

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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NATIONAL BROADCASTING COMPANY, INC.  
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No. 1452

August 4, 1942.

TIRED OF BEING KICKED AROUND, SAYS ANTI-RADIO PRINTER

"Let's stop being kicked around. "

That was the keynote of an address made to his members by John B. Haggerty, of Washington, D. C., President of the International Allied Printing Trades' Association, the man who would advocate a tax of millions of dollars on broadcasting because of his claim that radio has put thousands of printers out of business.

Mr. Haggerty again swinging into action at this particular time is significant in that his renewed attack upon the broadcasting industry follows so closely the cracking down of James C. Petrillo, President of the American Federation of Musicians.

"The latest evidence of this picking upon and kicking around of labor was the recent attempt on the part of alleged friends of labor in the Ways and Means Committee of the Congress to saddle a tax of some 90 millions of dollars on those employed in and engaged in the production and distribution of Magazines, Periodicals and Newspapers", Mr. Haggerty declared.

"The same Congressmen, who voted so cheerfully to impose this undue burden on those employed in the Printing Industry, this year, refused to vote for an excise tax on the highly profitable radio networks and commercial broadcast stations, despite their own knowledge of the unusual profits those in the radio industry secure, plus the fact that these profits are secured through the holding of a Government franchise for which the Government receives nothing.

"You will recall that last year, after the Treasury Department had reported that the radio industry, especially the networks, after paying a proposed Excise Tax of some ten millions of dollars yearly, in addition to other taxes, would still have yearly net profits on their investments of from 100 per cent to 600 per cent, the Ways and Means Committee levied a tax of some \$12,500,000 on radio networks and the larger radio broadcast stations.

"It would be worthwhile to ascertain from some members of the Ways and Means Committee why these gentlemen this year, allegedly seeking new avenues of taxation, refused to levy at least the same tax on the radio industry that they voted for last year.

"Printing trades workers should definitely ascertain from candidates for high public office, especially those seeking election to the Congress and the Senate of the United States, how the candidates are going to stand on matters directly affecting the jobs of those in the Printing Industry and then support those candidates, who, when elected, will not give us the boot, as has happened so often in recent years. "

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## DCB TAKES OVER CBS SAN FRANCISCO LISTENING POST

That the Defense Communications Board has taken over the Columbia Broadcasting System's WestCoast listening post was made known by Chairman James L. Fly at his press conference Monday.

"We have assumed the operation of the Columbia Broadcasting System's listening post in San Francisco", Mr. Fly said. "That listening post had been in operation for a considerable period and recently had been operated in cooperation with the Office of War Information, but it was thought best generally to combine the various listening services and so CBS facilities are being made available to the Commission, and we shall take over the operation of them - I think we took them over as of August 1st. This, of course, is useful to us in increasing the coverage of the Pacific area. This you understand has to do with the coverage of the broadcasts of various foreign countries and particularly those of the Pacific and Far East."

"What is the significance in taking over that post? Is it the only one, or the first of that kind?" the Chairman was asked.

"Well, we are not taking over the ownership of it", he replied. "From the standpoint of the Government taking it over - from that angle, there is really no significance. The significance is only that the CBS itself is in effect going out of the listening business there and that work is to be carried by the Commission and coordinated with all of the other listening and reporting activities which are handled by our Foreign Broadcast Intelligence Service, formerly known as the Foreign Broadcast Monitoring System."

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## PROBE OF BROADCASTERS' BACKGROUND PROPOSED

Investigations of the ancestry and personal background of the personnel of radio broadcast stations by another governmental intelligence unit to be set up within the Federal Communications Commission has been recommended to that body.

The proposal was offered to the Commission by its Law Department. It calls for an appropriation of approximately \$190,000, a part of which would be used for the employment of investigating agents. The proposal to create its own agency came, it was said, when the Commission was informed that the FBI could not undertake such an investigation, due to the heavy burdens of other features of wartime activities.

In the beginning, it was said, the investigators would seek the personal history of workers in the foreign language and international broadcast stations.

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## SARNOFF URGES WORLD RADIO MERGER

Commending the New York Times on an editorial, "International Communication", David Sarnoff, President of the Radio Corporation of America, wrote:

"There is pending in Congress a bill to permit the merger of companies engaged in domestic telegraph communications. Chairman James Lawrence Fly of the Federal Communications Commission has urged that the bill be broadened to permit as well the merger of companies in the international field. Your editorial subscribing to the principle of merger, informatively pointed out the economic and engineering considerations which favor merger in the communications field. However, you seem to have misunderstood the scope of Chairman Fly's proposal with respect to merger of international communications.

"In foreign countries the business of international communication is conducted either as a government or private monopoly. In the United States nine private companies compete in that field. Chairman Fly has not urged a merger of the foreign monopolies and the American companies. His proposal is confined to a merger of the American companies only. Thus understood it becomes apparent that he is in order in suggesting that such a merger should be 'fully under American control and direction'.

"Uniquely in the recent experience of government-industry relationships, the principle of merger of the American companies has been approved not merely by those companies themselves; it has been approved as well by the Federal Communications Commission.

"The American companies engaged in international telegraph communication operate duplicate and competing services. When they come to deal with a foreign monopoly upon such a vital issue as the division of tolls for messages jointly handled the foreign monopoly is able to play one of the American companies off against another and thus to drive a bargain at the expense of the American companies and ultimately of the American public.

"We should not face that day without having prepared and adopted an American policy in the important field of international communications. To find ourselves at the peace table without such a policy would be most unfortunate, for it would throw away the opportunity now available to our country to formulate a national policy which would enable us to meet on equal terms of strength and prestige the foreign countries with which we must maintain communications."

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New York City radio stations have been pressed into service by the Army, Navy and City authorities to broadcast suggestions by the New York Edison Company for dim-outs to cut out the sky glow.

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## PRESS CONTINUES TO HAMMER PETRILLO

A surprising thing is the way the press has taken the side of the broadcasting stations in the Petrillo fight - papers such as the New York Times, New York Herald Tribune, the Washington Post, and others which do not own radio stations. Life, which also has no interest in any station, this week devotes six pages profusely illustrated to Mr. Petrillo. Extracts of the article follow:

"A year and a half ago, to promote interest in national defense, the Mutual Broadcasting System scheduled a series of variety programs from Fort Dix, using Army talent. Petrillo announced that Army bands couldn't be allowed to play over the air - at least not until he and Secretary of War Stimson had had a chance to talk it over and mark out terms. 'Sure, Stimson', he explained. 'Why fool around with these little guys? We got to get this thing straightened out.' As it turned out, Stimson was busy with other matters and Petrillo was reduced to negotiating with some generals. 'You know how them generals are', he remarked later. 'Pin a couple of tin medals on 'em and you can't do a thing wit' 'em.' Petrillo soon had them eating out of his hand, however. The upshot was that Army bands could play, provided Petrillo was notified and gave his consent beforehand."

"When pleased, Petrillo has a benign, grand-fatherly look set off by crinkly gray hair and a high, balding forehead. Ordinarily, however, his mouth turns down in a querulous line, and behind his rimless spectacles his pale blue eyes are cold and suspicious. He has a dazzling command of profanity which he delivers rapidly in a rasping voice out of the right side of his mouth. Although he is only 5 ft. 6 in. tall, he weighs almost 180 lbs. Sitting at his desk, he suggests an elderly frog that has just eaten a big and somewhat bitter dragonfly."

