

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

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No. 1480

## WARNS OF ENEMY AID THROUGH CONGRESSIONAL RECORD

Calling attention to a still uncensored source of news - the Congressional Record - Representative Edith Nourse Rogers, of Massachusetts, warned members of the House and Senate to be very careful what they say especially in the heat of debate as, through the Record, it could reach the enemy. Mrs. Rogers particularly cautioned against giving any information as to the advance movement of bombers, and so forth, for fear of giving information to the Axis. Also members were asked to use extra care in what they had inserted in the Record at the request of outsiders at this time.

Mrs. Rogers made these suggestions during the course of an address on the work of the Censorship Office and in praising the efforts of Byron Price, its Director.

"I find that the voluntary censorship code promulgated by the Office of Censorship hinges upon this provision: That all kinds and classes of news may be published or broadcast provided the information is given out by appropriate authority", Mrs. Rogers went on to say. "Under this method of operation, the War, Navy and other Government departments are free to give out what they think best and when thus officially authenticated the news automatically becomes publishable.

"I find that the Office of Censorship has always recognized Members of Congress as appropriate authorities for all information which comes to them officially. In the first place, they enjoy certain constitutional immunities. In the second place, they have access to the Congressional Record and can insert in it whatever information is permissible under the rules of the two Houses. The Office of Censorship has never felt it would be in a tenable position if it undertook to deny newspapers the privilege of printing, or radio the privilege of broadcasting, material already printed in the Congressional Record.

"For that reason, it is vastly important that the House and the Senate exercise especial care in not giving information on the floor of the Congress that might aid the enemy. It is easy in the heat of debate to say more than might be said on second thought.

"I am told the censorship operation is receiving splendid cooperation from press and radio. The Office of Censorship Codes list scores of topics which are not to be discussed publicly except upon appropriate authority. In addition, many doubtful cases arise. The conscientiousness of newspapers and radio stations is evidenced by the fact that inquiries regarding these doubtful cases come to the Office of Censorship at the rate of more than 100 a day. To my mind, this voluntary censorship by the press is one of the outstanding contributions to the war effort.

"It must be borne in mind that all of these things are being done by industries which are dependent in large measure for their livelihood upon the dissemination of information. If these industries can make the sacrifice, individuals having far less immediately at stake might well profit by the example."

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# CAPITAL OCD COMPLAINS OF RADIO "NEGLECT"

Because only one sponsor has responded to its appeal to broadcast from Washington for an all Civilian Defense audience, complaint is made that radio has neglected what is described as the "Arm Band Army".

Maintaining that every war effort organization has been repeatedly saluted by personal appearance of "name" acts and radio shows with the exception of Civilian Defense Volunteers, the District of Columbia Office of Civilian Defense announces in the following statement that it has set out "to change the situation":

"D.C. - O.C.D. says some 100,000 residents of the D. C. Metropolitan Area are 'displaying unselfish devotion in the patient performance of their often tiresome and always anonymous tasks.' That in doing this important neighborly work they are helping to fortify our National unity, and our real understanding of the fact that we are all in this war.

"D. C. - OCD has, accordingly, contacted various Advertising Agencies and sponsors with network participation radio shows with a view toward having them appear in the 'World's Capital at some future date. They are most grateful to Colgate, and J. Walter Thompson, for fine cooperation in scheduling 'True or False' for Washington on December 14th exclusively for Defense Volunteers; but are not so happy about the lukewarm reception their suggestions have received from other agencies and sponsors to date.

"U. S. Coordinator John Russell Young says that: 'Considering the sacrifice of time, and the willingness of volunteers to face danger in the protection of the community, Civilian Defense workers are entitled to as much consideration as the Service Camps, U.S.O., Stage Canteens, and civilian workers in defense plants.' In fact, Coordinator Young feels that, since Civilian Defense workers are 100% volunteers, their need for morale building entertainment is more important than in some of the other paid groups."

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SUB-COMMITTEE APPOINTED TO CONSIDER PETRILLO BILL

Chairman Burton K. Wheeler (D.), of Montana, of the Interstate Commerce Committee yesterday (Thursday) appointed a subcommittee to consider the bill by Senator D. Worth Clark (D.), of Idaho, which would make illegal any orders by Mr. Petrillo to ban the production of records or electrical transcriptions.

The members of the subcommittee will be Senators Charles W. Tobey (R), of New Hampshire; Wallace White (R), of Maine; James M. Tunnell (D.), of Delaware, and Ernest W. McFarland (D), of Arizona.

