried across the oceans at a very low rate."

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GOVERNMENT HIGH-UPS GREET NBC'S NEWS CHIEF

Government officials in the war radio set-up made the personal acquaintance of William F. Brooks, of New York, the new National Broadcasting Company Director of News and Special Events, at a cocktail party given last Saturday in Washington by Frank M. Russell, NBC resident Vice-President. Mr. Russell was assisted in receiving by Carleton D. Smith, Manager of NBC in Washington and presidential announcer.

Among those who attended were Byron Price, Director of Censorship; J. Harold Ryan, Assistant Director of Censorship in Charge of Radio; Lieut. Col. E. M. Kirby, Chief of the Radio Branch of the War Department; Harrison Hardley, of the Navy radio; Vincent Callahan of the Treasury Department, and Paul Miller, head of the Associated Press Bureau in Washington.

Mr. Brooks himself is an old Associated Press man, having been before the 1st World War, for 14 years the Director General of the Great Britain A.P. office and General Manager of the A.P. in

Germany. Later Mr. Brooks was the operating head of Forbes Magazine. Recently the News and Special Events Section was taken out of the Program Department and given considerable more importance as a department of its own.

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OWI AND ROCKEFELLER CRACK DOWN ON WALTER LEMMON

Unprecedented in severity in dealing with a matter of this kind, the Office of War Information and the Coordinator of Inter-American Affairs Monday issued the following joint statement in connection with the United States taking over the short-wave stations.

"Mr. Walter Lemmon states that he has not yet signed the proposed government leasing contract 'because no provision has as yet been made to safeguard the tremendous audiences (Station WRUL) has already built up in all parts of Europe.'

"This statement is not accurate.

"Mr. Lemmon has not yet signed because of a disagreement over the sum which the Government should pay for the facilities of WRUL.

"Station WRUL is owned by the World Wide Broadcasting Corporation, of which Mr. Lemmon is the majority stockholder. This is presumably a non-profit corporation. But, in the opinion of the Office of War Information, the Coordinator of Inter-American Affairs, and the Federal Communications Commission, the sum demanded by Mr. Lemmon from the Government would give the corporation a substantial annual profit.

"All contracts with short wave broadcasters have been on a cost basis. In all cases, except that of WRUL, there has been full agreement between the Government agencies and the private companies as to what constitutes a fair price. WRUL has for some time past been receiving a subsidy from the United States Government."

As a Lieutenant Commander in the Navy in 1917-19, Mr. Lemmon was engaged in training radio operators and engineering officers. Since 1933 he has been General Manager of the Radiotype Division of the International Business Machines Corporation, 590 Madison Avenue, New York City.

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Theodore Granik, founder of the "American Forum of the Air", Mutual Broadcasting System radio program, has been named spokesman and national General Counsel for the American Business Congress, a country-wide organization of little businessmen.

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ARMY-NAVY "E" TO SYLVANIA FOR TUBE PRODUCTION RECORD

Rear Admiral Charles W. Fisher, Director of Shore Establishments, U. S. Navy, will make the presentation of the Army-Navy "E" Burgee to the Emporium, Pa. employees and plants of the Sylvania Electric Products Inc., in Emporium, Thursday, November 5th at 3:45 P.M.

Master of Ceremonies, Quentin Reynolds, will introduce the guests and notables which will include Lieut. General J. T. McNarney, Deputy Chief of Staff, U. S. Army, who will give a tribute to Sylvania and to Emporium. Lieut. Gen. McNarney is an Emporium native son.

In the announcement of the award made by Under Secretary of the Navy James Forrestal, the Emporium employees and plants were congratulated for their fine achievement in war production work and "for making a record which has been made only to be broken".

President B. G. Erskine will receive the plant flag from Rear Admiral Fisher; an employee representative will receive the token "E" pin for all employees from Col. W. S. Diener, Commanding Officer, Central Office, Pennsylvania District, Internal Security Board.