"Most notably of all, Petrillo service has been directed against mechanical devices which put live musicians out of work. After he became head man of Local 10, he forced both political parties in Chicago to give up sound trucks in favor of van loads of union musicians. Later, in 1936, he forbade Local 10's members to make radio or phonograph recordings. The ban lasted 18 months and cost the Chicago musicians an estimated \$275,000 in recording fees, an example of such nobility that finally the A.F.M. convention passed a blanket anti-recording resolution. The radio and recording companies didn't wait for this resolution to be put into effect. After negotiating with the union, the record firms agreed to pay bigger fees to musicians. And at the same time the radio chains and their affiliates agreed to take on an extra 1,000 musicians, at a cost of more than \$2,000,000 a year. The bargain lasted until a few weeks ago, when Petrillo refused to renew the recording companies' licenses and started the current battle.

"As might be supposed, all this service was not performed without opposition. Petrillo has been bombed, sued, investigated by the Department of Justice and reprimanded by the courts. With

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equal lack of success so far his opponents have tried reason, threats, bribery, religion and tears. Throughout it all, Petrillo has remained physically indestructible and emotionally unmoved."

"Last week two branches of the Federal Government came to the simultaneous conclusion that James Caesar Petrillo himself was being unreasonable. The Justice Department filed a bill under the anti-trust laws to restrain him from enforcing his ban on recordings. At the same time the Federal Communications Commission, spurred on by Senator Vandenberg, demanded 'a full statement of the facts' from him as to why he canceled the Interlochen broadcasts.

"It looked at last as if Petrillo had collided with a power greater than his own. But the wise men of the amusement business were making no bets. Petrillo has tangled before with units of the Government, including the anti-trust division of the Justice Department. He has always won."

The Washington Post Monday morning devoted another editorial to Mr. Petrillo, which it captioned "J. Caesar Dixit":

"It is now quite evident that Mr. Elmer Davis' appeal to the nobler instincts of Mr. Jimmy Petrillo was a sad mistake. The New York Herald Tribune the other day compared it to the appeal sent by President Roosevelt to the Japanese Emperor just a day or so before the dirty work at Cavite, Pearl Harbor and elsewhere.

"All the same, though Jimmy has allowed himself to be maneuvered into a logically, morally and perhaps legally indefensible position - although we dare say that causes him no serious loss of sleep. His union has gone on record as declaring music to be indispensable to morale, and very probably it is. It has also been pretty generally agreed that morale is one of the indispensable ingredients of victory, and very likely it is. Very well: Jimmy has decided that if America needs music to win a war it will get it on his terms or not at all. Thus Jimmy is in solitary control of an absolutely essential war industry. If that doesn't suffice to bring Jimmy and his union under the jurisdiction of the War Labor Board, instead of the sadly ineffectual Labor Relations Board, we shall abandon our last faint hope of ever again living in a rational universe.

"Meanwhile, we hear that Mr. Petrillo is a big indignant about being called a 'dictator'. Come to think of it, very few dictators since Roman times have actually called themselves by that name: it seems to be pleasanter to think up a brand-new title like 'Duce', 'Fuehrer', 'Caudillo', 'Chef d'etat', or what not. As a matter of fact, we can think of a lot of other names to call Mr. Petrillo and so, we have no doubt, can Mr. Elmer Davis."

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## ADVISES ELMER DAVIS TO LAY OFF BROADCASTING

Opposing the suggestion of Senator Lucas, of Illinois, that Elmer Davis, War Information Director and a former CBS commentator return to the microphone twice a week "to counteract a bunch of radio strategists", the Editor and Publisher, and the New York Times advise against this. The Editor & Publisher says:

"Much as we have admired the work of Elmer Davis as a newspaperman, and more recently as a news broadcaster, we hope that he does not heed the call of Congressmen and Senators to return to a broadcasting schedule. The fact that he excelled both as a writer and as a radio man was responsible for his selection as Director of the Office of War Information, which we regard as a full-time job, one of the most important in the conduct of the war. His attention should not, in the public interest, be diluted by the necessities of preparing and delivering regular broadcasts. It is needed for the production of news about America's war, and we believe that we are safe from contradiction when we say that the few weeks of his directorship have produced more genuine war news than we had had in the previous six months.

"Mr. Davis is being called upon to go back on the air as an antidote to the outgivings of less gifted broadcasters, who, the Senators say, give their programs life by interposing 'punch words' in the official releases. There are some who do, and they make us extremely tired - just as tired as newspapers make us when they put an eight-column studhorse head over the sinking of a Jap destroyer or the defeat of a minor air detachment. There isn't any quick or ready answer to those departures from strict truth and balance. We have to take them along with the steady and factual performance that is rendered by the best of our newspapers and radio stations. Public opinion, in the long run, will catch up with the liars and the people who have to rely on big headlines and extra-punchy words and screaming staccato over the air. They don't last. The screamers come and go, but chaps like Davis either go forward doing their own jobs well or are called to larger spheres of employment."

The Times follows through with:

"Congressional leaders and earnest organs of opinion clamor for Director Elmer Davis of the War Information Office to go on the air again, this time on all the networks, to give the country news of the war in his canny and dispassionate way. It is argued that the sound of his calm Hoosier voice at stated intervals would have a salutary effect on the national morale. Members of the opposition in both House and Senate go even so far as to promise that, if he will perform this patriotic service, they will not raise the cry that the Administration is trying to propagandize the electorate.

"While Dr. Davis' public duties are thus being arranged for him, readers of superior fiction rise to suggest that he might also be drafted to dash off a novel from time to time, preferably in the vein of his "Friends of Mr. Sweeney"; or at least an occasional

short story. A briefyarn from him the same kind of victory and one taking less time than the seven years to 1783.

"Then, as now, the Spitfire spat the same wrath, the wrath of the righteous, and our British allies of today have readily remarked the likeness of the cause."

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#### MILLS BACK IN THE HARNESS AS SPA GENERAL MANAGER

The appointment of E. C. Mills, for so many years identified with the American Society of Composers, as General Manager of the Songwriters' Protective Association was announced by Sigmund Romberg, President of SPA, at a dinner in New York last week. Reviewing the 10 years' accomplishments of SPA, Mr. Romberg said:

"The time has come for the next great step forward. When Mr. Mills recently resigned from ASCAP, I regarded it as an exceptional opportunity to persuade him to put his unusual talents at our service. For a quarter of a century he has been the premier tactician and strategist, first for the publishers and later for the publishers and writers jointly, in numberless campaigns for the betterment of the art and industry of music.

"His reputation as an organizer, negotiator, copyright authority and business executive is international. He is known to be a fair and just man. Publishers, no less than writers, have been the recipients of millions of dollars in royalties from sources which were non-productive of revenue until Mills showed us how to get the money."

In his speech of acceptance, Mr. Mills stated that the open meeting was not the place for a discussion of plans, but that he would go into them at the next SPA meeting, schedule for August 11. He did state, however, that in their dealings with musicpublishers 'we songwriters will accept in the future no less than is our fair due and will demand no more than is coming to us'.

'A lot of the rules are going to change', he stated. 'The old order, the control-and-compel policy of capital, will inevitably yield to a new rule of fairer and more generous rewards to the actual producers and creators of the world's products, both material and intellectual. I propose that the songwriters, as one very important segment of the producing and creating class, shall under the new order come into their own.

"Improvement in contractual relationships between writers and publishers, certain amendments of the Copyright Law, establishing a close affiliation with other protective groups of creative workers, organizing the songwriters into a world-wide group, establishing the United States after this war as the new center of world culture in music are just a few of the objectives toward which I hope the SPA can successfully lead the American songwriters in the near future."

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## FEDERAL HEARING FRIDAY SETS STAGE FOR PETRILLO TEST

With the Government filing its suit against James C. Petrillo, President of the American Federation of Musicians Monday, and the hearing scheduled for next Friday (August 7) before Judge Michael L. Igoe in Chicago, the stage is set to test the power of the man now dubbed the modern musical "Caesar".