Senator Clark was designated as Chairman of the subcommittee and it is expected that hearings during which Mr. Petrillo very likely will appear, will begin at an early date.

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FAREWELL TO JESS WILLARD; HAIL TO BURKLAND AT WJSV

Assembled to say good-bye to "Jess" Willard, Manager of Station WJSV, Washington, who is leaving to take charge of the 50 KW CBS station WBT at Charlotte, North Carolina, and to greet Carl J. Burkland, Mr. Willard's successor, was a large group of friends and well-wishers at the Carlton in Washington last Tuesday.

Earl Gammons, new CBS Vice President in Washington, was in charge of the festivities and his Minnesota brand of hospitality even tolerated the presence of Carleton Smith, Manager of NBC's rival station WRC and Kenneth Berkeley, skipper of Blue's opposition Capital outlet, WMAL.

Among other notables present were J. Russell Young and Col. Charles W. Kutz, District Commissioners; Lieut. Col. E. M. Kirby of the War Department Radio Section; William Van Duzer, Director of Traffic; Robert V. Fleming, President of the Riggs National Bank; Clark Griffith, President of the Washington Baseball Team, and Eugene Meyer, publisher of the Washington Post.

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The following are the estimated costs as given by Variety of network programs (inclusive of actors, musicians, writers, directors, royalties, prizes, etc.) of new shows which have joined the NBC-CBS-MBS schedules in recent months, changed sponsors or revised their formats: Abbott & Costello, \$9,500; Fred Allen, \$11,500; Lionel Barrymore, \$7,500; Bob Burns, \$7,500; Camel Caravan, \$6,500; Raymond Clapper, \$750; Duffy's Tavern, \$4,750; Nelson Eddy, \$6,500; Earl Godwin, \$1,500; Great Musical Moments \$6,500; Al Jolson \$7,500; Radio Readers' Digest \$11,000; Screen Guild \$8,500; Dinah Shore \$1,750; Spotlight Bands \$6,000; Stage Door Canteen \$3,000; Raymond Gram Swing \$2,500; Orson Welles \$5,000.

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## EISENHOWER PICKS BUTCHER AS ONE WHO WOULDN'T YES HIM

How Harry Butcher, formerly Washington CBS Vice President, got sent for by Lieut. Gen. Dwight D. Eisenhower, Commanding officer of the African Invasion, to be one of his aides, was told in an article about the General which appeared in the Sunday magazine section of the New York Times recently. There was also a reference to Mr. Butcher in an article about General Eisenhower in Life. The Times article stated:

"The aide who lives with General Eisenhower in his London apartment is Lieut. Comdr. Harry C. Butcher who, before the war began uprooting people from their accustomed ways of life, was an executive of the Columbia Broadcasting Company. He felt called to do something actively toward defending his country and so joined the Navy, got a commission and was assigned to communications. Butcher was expected to serve out the war in that capacity until one night his wife, who is a friend of Mrs. Eisenhower, called him up and told him that his friend 'General Ike' had been assigned to command in the European theatre of war and 'that's not all'.

"It took quite a little doing for Lieut. Comdr. Butcher of the United States Navy to get himself assigned to the staff of General Eisenhower of the United States Army, but after a while the necessary papers were issued, signed and delivered. General Eisenhower said he wanted somebody close to him who wouldn't be too damned subservient. He got him, but Butcher has quite a time explaining to the British how come an American General has a naval aide."

The Life (Nov. 9) reference was:

"Mrs. Eisenhower currently shares her apartment in Washington's Wardman Park Hotel with Mrs. Harry C. Butcher, wife of the the General's naval aide. Although Eisenhower would like nothing better than to have his wife with him in London, he has eschewed a privilege denied to his men.

"The General lives with his naval aide and long-time friend, Lieut. Commander Harry C. Butcher, in a furnished hotel flat in London. An extremely gregarious man, Eisenhower is unhappy unless he has old friends by his side. His regular Army aide is Major Ernest R. Lee, but to obtain the services of Commander Butcher, a Naval Reserve Officer and former Vice-President of the Columbia Broadcasting System, Eisenhower had first to win Navy approval of the appointment. After due consideration the Navy legalists could find no precedent for granting his request, but neither could they find any precedent for denying it. Now says Butcher, "I am an amphibian."

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## U. S. TO BE WORLD'S RADIO EQUIPMENT SUPPLIER

Addressing the joint session of the Radio Manufacturers' Association and the Institute of Radio Engineers, James L. Fly, head of the Federal Communications Commission painted a very rosy future for radio manufacturing.