Rear Admiral Fisher is a native of New York and during World War I served at Brest, France. In 1935, Admiral Fisher assumed duty in the Shore Establishments Division, Office of the Assistant Secretary of the Navy, and for the past three years he has been Director of Shore Establishments.

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HOWARD PETRIE, NBC ANNOUNCER, WINS DAVIS MEMORIAL AWARDS

Howard A. Petrie, WEA and NBC network announcer, has been named national winner in the 1942 H. P. Davis Memorial Announcers' Awards. The four sectional awards - one for each time zone - will go to Lorne Greene of Station CBL, Toronto; Fred Moore, WGL, Fort Wayne; Gil Verba, KOA, Denver; and Ted Meyers, KFI, Los Angeles. Judge A. L. Ashby, NBC Vice-President and General Counsel, presented the awards on an NBC network broadcast last Sunday.

The awards, which were established in 1933 by Mrs. H. P. Davis, in memory of her late husband, H. P. Davis, known as "the father of broadcasting", go each year to competing staff announcers of NBC owned, operated and affiliated stations. Judges select winners on the basis of personality, diction, adaptability, voice and versatility. The national winner receives a gold medal and a cash prize of \$300. Sectional winners receive inscribed signet rings and certificates.

In presenting the awards to the five recipients, Judge Ashby said:

"The full measure of the greatness of a man is seldom made during his lifetime. So it was with the late H. P. Davis. While those of us who were associated with him during his lifetime, realized that he was an engineer with vision, an administrator of unusual ability, a business man of peculiar creative force and a lover of human nature, yet, after his passing, we have discovered the quiet things which he did to perpetuate his philosophies. The H. P. Davis awards are such an illustration of the scope of Mr. Davis' activities.

"Long before his intimate associates at Westinghouse saw in the broadcasting of phonograph records from the temporary transmitter in the garage of Dr. Frank Conrad, any future or practical use to the listening public, Mr. Davis had caught the vision of mass entertainment and mass communication. He early dreamed of the vitalizing force of a national system of broadcasting stations which would transmit simultaneously, to the listening public, events of national and international importance, and the best in music, drama, current events, sports and religion. Knowing him as I did, I believe that this vision on his part was in the nature of a hobby, in that he found rest and relaxation in trying to bring it to full fruition. At this same time, he was supervising experiments in the Westinghouse laboratories in the field of television because he early felt that the transmission of sound and sight was clearly within the realm of practical possibility. Later he had the privilege of seeing these plans develop, when, for several years, he served as the first Chairman of the Board of the National Broadcasting Company.

"In times like these, when the world is torn by international strife and when we are constantly reminded of the tragedy incident to war, it is refreshing and hopeful to celebrate an event like the making of these awards. I say it is refreshing because it emphasizes the fact that even though human nature is at present torn by dissension, there are fundamentals which stand, which will be preserved, and which we look forward to enjoying in the future."

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RADIO EXEMPTION FROM TIN CONSERVATION ORDER

WPB soon will issue an interpretation of the Tin Conservation Order, the Radio Manufacturers' Association advises, M-43-a, as amended June 5, which restricts use of tin on a quarterly basis, to definitely exempt radio and radar manufacturers, except that the specifications for equipment of the Army and Navy Munitions Board will determine tin content for radio production purposes. Manufacturers have been uncertain whether the Tin Conservation Order, M-43-a, definitely exempted radio and radar apparatus production as a war "essential", and the prospective interpretation will definitely exempt radio manufacturers from the quarterly quota restrictions in the use of tin.

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 ::: TRADE NOTES :::
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The Federal Trade Commission has accepted from Benco-Forman Sales Co., Inc., 21 Maiden Lane, New York City, engaged in the sale of radios, washing machines and electrical appliances, a stipulation to cease and desist from representing that it is a distributor; that the prices at which it sells its merchandise are wholesale prices; that firms to which it introduces prospective customers sell their merchandise at wholesale prices; that it is a cooperative buying or purchasing organization; or that it is a representative of or purchasing agent for an association of cooperative buyers.