The complaint filed in the U. S. District Court in Chicago charged that Mr. Petrillo's order forbidding Union members to make phonograph records for "juke" boxes and radio stations will eliminate competition between music produced by mechanical means and that produced by live musicians and deprive the public of "inexpensive means of entertainment over the radio, in restaurants, hotels, music halls and in the homes".

The eight charges enumerated in the Government complaint alleged that the conspiracy was designed:

"(a) To prevent the manufacture and sale of all phonograph records and electrical transcriptions.

"(b) To eliminate from the market all manufacturers, distributors, jobbers and retailers of phonograph records and electrical transcriptions.

"(c) To prevent radio broadcasting stations from broadcasting musical compositions recorded on phonograph records and electrical transcriptions.

"(d) To prevent the use of phonograph records in so-called 'juke boxes' located in hotels, restaurants and dance halls.

"(e) To prevent the use of phonograph records in homes.

"(f) To prevent the sale of phonograph records to radio broadcasting stations and 'juke box' operators by requiring manufacturers to boycott all distributors, jobbers and retailers who sell such records to radio broadcasting stations and 'juke box' operators.

"(g) To eliminate all musical performances over the radio except those performed by members of the American Federation of Musicians, and

"(h) To require radio broadcasting stations to hire unnecessary "standby" musicians, members of the AFM, whose services are neither necessary nor desired, by requiring radio networks to boycott affiliated stations which refuse to meet the defendants' demands for the hiring of 'standby' musicians."

It was alleged that ban really fell upon three companies which manufacture 99% of the records - RCA Manufacturing Company, Columbia Recording Company, and Decca Records, Inc.

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The Government also accused the Union of ordering all its bands to boycott all radio stations in Southern California affiliated with the Don Lee Broadcasting System. This the Government charged was "for the purpose of forcing radio station KFRC of San Francisco, an affiliate of the Don Lee System, to hire a larger and more expensive orchestra, although no dispute of any kind existed between the A.F.M. locals and any radio station affiliated with the Don Lee Broadcasting System except radio station KFRC".

The Government also struck at Mr. Petrillo's order banning from the air the 12-year-old series of school children's concerts from the national music camp at Interlochen, Mich. The series for this Summer was to have begun July 11, with the boys and girls of the camp's symphony orchestra playing each Saturday afternoon over the National Broadcasting System.

In reply to Mr. Petrillo's contention that 50% of his men were out of work, the Government asserted that not more than 50 per cent of the members of the Musicians' Federation are dependent solely upon music for a livelihood. The assertion was further made that Mr. Petrillo draws two salaries - one of \$26,000 a year as President of the Chicago Federation of Music, and \$20,000 as President of the American Federation of Musicians.

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BRAGDON "OF THE SUN" IS NEW NBC TRADE NEWS EDITOR

Everett L. Bragdon, for nearly two decades one of the Nation's leading radio editors, has joined the National Broadcasting Company as trade news editor in the network's Press Department.

During his 19 years as radio page editor of "The New York Sun", Bragdon acquired a national reputation for his authoritative interpretations of all aspects of radio. Radio "hams" have found his reports on technical advance in wireless, broadcasting and television both concise and readable. Bragdon also contributed regular articles on popular aspects of broadcasting, many of these appearing under the pseudonym of "K. W. Strong".

The new NBC trade news editor recently revised "The Radio Amateur's Handbook", authoritative manual on radio circuits and construction principles.

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 ::: TRADE NOTES :::  
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By action of the Federal Communications Commission, the name of the Foreign Broadcast Monitoring Service was changed to Foreign Broadcast Intelligence Service. It was believed that the term "monitoring" describes the single operation of listening, whereas the service also involves news intelligence and news analyses.

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 No radio station in Argentina will be allowed to broadcast local Argentine news unless it is supplied by an Argentine agency. An Argentine agency is defined as one whose owners or share-holders are native Argentines or persons naturalized at least ten years ago.

Either by chance or design, the only agency that will be affected by this new rule is The United Press. It is believed probable that the measure was prompted by the fact that this news agency distributed some news that gave grave offense to the government.

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 International Station KGEI at San Francisco has been authorized by the Federal Communications Commission to add frequencies 7250, 9550, and 15210 kilocycles.

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 Walter G. Tolleson, will become top account executive for the new A. E. Nelson Company when that organization has its formal opening in San Francisco, early in August. For the past 18 months Mr. Tolleson has been a senior account executive with the National Broadcasting Company in San Francisco and has been of important service to business men of San Francisco and Oakland in the development of hundreds of effective sales and advertising campaigns.

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 Designed to fill the war need for a guide to the student of radiotelegraph code - a fast growing need now that many themselves in dot-dash communication as valuable training in the war effort - a special booklet entitled "Learning the Radiotelegraph Code" has been published by the American Radio Relay League at West Hartford, Conn.

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 Bert Silen, NBC's Manila correspondent, who has been missing since the fall of the Philippine capital, has been interned there by the Japanese, according to word received which also confirmed earlier reports that Don Bell, associated with Silen in NBC's broadcast of the bombing of Manila, had been killed and mutilated by his Japanese captors.

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 Station KMPC, The Station of the Stars, Inc., Beverly Hills, Calif., has been granted a modification of construction permit as modified, for increase of power, installation of directional antenna for day and night use, new transmitter and move of transmitter, for extension of its completion date from Aug. 2 to September 2, 1942.

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 Two more European languages have been added to the CBS Shortwave News Department schedule - twice-daily broadcasts in Czech and twice-weekly broadcasts in Slovenian.

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Another blow at phonograph record making was a war order virtually halting civilian use of shellac. It was said that it is possible that no shellac will be allocated for record making. Record manufacturers had been able to obtain 30% of shellac they formerly used.

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T. D. Christian, NBC engineer for the last seven years will become plant supervisor of the Brazilian Telephone Company at Rio de Janeiro. Before entering NBC employ in 1935, Mr. Christian was associated with the International Telephone Company in Central and South American posts for several years.

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Armed services of the United States claimed 130 NBC staff members during the month of July, raising the total of NBC men in service to 332, it was announced this week. Of these the New York division departments have sent 217. The totals do not include figures for the network's affiliate stations.

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To acquaint adult America with the "School of the Air of the Americas", CBS is to broadcast three special programs, typical of those heard regularly on the air school, on Fridays, August 14, 21, and 28, 8:30 P.M., EWT.

The "School of the Air", said to reach 8,000,000 children always is broadcast during school hours as a classroom aid. The evening programs are to give parents an idea of what they are like.

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Completing a 10-month course in radio engineering, 33 men received diplomas from the Capital Radio Engineering Institute in Washington.

Dean S. S. Steinberg, Dean of the College of Engineering at Maryland University, and Regional Supervisor for the engineering science and management war training program of the U. S. Office of Education, spoke to the graduates and presented the diplomas.

The next class, sponsored by the University of Maryland, with tuition paid by the Federal Government, starts this week.

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Edwin Kraft of Ketchikan, Alaska, has applied for a license for a new station to broadcast on 930 kilocycles, 1 kilowatt, unlimited time, the facilities now assigned to KGBU at Ketchikan.

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Lt. Barron Chandler, USNR, former member of NBC's page staff at Radio City, has been killed in action somewhere in the South Pacific according to word received at Radio City. Lieutenant Chandler, commander of a motor torpedo boat, was previously reported missing. He was the fourth NBC man officially reported killed in action.

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# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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## NEW WARTIME FM AND ST STATION POLICY

Because war conditions have caused great shortages in materials, equipment and skilled personnel necessary to radio broadcasting, the Federal Communications Commission has announced that holders of construction permits for new frequency modulation (FM) radio stations may obtain licenses during the war to operate present existing facilities, provided construction has reached a point construction has reached a point where the transmitter is presently capable of being operated to render a substantial public service. FM broadcasters securing licenses under this policy will have to show that additional construction is not possible at this time and must assure the Commission that construction will be completed according to Rules, Regulations and Standards of the FCC as soon as the required materials and engineering personnel have become available.