"I want to look around the corner briefly and to discuss post-war radio with you", Mr. Fly said. "Radio moves so fast that we have to keep peering into the future. In doing so, we are unable to see things sharp and clear, with strong contrasts and good definition. But we can see rough shapes and enough outlines to guess at what's coming.

"We know that after this war our radio machine will be plunging ahead with a far greater speed. The machine cannot be stopped nor even permitted to slow down. At that time we will have to readjust its direction and continue to move ahead. The energy required to make this change will be great. I want, therefore, to suggest that you consider the formation of a committee or committees to work on post-war problems. Such committees might well be organized on the model of the National Television Standards Committee, which, under the effective leadership of Dr. Baker and Jim Knowlson, rendered great assistance in the preparation of standards for television.

"In passing, I should be derelict should I let another occasion pass without recognizing the work of Ewell K. Jett. Jack, a man of effective personality and an untiring devotion to duty, has been of great assistance in the Commission's problems of administration. He is the spark plug of the Board of War Communications. Search though you may through Government, the Army, and the Navy, and the industry, you cannot find another man of such broad competence in the field of world communications. Mr. Jett will stand ready to work with your industry organization.

"I know of no organization better qualified to initiate this suggested work than those that are represented here tonight. In the Radio Manufacturers' Association and the Institute of Radio Engineers, there exist two great organizations in which are coordinated practically all activities of the radio industry. There are pure scientists, mathematicians and teachers, laboratory workers, experimenters and inventors, designers and developers, organizers and standardizers, managers, manufacturers, administrators and all the rest. To this project, however, we must add regulators too, for it surely is advisable to include representatives of the Commission in the discussion of these important problems. In fact, the list of committee members should be representatives of all parts of the field, for radio has become a very broad term indeed. We no longer think of it as associated solely with communications such as broadcasting, radiotelegraphy and the like. It is rapidly infiltrating into almost every phase of our lives. In the post-war period it unquestionably will be as important and vital a factor in industrial conversion and economic reconstruction as it is now on the battle-fronts.



"We know that work must be started and plans prepared if we are to win the peace that follows without undue hardship and distress. In addition to the problems of readjustment, reorganization, reconversion of plant equipment and the many others with which we have had experience in passing from peace to war, there are others which we can see most clearly at this time.

"First: We can confidently predict a great expansion of the television and frequency modulation broadcast and general communications services, and planning for their proper development is definitely in order. As you know, the present plant and status of the broadcasting industry is practically frozen, both by license and priority regulations. Therefore a committee working on this problem can do so with relative confidence because depreciation and obsolescence of existing plant is running on just as usual. With time - and the possibility of fully developed plans for television and frequency modulation and improvements in the other fields, the economic obstacles normally facing new technological advances will be of less concern. This will be particularly true where our business executives see that sound depreciation policies continue to be employed.

"Second: Somewhat related to the first problem is the fact that there will be a great surplus of radio war equipment. In addition, there will be new types which are the result of new developments and inventions which may not be revealed at this time. The disposal of this equipment certainly constitutes a major objective.

"Third: There will be many thousands of men with new skills gained in the armed forces - skills in radio which will have to find a place. Then there are the many women who have absorbed skills in radio repair and installation while working in the aircraft factories and other plants now devoted to war production. It is certain that an appreciable proportion will want to continue in this line of work. Employment for all of these people, who most certainly will want to work with us in radio, is something to think about at this time.

"Fourth: Radio has been on the move into fields other than communications. This trend started even before the war. In the case of medicine and surgery as many as 80,000 diathermy machines have been registered with the Commission; and this hardly indicates the extent to which radio is being used for the relief of human ills. Radio is moving rapidly into industrial applications too, for precision measurements and testing and for the synthesis, manufacture, and processing of new materials. Its progress needs to be carefully watched in this direction as it is likely to become an essential and invaluable tool of almost every modern industry. Better health, comfort, convenience and safety are only a few of the boons which post-war radio will give mankind. \* \* \* \*

"It is quite probable that in the post-war period, we shall become the world's principal suppliers of radio equipment. We shall have to make provision for this export trade. And in this connection we must not overlook the potential importance of international broadcasting as a method of assuring an enduring peace. New methods



and techniques may be found in the broadcasting of sound and pictures to peoples of foreign lands to give visual and living emphasis to aspirations common to people of good will everywhere. Color television must be developed. The distance limitations hitherto imposed upon television must be broken down. You engineers already have a pincers movement underway against this one obstacle. We are bound to have a feasible method for the long distance relay of television by high frequency emissions.