 In the New York Times last Sunday (November 1) there was a three column "Letter to the Editor" from Chairman James L. Fly of the Federal Communications Commission explaining the telegraph and telephone system that has just gone into effect.

 Apropos his broadcast last Sunday, Arturo Toscanini sent the following telegram to Deems Taylor, President of the American Society of Composers, Authors and Publishers:

"Will you please convey my sincere thanks to the Board of Directors of the American Society of Composers, Authors and Publishers for their expression of pleasure at the all-American program of my broadcast with the NBC Symphony Orchestra on Sunday next. It is not only a gesture of friendship to this great country but the motive which made me choose this program is a purely musical one, and I hope that younger conductors will continue to present more and more American music. With my best wishes to you."

 Station WRNL, Richmond Radio Corp., Richmond, Va., granted license by FCC to cover construction permit for changes in directional antenna for night use; granted authority to determine operating power by direct measurement of antenna power; granted license to use directional antenna as specified under construction permit.

 Twenty-three high-ranking commercial programs are now being carried by NBC short waves to United States armed forces stationed abroad. Of this number, all but three are rebroadcast by transcriptions, in order that the entertainment may reach camps and posts at times most convenient for listeners.

 A campaign against dealers in indecent phonograph recordings was order in Newark, N. J. after four owners of radio and music shops and another man had been arraigned before him on charges of possessing obscene records. The judge also ordered a warrant issued for the arrest of an undisclosed distributor alleged to have 10,000 objectionable records in stock.

Station W8XAL, The Crosley Corporation, granted application for extension of special experimental authorization heretofore granted to November 1, 1943, to operate a 1 kilowatt transmitter on frequency 6080 kilocycles, using AO and A1 emission for identification only, sharing time with Station WLWO.

With the cooperation of the entire station personnel, WOR has concluded what it says is the most successful 60-day sales campaign in its history, doubling the business ever done before in a similar period. The "New Business Front" campaign, which began on September 1, ended October 30 with 92 new business contracts signed, 20 of them representing advertisers who had never used WOR before.

Crosley Corporation and Subsidiaries - Nine months to Sept. 30: Net profit, \$764,698, or \$1.40 a share, against \$980,368, or \$1.79 a share, last year.

A. W. Kaney, better known to the radio industry as "Sen" Kaney, has been appointed Manager of NBC Station Relations for the Central Division, with headquarters in Chicago. Mr. Kaney joined Station KYW, Chicago, in 1922, soon after being graduated from Northwestern University Law School. He transferred to WGN where he remained six months until the formation of the NBC in 1926.

Station WJW, Cleveland, Ohio, has requested of the FCC modification of construction permit to change proposed location of transmitter locally, change type of transmitter, move studio to 815 Superior Ave., Cleveland, Ohio, make changes in directional antenna for day and night use, and extend commencement and completion dates from 8/15/42 and 1/13/43 to 60 days after grant and 180 days thereafter respectively.

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"DINTY" DOYLE NEW HEAD OF WABC PUBLICITY

J. E. "Dinty" Doyle has been appointed Director of WABC Publicity effective November 1, George Crandall, Acting Director of CBS Publicity has announced.

Mr. Doyle was Radio Editor of the San Francisco Chronicle, the New York American, the New York Journal-American and radio columnist for the syndicated Hearst Newspapers. He was head of publicity and promotion for the Billy Rose Aquacade at Golden Gate Exposition in San Francisco, and executive secretary of Radio Editors of America.

A native of Danvers, Mass., Mr. Doyle received his B.A. degree from the University of Maine in 1915; he worked after that in the Philippines, China and Japan as correspondent. In 1924 he returned to the United States and joined the Oakland Post-Enquirer.

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