According to FCC records there are 5 licensed FM stations now in operation. Twenty-three stations are operating under special temporary authorization pending completion of construction in accordance with the construction permits. Upon appropriate application these would receive licenses to replace the special temporary authorizations. An additional 7 stations are now conducting program tests and have filed applications for operating licenses. The new policy under which the FCC will consider applications for operating licenses on the basis of partial construction probably will affect also 21 other holders of FM construction permits. Six permittees now building studio transmitter links (known as ST), which connect with station transmitters, would come under the policy. Applicants for new facilities however are barred, except under special circumstances, by an earlier "freeze" policy announced in the Memorandum Opinion of April 27, 1942, which recognized the necessity for conserving critical materials and banned new grants for FM as well as most other types of broadcast radio.

The Commission observes that the Communications Act does not contemplate extensions of time within which to complete construction unless it appears that construction can be completed within a reasonable length of time. Nor is it desirable to continue the issuance of special temporary authorizations upon a short term basis. However, it is desirable to encourage such service as it now possible to listeners having FM receivers. Accordingly, the Commission will give consideration to applications for licenses to cover partial construction of FM and ST stations where such construction has proceeded to the point where it is possible to provide a limited but satisfactory FM service. The Commission will also consider applications where construction has been completed and the permittee has been unable to secure equipment and technical personnel to make measurements, required as a prerequisite to issuance

of a license. Such licenses will be granted on the definite understanding that immediately the required materials and personnel are available, steps will be taken to comply fully with the original construction permit.

To secure a grant of such an application for license, it will be necessary for each applicant to show (1) diligence in proceeding with construction and the reasons for failure to complete construction; (2) the actual status of construction which the applicant believes sufficient to provide an acceptable FM service; (3) the materials and technical personnel needed to complete construction and make proof of performance (Section 6, Form 320); and (4) the applicant's determination to proceed to final completion in accordance with the Rules, Regulations and Standards of the Commission when materials for further construction and needed technical personnel become available.

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### PRINTERS DEMAND SENATE RAISE RADIO TAX TO \$25,000,000

Double anything yet proposed, John B. Haggerty, President of the International Allied Printing Trades Association, advocated to the Senate Finance Committee an excise or franchise tax of \$25,000,000 in net time sales of radio networks and commercial broadcast stations.

Mr. Haggerty called attention to the "unusual" condition wherein last year the Treasury advocated \$10,000,000 excise tax on radio while this year they recommend a special tax of only \$1,500,000. He present figures purporting to show net yearly profits, after taxes, of from 100% to 680% on cash invested in many of these companies.

"It is possible, as we have been told by some members of the Ways and Means Committee, that the levying of excise taxes on the radio broadcasting industry, as recommended by the Treasury, of \$1,500,000 was too small to be bothered with", Mr. Haggerty states.

In addressing the Senate Finance Committee, President Haggerty, aggressively continuing his long-time fight because of the contention that radio had put so many printers out of business, challenged figures of the Treasury and called attention to the allowance radio stations made to secure business, which he said was from 63% to 80%.

"The Treasury reported to Ways and Means Committee last year that industry had yearly net income of \$33,296,708 on an investment of \$40,055,000", Mr. Haggerty stated in his appearance before the Senate. "The Treasury also reported: 'The desirability of a special tax on radio broadcasting, distance from a tax on advertising, is indicated by several considerations. The principal

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operators in commercial broadcasting earn high rates of return on relatively small investments. They possess unusual taxpaying ability which, in view of Government's present revenue requirements can properly be subject to special taxation."

"The need for increased taxes is so great that your Committee, we understand, as well as the House of Representatives have voted to levy substantial and burdensome taxes on the incomes of workers who try to maintain a wife and a home on a meagre income of even less than \$30 per week, and, on single workers with weekly incomes of even less than \$15 per week.

"There has been no protest on the part of the workers against the levying of these taxes they are called upon to pay despite the evident sacrifices the payment of these taxes will entail on the part of those least able to pay.

"We do protest, however, the imposition of such taxes if those with proven ability to pay, and, especially those who obtain unusual and enormous yearly net profits through governmental grants are to be privileged to escape paying their fair share of the tax burden."

"It is our understanding that taxes, in view of the unusual demands of the War expenditures, on radio networks and broadcast stations and everyone else this year are to be increased. If that is true then we challenge the accuracy of the figures presented by the Treasury Department and the Federal Communications Commission. The Columbia Broadcasting System in one of the trade publications boldly publicized the fact that after paying the proposed 40 percent normal tax and other taxes and the proposed 94 percent excess profits tax, this company would still have yearly net profits of some 680 percent on their invested capital, other than on the stock issued as stock dividends.

"The National Broadcasting Company, the Columbia Broadcasting System, and Stations WOR and WHN alone, which radio stations and networks secure less than 50 percent of the net yearly income of the radio broadcasting industry, paid into the Treasury last year some \$7,800,000 in taxes, or some 20 percent more than reportedly is to be paid by the whole radio broadcasting industry this year in corporation taxes voted by the House of Representatives, if the figures of the Treasury are correct.

"These companies, after the payment of all taxes last year, were able to pay dividends in the case of the National Broadcasting Company of some four and one-half millions of dollars; the Columbia Broadcasting System of some three and one-half millions of dollars; in the case of radio station WOR, we understand, that this station had a net income of more than half a million dollars, and in the case of Station WHN, we understand that this station had a net income of more than six hundred thousand dollars.

"We have cited these figures simply as illustrative of the fact that the radio broadcasting industry has the ability to

pay, as the Treasury Department in its brief of last year and in its presentation this year states 'The desirability of a special tax on radio broadcasting (distinct from a tax on advertising) - one medium of which is radio - is indicated by several considerations. The principal operators in commercial broadcasting earn high rates of return on relatively small investments. They possess unusual taxpaying ability which, in view of the Government's present revenue requirements, can properly be subjected to special taxation.' "

"It is our understanding that Station WHN, with a capital and paid in surplus of \$11,000, had a net income for the two years 1940 and 1941, after ample allowance for depreciation and the payment of all taxes, in excess of \$400,000; that the Columbia Broadcasting System, with a capital, other than that represented by stock dividends, of less than \$500,000, had a net income after allowing some \$1,400,000 for depreciation, and after the payment of all taxes, of some \$10,000,000; that Station WOR, with a capital of \$275,000, and property used for broadcasting purposes valued at some \$250,000, after ample allowance for depreciation, and the payment of all taxes, had a net income for the same period of more than \$1,000,000. "

"Stress is always laid upon the alleged injury, which the levying of such taxes would inflict on the small radio station owners. It will interest your Committee to know that the radio stations located in cities of less than 30,000 population receive some eighteen (18½%) and one-half percent; those stations located in cities of less than 75,000 population secure thirty percent (30%) and those stations located in the larger cities secure only thirty-seven percent (37%) of the advertising dollar which is paid to broadcast over these stations. "

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#### EMERGENCY DEFENSE UNIT ENLISTS HAMS

An emergency radio service for Civilian Defense in which radio "hams" will be enlisted for communications duties, has been established in Prince Georges County, Maryland, near Washington, D. C.

Amateur radio enthusiasts were urged to volunteer for emergency communication work in the event of a breakdown of regular telephone channels. Used radio parts will be collected for the assembly of transmitters and receivers.

The Federal Communications Commission has assigned a channel to be used exclusively for civilian defense work.