"We can never forget the allocation and interference problems. They are always with us. We may expect the present congestion in the lower regions of the spectrum to increase rather than diminish. We are going up. In the upper regions of the spectrum we must prepare for expansion. Fortunately, it is virtually certain that we will be ready to make some immediate use of that portion between the present upper top of approximately 150 megacycles to at least 3000 megacycles. While we advance into wider spaces the uses of radio multiply, and the problem of allocation continues to haunt us. This may appear at first sight to be purely the Commission's pigeon, but that is not so. For allocation engineering is also one of these specialties peculiar to radio which is not so simple as to permit the Commission to proceed alone. You are always concerned, and assistance from you experts of the industry has always been freely given. We shall continue to rely upon that assistance."

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#### U. S. BROADCASTS IN AFRICA CAUGHT AXIS BY SURPRISE

American short-wave broadcasts, announcing the opening of the offensive in North Africa, caught the Axis so much by surprise Saturday night that the enemy was not prepared to "jam" our transmissions effectively, the Office of War Information said in a press announcement.

The OWI statement gave a comprehensive review of the greatest radio propaganda barrage attempted yet by the short-wave stations of this country. Many details of this campaign were first revealed in a story in The Star on Tuesday.

The OWI went on the air in New York at 8:57 P.M. Saturday in preparation for the announcement of the action in Africa. In 15-second spot announcements in English, French, German, Italian, Spanish and Portuguese, foreign listeners were advised to:

"Stand by for an important announcement from the United States of America."

Then on three short-wave networks beamed toward Europe and Africa, the OWI poured forth the recorded speech by President Roosevelt, the announcement from the White House concerning the action, the Army communique covering the offensive, the statement by Lt. Gen. Dwight Eisenhower and other official announcements.

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Reception conditions - which for some weeks had been bad - were good at the time. Axis transmitters were caught so much by sur rise that they did not increase their jamming activities to meet OWI's increased transmissions, it was said.

Since that time the story of our objectives and activities in North Africa have been poured out to the world in 22 languages on transmissions beamed to every corner of the earth.

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### CANADA'S RADIO SALES RISE

More radios were sold by Canadian manufacturers during the first quarter of 1942 than during the corresponding months of 1939, 1940, or 1941, according to official statistics issued by the Dominion. Total unit production for the quarter was greater than for the corresponding period in 1939 and 1941, but lower than that in 1940.

Figures for each quarter of 1939, 1940, and 1941 and for the first quarter of 1942 are shown in the following table:

Quarter	Production (number)	Producers' sales (number)	Producers' Sales (thousands of dollars)
1939:			
First	33,611	40,073	2,981
Second	68,189	52,895	2,471
Third	130,952	139,448	6,963
Fourth	115,755	138,152	7,590
1940:			
First	91,751	71,503	3,524
Second	143,577	85,987	3,822
Third	134,787	116,866	6,544
Fourth	122,540	164,670	9,661
1941:			
First	61,038	77,121	4,451
Second	93,666	83,215	4,851
Third	114,470	120,573	7,112
Fourth	85,275	118,647	7,570
1942:			
First	89,164	87,953	6,421

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## RADIO BARES NEWS DAILIES HAD WITHHELD

A feeling approaching chagrin was experienced by San Francisco Bay district newspapers, says the Editor & Publisher, when news of the Army's Wartime Civil Control Administration's expulsion of Ettore Patrizi, publisher of Italian language newspaper L'Italia and Sylvester Andriano, a former San Francisco supervisor and a Governor Olson appointee on a local draft board, was dramatized October 8 by the March of Time, although the story had not yet appeared in the local papers.

San Francisco publishers were aware of the expulsion order but presumably had withheld its publication at the request of authorities. Editors of the March of Time came in for an oblique rebuke at the hands of WCCA officials for disclosing information regarding the ouster. The point was made that such information might serve to "tip off" associates of those involved.

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## FCC ACTION

The Commission en banc took the following action:

WLW, The Crosley Corp., Cincinnati, Ohio, The Commission on its own motion adopted an order to supplement issues in re application for modification of license for authority to operate station with 50 kilowatts night, 500 kilowatts local sunset using transmitter of experimental station W8X0, on which a hearing is scheduled for November 26, 1942. KXXKX, First National Television, Inc., Kansas City, Mo., adopted order denying as in default the application for renewal of license of station KXXKX and terminated temporary license heretofore issued pending hearing and decision on application. Applicant failed to enter an appearance for hearing on Oct. 5. On Oct. 7 the Commission was advised the corporation was without funds to continue operation of station.