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## FTC QUERIES CIGARETTE BROADCAST ADVERTISING CLAIMS

The Federal Trade Commission has issued complaints charging Philip Morris & Co., Ltd., Inc., and R. J. Reynolds Tobacco Co., manufacturers and distributors of cigarettes and smoking tobacco, with misrepresentation and false advertising. Philip Morris cigarettes, Dunhill cigarettes and Revelation smoking tobacco are named in the complaint against the Philip Morris company as the products misrepresented, and Camel cigarettes and Prince Albert smoking tobacco are involved in the complaint against the Reynolds Company. Both complaints allege that in newspaper advertising, radio broadcasts and through other media, the respondents have made false and misleading representations concerning the merits of their products.

The complaints against the two companies cover three and a half typewritten pages, single space. The complaint against the Philip Morris Company alleges that the respondent has falsely represented and advertised, among other things, that Philip Morris cigarettes cause no throat or nose irritation, and that when smokers have changed to Philip Morris cigarettes every case of irritation of the nose and throat due to smoking has cleared completely or has definitely improved.

The Commission charges that the R. J. Reynolds Company has falsely represented, among other things that the smoking of Camel cigarettes is good for and aids digestion, that science so proves, and that this fact is backed by millions of smokers; that it is an aid to digestion no matter where, what or when one eats, at odd hours and in all sorts of places, and enables one to eat his favorite dishes any time he pleases; that good health follows or is fortified or sustained by indulgence in Camel cigarettes.

The complaint also charges that the respondent has represented in its radio broadcasts that certain voices used in them are those of persons named by it and by its representatives when in fact such voices were not those of the persons so represented by it and such persons were not present at the broadcasts.

Brown & Williamson Tobacco Corp., Louisville, Ky., stipulated with the Federal Trade Commission to cease certain representations in the sale of "Kool" mentholated cigarettes.

By radio or other means the respondent corporation agrees to cease advertising that during the cold months the smoking of its cigarettes will keep the head clear or give extra protection, or that they are an excellent safe-guard; and that these cigarettes constitute a remedy for colds or that by changing to this brand a person having a cold may expect healing or curative results.

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## NEWS, RADIO'S MOST IMPORTANT WAR USE, STUDENTS TOLD

Outlining the important ways that American radio is contributing to the war effort, William B. Lewis, Chief of the Radio Bureau, Office of War Information, told a radio workshop session at Northwestern University that broadcasters have it in their power to aid tremendously in the creation of a better post-war world.

Mr. Lewis outlined in detail the progress of radio coordination as it has enlisted the help of American broadcasters to further the progress of the nation's war effort. One of the greatest problems, he declared, has been not to disrupt the general pattern of broadcasting while doing so, but rather to "superimpose" the war and necessities of wartime life upon it.

"News", he said, "is the most important commodity that wartime radio handles. The public has increasingly demanded it." Mr. Lewis called also for radio to tell the truth, simply and often, so that the major issues of this war become clear to every listener. He stressed also the importance of broadcasting as a builder of public morale, so that the people know why they fight, what they're fighting against, and the things they must do to insure victory. "good morale", he told his listeners, "means that we have a people who know - beyond any inner, unexpressed doubts - that they'll win not only the war, but the better world we'll have to build after attaining victory."

The OWI Radio Bureau head described the chaos prevalent immediately after the war started, when dozens of Government agencies all attempted to secure radio's aid at the same time. Last January, however, the Office of Facts and Figures - of which Mr. Lewis was Assistant Director - was designated to coordinate Government radio activities.

The mechanics of radio co-ordination occupied the greater part of his hour-long address. These include the OWI "Allocation Plan" for the scientific placement of Government messages on network radio programs, and the "Radio War Guide" which is issued periodically to advise local, non-network stations on the relative importance of various official campaigns, appeals and other activities. Mr. Lewis also discussed in detail many other OWI Radio Bureau projects, including the preparation of background material on war issues for radio writers and producers; methods used to determine the results of radio co-ordination on public thinking; special programs of a nationwide nature planned and presented by, or with the help of, the OWI; and extensive plans which the OWI has for the future.

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In a paragraph directed to the Federal Communications Commission, Leonard Lyons writes:

"During Friday night's blackout in New York, the city station WNYC, stayed on the air 22 minutes past its scheduled closing hour. WNYC - which has been petitioning for a license to broadcast at later hours - now can prove that there'll be no conflict with other station."

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## PETRILLO PROSECUTION GOES OVER TO SEPT. 16 AT U.S. REQUEST

The Government seeking and securing a postponement of the injunction suit against James C. Petrillo in Chicago until Wednesday, September 16, and the fact that Thurman Arnold, Assistant U. S. Attorney General, will personally argue the case is seen in certain quarters as further evidence that the Justice Department feels that it is on rather shaky ground in applying the Sherman Act to this particular case. Certainly quite a legal battle is ahead and one which will unquestionably reach the Supreme Court.

In the meantime, Mr. Petrillo has made the concession to George S. McMillan, Secretary of the Association of National Advertisers that he would permit his members to make transcriptions for commercial broadcasts provided the recordings are played only once over a station and then destroyed.

Stanley E. Hubbard of KSTP, St. Paul, following his union labor difficulties with Petrillo, which Mr. Hubbard is reported to have settled by an expenditure of \$24,000 annually, proposed to take the lead in organizing a new Broadcasters' Association with "a Willkie" to head it.

"Just as complacency has been the democracies' besetting sin, so is a smug 'every-man-for himself' attitude among the broadcasters going to bring them to the point, at some not too distant date, where they, too, are going to have to arm themselves and fight for their very existence against the legion of would-be dictators who are attempting a divide and conquer technique on us", Mr. Hubbard was quoted as saying.

"The answer is a militant, aggressive, powerful affiliation of broadcasters - a trade association to which all segments of the industry can belong. Without one, the broadcasting industry is vulnerable, indeed - subject to the whims of any Petrillo, any pressure group, any force that arises, seeking to destroy us.

"But here again we are weak. Such an affiliation needs strong, respected, dynamic leadership, and, frankly, where today within the broadcasting industry are we to find that leader . . . What we want is a \$50,000 executive actually worth twice that amount - a Willkie."

Mr. Hubbard also scoffed at the claim of Petrillo that such a large number of musicians were unemployed.

Strongly sympathizing with the broadcasters but expressing the belief that the legal odds were against them, the New York Times said:

"In prosecuting Mr. Petrillo under the Sherman anti-trust act, the Department of Justice starts with two strikes against it. Almost the whole previous strength of the executive, legislative and judicial arms of the Federal Government has been on the side of

Mr. Petrillo. The Supreme Court has decided that labor unions enjoy sweeping immunities from the anti-trust acts and from the Federal Anti-Racketeering Act. It has validated previous conspiracies in restraint of trade when committed by unions. Congress has lacked the courage to change the law, and the Administration has stood in the way even of such changes as the House wished to make.

"Indignation against Mr. Petrillo will be stupid or hypocritical unless it recognizes the need for changing the state of law that makes possible the kind of irresponsible private dictatorship that he represents. The special immunity of labor unions from the anti-trust laws and the anti-racketeering laws must be removed. Labor unions which receive compulsory recognition under the Wagner Act must be forced to conduct their affairs democratically and responsibly. They must be prohibited from making arbitrary exclusions from membership, or from charging excessive initiation fees and dues. They must have regular and unintimidated elections of officers. They must make their finances public and be subject to audit. They must not be permitted to force the 'employment' of men, such as 'stand-by' orchestras, who are not needed and who do not work.

"Only when such changes have been made in the law will the Government be able to restrain union bosses of the Petrillo type. If the Administration is powerless to stop Mr. Petrillo it is only because it has made itself powerless."

The Washington Star stated:

"The principal obstacle that stands in the way of the Government suit is the Hutcheson case decision in which the Supreme Court interpreted the Clayton and Norris-LaGuardia Acts so broadly as virtually to foreclose any chance of successful anti-trust action against labor unions. The Justice Department now contends, however, that the offenses alleged in the present proceeding are outside the scope of the Hutcheson decision, as the actions complained of have no bearing on 'terms or conditions of employment', and therefore are not entitled to the protection intended for labor by the Clayton and Norris-LaGuardia Acts."

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The Metropolitan Television, Inc., New York City, has been granted an application for the modification of its construction permit for experimental television station for extension of commencement and completion dates, subject to submitting to the Chief Engineer of the Federal Communications Commission within 30 days a satisfactory report as to plans, personnel, and program of research and experimentation.

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## OHIO AND MICHIGAN ALSO HAVE OVER A MILLION RADIOS

States with over a million radios in the homes are becoming numerous. The latest reported by the Census Bureau are Ohio and Michigan.

## OCCUPIED DWELLING UNITS WITH RADIO FOR STATE AND LARGER CITIES OF 25,000 OR MORE: 1940

(A dwelling unit was enumerated as "with radio" if it contained a usable radio set or one only temporarily out of repair)

AREA - MICHIGAN	Total	With Radio	No Radio	Not Reporting on Radio
Total dwelling units (including urban)	1,396,014	1,271,499	89,522	34,993
Rural-nonfarm dwelling units	252,211	224,307	22,325	5,579
Rural-farm dwelling units	218,890	178,353	34,798	5,739
Battle Creek	12,874	11,929	543	402
Dearborn	16,061	15,509	274	278
Detroit	425,547	401,543	12,454	11,550
Flint	40,567	38,318	1,441	808
Grand Rapids	47,523	44,158	1,913	1,452
Jackson	14,416	13,624	565	227
Lansing	22,481	21,219	681	581
Pontiac	17,252	16,229	585	438
Saginaw	22,386	20,804	993	589

The following released for use of afternoon papers on August 8.

OHIO				
	Total	With Radio	No Radio	Not Reporting on Radio
Total dwelling units (including urban)	1,897,796	1,697,672	154,646	45,478
Rural-nonfarm dwelling units	338,164	290,910	40,340	6,914
Rural-farm dwelling units	268,384	210,038	51,995	6,351
Akron	66,501	62,337	2,373	1,741
Canton	29,466	27,202	1,403	861
Cincinnati	135,809	123,783	9,012	3,014
Cleveland	242,267	227,519	11,116	3,632
Columbus	83,597	76,513	3,771	3,313
Dayton	59,740	55,291	2,773	1,676
East Cleveland	12,131	11,904	97	130
Hamilton	14,165	12,814	981	370
Lakewood	20,842	20,191	301	350
Springfield	20,093	18,345	1,247	501
Toledo	79,341	74,535	2,740	2,066
Youngstown	41,197	37,448	2,559	1,190
Zanesville	10,962	9,851	795	316

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: : : TRADE NOTES : : :  
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Claude A. Mahoney, news commentator, who is doing such a good job in place of Earl Godwin on the Blue each morning at 7:45 A.M. (EWT), sounds like the reincarnation of Gen. Hugh Johnson. Not quite so emphatic but voices very much the same.

Mr. Godwin, who likewise is doing splendidly on the Ford Hour is now devoting his full time to preparing for this important 8 P.M. broadcast. It is also on the Blue Network.

Mr. Mahoney, like Elmer Davis and Edwin C. Hill, is from Indiana. He covers the Navy Department for the Washington Star and formerly did the White House for the Wall Street Journal.

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Reports of a critical shortage of spare equipment for transmitters including vacuum tubes come from Rio where it is feared many stations may be forced off the air. A similar situation is reported from Latin-America where it is feared about half the stations may have to close down within the next twelve months unless the United States comes to the rescue.

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Columbia Broadcasting System, Inc. and subsidiaries reported a profit of \$1,647,738 for the 26 weeks ended July 4, equal to 96 cents a share, against \$2,435,197 or \$1.42 a share in the 26 weeks ended June 28, 1941.

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Farnsworth Radio and Television Company has scheduled thirteen pages in a list of six weeklies and one monthly in a campaign to maintain a ready market for its products after the war, through N. W. Ayer & Son, Inc.

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In connection with the census of radios in the homes, Washington correspondents received the following notice;

"If the Census Bureau, in its 152 years of browsing around, has picked up any little item of information that you need, you can get it now by telephoning to Suitland, Maryland. Phone Trinidad 3000, Branch 201, 202, or 203. It is a local call.

"In case personal contact with any Census Division is required, the route is across the Anacostia River, on Pennsylvania Avenue to 38th Street and right to Suitland Road. Turn left on Suitland Road. The new Census Building is 5½ miles from the Capitol. This is a shorter route than by Cape of Good Hope and Suez."

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Control of the Columbia Broadcasting System's San Francisco listening post has now been formerly taken over by the Defense Communications Board. The CBS station, which has recorded hundreds of enemy news and propaganda broadcasts since Pearl Harbor has been working in close cooperation with the Office of War Information and is now fitting into the wide operations of the FCC's Foreign Broadcast Intelligence Service.

Admiral Luke McNamee, President of Mackay Radio and Telegraph Company, announces that arrangements have been completed for establishing direct radio-telegraph service between the United States and Bermuda. It is expected that the service will be opened next Monday (August 10). This will be not only the first radio-telegraph service between the United States and Bermuda, Mackay Radio states, but the first direct telegraph service of any kind between this country and Bermuda since all messages now go by land telegraph to Canada and then to Bermuda by cable. The announcement states that all classes of commercial telegraph messages will be included in the new service. In Bermuda the new radio link will be operated by Cable and Wireless, Ltd., the British communication system.

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International station KWID, The Associated Broadcasters, Inc., has been granted modification of construction permit to add the frequency 7230 kilocycles with unlimited time of operation, and extend completion date to 180 days after grant. (KWID is located in San Francisco, Cal.)

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The Sonotone Corporation reported net profit for the six months ended June 30 was \$128,951, equal to 16 cents a common share, compared with \$188,748, or 24 cents share, for the like period of 1941 sales for the period were shown 17.4 percent above the 1941 first half.

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Radio products and lighting equipment for direct war work and lighting equipment for war plants accounted for the largest portion of the \$14,540,010 which Hygrade Sylvania Corporation reports as net sales for the first six months of 1942. According to figures issued this week (unaudited and subject to year end adjustment) the above figure is 61 percent greater than the net sales of \$8,992,878 which the company did in the first six months of 1941. While net income before tax provision was \$1,724,112 as compared to \$1,061,385 in 1941, earnings available for dividends after tax provisions were made amounted to \$483,062 for the first six months of 1942, as compared to \$530,693 in the first half of 1941.

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#### UNITED NATIONS AND SALVAGE NEW OWI RADIO THEMES

Explaining two more of the major issues important to America's war effort, the Radio Bureau of Office of War Information next Monday will issue brochures of radio background material on the United Nations theme, and Salvage. Both have been prepared for the use of radio writers and producers throughout the nation.

These are the latest releases in the new OWI series, designed to cover all major issues of the nation's war effort and to provide program people with a source of accurate factual data they may use to put across Government war messages more effectively.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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NATIONAL BROADCASTING COMPANY, INC.  
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No. 1454

August 11, 1942.

WHY MR. FLY? PRINTERS ASK HIM FOR OPPOSING RADIO TAX

Singled out for a little special attention in a letter, John B. Haggerty, President of the International Allied Printing Trades Association, has just sent to his members is James Lawrence Fly. "Why Mr. Fly?" the labor leader asks the Chairman of the Federal Communications Commission, because the latter last year opposed the proposal of the House to tax the broadcasting stations \$12,500,000.