Applications Received: WNYC, City of New York, Municipal Broadcasting System, New York, N. Y., special service authorization to operate from 6 A.M. to 10 P.M., with power of 1 KW; WCLE, United Broadcasting Co., Cleveland, Ohio, construction permit amended to request modification of license to change frequency from 610 kc. to 640 kc., change hours of operation from daytime to limited time, and omit request for move of transmitter, directional antenna and increase in power, and new transmitter; KHSL, Golden Empire Broadcasting Co., Chico, California, modification of construction permit as modified which authorized installation of directional antenna for day and night power, for extension of completion date to 12/16/42; KGER, Consolidated Broadcasting Corp., Ltd., Long Beach, Calif., modification of construction permit which authorized installation of new equipment, increase in power, installation of directional antenna for night use and move of transmitter for extension of completion date to 12/12/42 (1390 kc.).

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## SAYS TOBACCO ADS' FATE IMPORTANT TO ALL ADVERTISING

Answers have been filed by the American Tobacco Company and the American Cigarette and Cigar Company to charges by the Federal Trade Commission that untrue statements have appeared in their advertising. Both companies, marketing, respectively, "Lucky Strike" and "Pall Mall" cigarettes, declare that their advertising statements have been truthful.

"The question involved is of more than passing interest to the thousands of newspapers, magazines, and radio stations which have carried the advertising of these companies", the Editor and Publisher commented recently. "Tobacco advertising is likely to be one of the major classifications carried by all companies during the war 'blackout' of many once-important advertising lines. In one form or another, it will be almost continuously in the public eye, and if the Federal Trade Commission can establish even a technical case of misrepresentation against these leaders, the result will be a new blow against the validity of all advertising."

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## GROWTH OF DANISH RADIO WORKERS' UNION

According to Socialdemokraten, the Danish trade unions have increased their membership during the past year by 11,000 making membership of 526,000 in all. But of this increase the radio workers' union was responsible for 10,000. For uncensored news the Danes depend largely on the Danish broadcasts from Britain, and they want their sets kept in good repair.

As for all the enemy-occupied countries in Europe, the British radio is a lifeline of hope and a stimulus to resistance. Resistance to German influence is an age-old tradition in Denmark, which has fought longer against Germany and German domination than any other country in Europe. It now provides progressive ideas for any home front against Nazism. With total war it cannot maintain its thousand-year-old independence physically, but today Denmark defends itself spiritually, and even on the plane of force contrives to foil and counter-act Nazism at every social point.

- from London Calling

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 ::: TRADE NOTES :::  
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Three months' denial of priority assistance and allocations of scarce materials are imposed by the War Production Board, on Artcraft Fluorescent Corp., New York City, for violation of Order L-78.

Newspapers, columnists and radio commentators have not given the people a true picture of the efficiency of Congress in cutting non-war expenditures, according to Senator McKellar, a majority member of the Appropriations Committee.

Already this year Congress has saved the country \$3,313,000,000 through cutting or eliminating non-war appropriations, Mr. McKellar told the Senate. But so far as he knew, he added, only one newspaper, not named, has commented on these savings.

CBS has sent the following notice to radio editors:

"Please omit any reference to the hour of President Roosevelt's address before the New York Herald Tribune Forum, which is to be broadcast over all four major radio networks Tuesday evening, November 17.

"The Federal Office of Censorship has just issued a reminder that, while it is permissible to publish the day of a presidential speech, it is in technical violation of the wartime censorship code to mention the time or the origination point unless the White House specifically approves."

Sylvania Electric Products, Inc. (formerly Hygrade Sylvania Corporation) - Nine months to Sept. 30: Net income after \$1,416,110 provision for Federal income taxes was \$636,225, equal, after preferred dividend requirements, to \$1.02 each on 514,368 common shares, against \$837,759 or \$1.41 a common share last year; net sales, \$21,626,283, against \$14,752,540.

Belief was expressed by Commander E. F. McDonald, of Zenith Radio Corporation recently that television has yet to solve its problems and become an art. He said:

"If by some miracle we hurdled the audience problem, had the same distribution we now have for straight radio, and had solved all technical problems, it is unlikely that any advertiser could afford to pay \$200,000 an hour for straight entertainment on a continued regular program. For a single hour show a week, this would amount to more than \$10,000,000 a year, exclusive of station time. The highest figure paid today by advertisers for radio talent and production, but excluding radio time, is under \$30,000 per hour. Most 'super colossal' radio features cost the advertisers under \$15,000 an hour for production and talent."

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