Mr. Haggerty's letter was to notify the members that the printers have now demanded of the Senate Finance Committee that that amount be doubled and the broadcasting stations taxed \$25,000,000. Furthermore the Allied Printing Trades members (the letterhead says there are 190,000 of them) are urged to get busy and not only write to the Senators from their own States but to the members of the Senate Finance Committee. Mr. Haggerty's letter follows:

"Dear Sir and Brother:

"Are you interested in protecting your own job?

"Printing Trades workers are dependent, for the most part, on the production of publications, Newspapers, Magazines and Periodicals for their livelihood. These publications are dependent on their securing of sufficient advertising to meet the payrolls.

"We know that the diversion of advertising from printed publications to Radio broadcasting has already deprived more than 25,000 skilled printing trades workers of their job opportunities. We know that the constant threat of the possible loss of advertising, because the Publishers seemingly fear to increase rates, has prevented many additional thousands of printing trades workers from securing better wages and working conditions.

"The employers in the Publications industry, so far as we know, have yet to indicate a willingness to assist in our fight to deprive the Radio Monopoly of the many unfair competitive advantages which they have over printed publications. We have been told that Publishers are fearful the Advertising Agencies which are said to control the great bulk of National Advertising, which Agencies secure fabulous profits through placing advertising with the Radio Monopoly, would deprive the Publishers of the National Advertising the Publishers now secure if they indicated any hostility to the Radio Monopoly.

"Is it any wonder that Advertising Agencies advise the placing of advertising on radio stations when they pay the radio

stations only 20% -- 30% -- or 37% of the Advertising dollar? Has anyone ever heard of a legitimate publication paying from 63% to as high as 80% in the form of commissions, discounts and rebates to secure national advertising? The local advertiser pays the full rates.

"In view of the exorbitant net yearly profits which we have brought to light is any Congressman or U. S. Senator justified in levying taxes on the workers if the Radio Moguls, with net profits of from 100% to as high as 680% on their investments, are to continue to escape their payment of their proper share of the tax burden?

"The Federal Trade Commission Law was enacted and the Commission created to eliminate this type of unfair competition - the paying of commissions and rebates of from 63% to 80% when competitive concerns were paying only 15%. Why does the Commission condone this vicious practice?

"You will note also the deliberate effort of the Treasury Department and the Federal Communications Commission to deceive the Congress by submitting incorrect figures which we challenged. Incidentally, last year, after the House of Representatives had levied a tax of some \$12,500,000 on the radio networks and highly profitable broadcast stations the Chairman of the Federal Communications Commission, James L. Fly, appeared before the Senate Finance Committee in opposition to this tax. Why?

"The Senate Finance Committee will soon act on this question. We have asked that the Radio broadcasting industry pay taxes of not less than \$25,000,000 yearly. Based on the findings of the Treasury Department last year, with figures presented to back up their findings, the radio broadcasters would retain for themselves after the payment of all taxes, including excise or franchise taxes of \$25,000,000, more than 20% yearly net profits on their investments.

"We urge you, your union, your family and your friends to petition the individual U. S. Senators from your State, and those Senators who are members of the Senate Finance Committee, insisting that Excise or Franchise Taxes be levied on the net time sales of radio networks and commercial radio broadcast stations to insure that Radio Broadcasting will be forced to pay its proper share of the tax burden.

"Such action now on the part of yourself, your union, and your friends, if successful in prevailing upon the Congress to levy Excise or Franchise taxes of some \$25,000,000, will protect and better the job opportunities of many thousands of printing trades workers. Immediate action is necessary. Can we count on you?"

There is a note at the bottom of the letter in bold-face type which reads:

"Illustrating the need for such legislation is the fact that one large radio station with net yearly profits of \$250,000, pays local and State taxes of \$8,000, while competing publications in same city pay \$400,000."

8/11/42

## WRITTEN CONFIRMATIONS OF RADIOGRAMS OR CABLES OUT

A statement clarifying the procedure of the Office of Censorship regarding radiogram or cable confirmations has been issued by Director Byron Price.

"Censorship regulations prohibit the sending through the international mails of confirmation copies or any direct quotations from cablegrams, radio, radiotelephone, or land wire messages sent between any point in the continental United States and any point outside the United States", Mr. Price pointed out. "This prohibition is designed entirely to restrict possible use of these communications facilities by enemy agents to transmit information harmful to the war effort."

Messages to and from Canada are exempted. The restrictions, Mr. Price explained, apply to "word for word confirmation copy" and to direct quotations in whole or in part from messages. Any quotation from or reference to a cablegram in telegraphic language or code is banned. However, reference may be made to cablegrams by name, date, number or subject matter if ordinary language is used. Rulings now in effect apply both to incoming and to outgoing messages, but do not apply to messages sent from anyone within the continental United States to anyone else within that area, or to messages between two points outside the continental United States.

"We have no intent to hamper legitimate business", Mr. Price said, "and our enforcement of these rulings has as the sole purpose the crippling of communications between agents of foreign powers or inadvertent betrayal to the enemy of vital war information."

The prohibitions, he added, apply equally to confirmations or quotations from messages when these are sent by anyone other than the original sender or are sent to a person or firm other than the original addressee.

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In its crusade to weed out "sentimental slush", the British Broadcasting Corporation has banned the following British and American songs from the air: "Miss You", which placed third this week in a compilation of the 10 most popular tunes on the networks. "Singing Sands of Alamosa", "Homecoming", "I'll Just Close My Eyes", "Moonlight Cocktail", "You Walk By", "Autumn Nocture", "If You Haven't Got Dreams You've Got Nothing At All", "Mandy Is Two", "Goodnight Daddy".

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## U.S. CHARGES NEW RADIO MANUFACTURING MONOPOLY

In Philadelphia last week Thurman Arnold, head of the Anti-trust Division of the Justice Department, declared in Federal Court that the Radio Corporation of America, the American Telephone and Telegraph Company and other big radio corporations "are now engaged in a new monopoly covering the whole radio field".

Mr. Arnold's charges came during argument on a Government petition to dismiss a 10-year-old consent decree against nine radio and electrical manufacturing firms which the Government charged had violated anti-trust statutes.

Declaring that the old consent decree had become an "unholy vehicle for the enforcement of the law in this case", Mr. Arnold told Judge Albert B. Maris that Attorney General Francis Biddle believes the decree now is ineffective.

The decree divorced the RCA from General Electric Co. and Westinghouse and prohibited the firms involved from claiming exclusive rights to certain radio patents.

Other companies affected were International General Electric, National Broadcasting Co., Inc., R. J. A. Communications, Inc., RCA Photophone, Inc., RCA Radiotron Company, Inc., and RCA-Victor Co., Inc.

Mr. Arnold declared "the course of events since then (1932 when consent decree was entered) indicated that the decree has not removed the unlawful restraints of trade and prohibited the monopolies."

He added that the original 14 defendants in the case "together with new parties are now engaged in a new monopoly covering the whole radio field, including television and frequency modulation".

Bruce Bromley, New York attorney for the Westinghouse Electric & Manufacturing Co., strenuously objected to vacating the 1932 decree, asserting Mr. Arnold's motion was a "typically ingenious device to get rid of . . . the defense we could enter to a new suit which he plainly contemplates bringing against us".

Counsel for the other corporations also objected to dismissal of the decree. They contended that the defendants had made new license agreements with their customers on the strength of the decree and that the firms would lose millions of dollars if it were vacated.

The decree was entered in the United States District Court at Wilmington, Del. Judge Maris, a member of the Third Circuit Court of Appeals, was especially assigned as a district judge to consider Mr. Arnold's motion. His decision will be handed down in Wilmington.

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## WAR WILL BRING MANY POLICE RADIO DEVELOPMENTS

Vast developments being made in the radio industry as a result of the tremendous task which the industry has in equipping American and Allied armed forces with radio equipment "better than the enemy's" will make available many new electronic products for the police communication officer in the post-war period, Herbert DuVal, Jr., General Electric radio engineer, told the 9th Annual Conference of the Associated Police Communication Officers in St. Louis.

Among such developments is a circular-type antenna which gives a higher field strength for a given transmitter power, both for station and mobile use, Mr. DuVal said. Another development is a resonant inverter to replace dynamotors and vibrators. "Present vibrators have to break the full-load current of the apparatus whereas the new resonant inverter has electrical and mechanical resonant circuits such that vibrator contacts break only during periods when the current through the contacts is zero", Mr. DuVal explained. "Such a unit requires very little maintenance and should give service longer than dynamotors or present vibrators, the latter being unsatisfactory for high-current interruption."

The most important job of the police communication operator at this time, Mr. DuVal pointed out, is in the care and maintenance of his apparatus. Now also is the time for police communication officers to help the radio industry and the F.C.C. by formulating plans to use super-high frequencies in the post-war period to relieve congestion now existing on police radio and other frequencies.

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## STRIKE-BOUND NEWSPAPERS ISSUE "AIR STATIONS"

The pressmen's walkout which prevented publication last Wednesday of all three of Cincinnati's newspapers did not keep the people from getting the news because of the fact that each one of the papers had a regular tie-in with a broadcasting station.

Station WCPO, owned by Scripps-Howard Radio, presented several editions of an "Air Post". A microphone was moved to the Post's newsroom and news was presented in full. The Post's comics were presented in a special broadcast.

The Times-Star operated similarly with WKRC, which it owns. Many of the Times-Star features were read in full and the comics were presented by radio.

The Enquirer, which has a working arrangement with Crosley-owned WSAI, presented its department editors Wednesday night in a special feature, "First Edition". Jack LaRue, Managing Editor, presented local news. The feature was repeated in the "morning edition", Thursday.

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## FLY CALLS HUGE TAX "TRAGIC"; DENIES SHUTDOWN RUMORS

Evidently hitting back at John B. Haggerty, President of the International Allied Printing Trades Association, James L. Fly, Chairman of the Federal Communications Commission decried the proposed \$25,000,000 tax on broadcast time demanded by the printers. He also called rumors of forced shutdowns of stations on account of scarcity of materials "eye-wash". At his press conference Monday, Mr. Fly said:

"It seems that most everybody is trying to jump on the broadcasting industry these days. I am reminded of a couple of those instances, with which you gentlemen are probably already familiar. One is some rather extravagant demands from adverse competitive sources that a heavy tax be laid upon the industry. Of course we have been through that problem time and time again, and I think it is obvious to everybody that a tax of 25 or 30 million dollars on the industry as has been suggested from some quarters would not merely be unfortunate but it would be tragic from the standpoint of the industry. The broadcast industry just simply couldn't carry any such burden. "I doubt if serious consideration would be given to those extravagant demands, but it's just as well if we all stand up and be counted on that question.

"There's another thing that has given me a little concern and that is the stories that have been spreading in certain competing advertising circles that radio stations may have to go off the air for lack of materials. Now that's a lot of eye-wash. It is true that we have problems in the broadcasting industry just as there are in many industries and as there must be in competing industries. But I have talked this matter over with the War Production Board representatives and others concerned with it and I find no reasonable justification for any such rumors. We not only plan to have the broadcasting industry continue to do its job but that is quite essential from the standpoint of general morale, war information, and other essential purposes. It is not merely true that every effort be made to keep broadcasting going but we see no basis for any suggestions that there be any demolition of the service. I think it very unfortunate that these adverse interests display themselves in these forms at a time like this. Broadcasting industry is doing a big job in the war effort. It is rendering a great deal of public service and is carrying on very splendidly. When it is moving along successfully with this burden it should not be bothered with this bunch of pups snipping at its heels all the way.

"In connection with that tax situation, would you care to say who is suggesting this tax of 25 or 30 million dollars. No one has appeared before the Finance Committee?" Mr. Fly was asked.

"Yes, I think the records would show that", he replied.

"What sort of tax is this, an excise profit tax?" a question was put in.

"I wouldn't know exactly", was the answer. "The Treasury submitted one which was worked out in conference with our people. It would appear to be a feasible form of taxation. I think the total tax problem covered there was on a gross figure of about 8 million, but in light of the excise profit taxes the amount would be very much less. I don't know what to call this tax."

"I think he called it a franchise tax", Edgar Jones, FCC Press Relations head, volunteered.

"Yes, I think he did, but I am not sure what the provisions in the tax bill call it", the Chairman replied.

"That 25 million was suggested to the Senate Committee?" a correspondent asked.

"Yes", the FCC Chairman answered.

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#### PETRILLO DENIES ONE TIME BROADCAST RECORDING AGREEMENT

There was a speedy denial by James C. Petrillo, President of the American Federation of Musicians that he had agreed to allow his members to make recordings which would be broken up after broadcasting them a single time.

George S. McMillan, Secretary of the Association of National Advertisers, announced in New York the Union had assured him it would permit its members to make transcriptions for commercial broadcasts provided the recordings were played only once over a station and then destroyed.

"Mr. McMillan is misinformed", Petrillo said in Chicago. "I gave no such permission nor did any other officer of the Federation. Any recording company wishing to make such an agreement would have to apply to us in writing and none has."

Mr. Petrillo continued on the warpath in threatening to blacklist the Springfield, Mass., Municipal Auditorium if the non-Union Boston Symphony Orchestra, which he has been fighting for years, is allowed to play there.

One report that was heard in connection with Petrillo's fight with the broadcasters was that it might be compromised if the National Association of Broadcasters found a way of getting rid of its president, Neville Miller, who holds a long-time contract with the Association.

The Government suit against Mr. Petrillo and his Union will start in Chicago September 16 when the defendants will be asked to show cause why an injunction should not be issued. Thurman Arnold, "Trust Buster No. 1" will personally prosecute the case.

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For Release Thursday, August 13

HYGRADE CHANGES NAME TO SYLVANIA PRODUCTS COMPANY

Hygrade Sylvania Corporation, third largest manufacturer of incandescent lamps, second largest manufacturer of radio tubes and one of three largest producers in the fluorescent lighting field, Thursday will officially become Sylvania Electric Products Inc.

The change in name was voted by stockholders at a special meeting held on July 30, and becomes official Thursday with the fulfillment of the necessary legal steps incident to the move.

Walter E. Poor, Executive Vice-President of the Company, described the step as "going deeper than a mere change in corporate name". While the policies and products remain the same, he said, various current trade relationships are effected, and the "modernized" name will help prepare the company for an even larger role in the post-war electronics and lighting industries.

"It is a necessary step in the program of development and expansion that has been under way since the merger of the Hygrade Lamp Company and the Sylvania Products Company and Nilco Lamp Works, Inc., in 1931", Mr. Poor said. "The company has achieved a high rating in the fields in which it has operated, and has potentialities for even greater development in the future. Even in these uncertain war times the company's management must prepare to meet the opportunities peace will bring."

The company's present position in its own trade circles and its relations with the public will be clarified by the change, he explained. Nothing in the former name indicated the nature of the company's operations, Mr. Poor said, citing the fact that one large-city telephone directory lists ninety-three companies doing business in everything from belts to upholstery under the name of Hygrade or some minor variation.

The company's operating divisions have used separate trademarks and brand names. The Lamp Division specialized in Hygrade lamps, the Tube Division was known for its production of Sylvania radio and other tubes, while in the fluorescent field, in addition to Hygrade fluorescent lamps, the company manufactured Miralume fluorescent lighting units. Hence the company was known variously as the Hygrade company, the Sylvania company and the Miralume company to many of its customers, depending on the field of electronics concerned. The over-all activities of the company on several fronts have been relatively unknown to the public.

Eventually, it was stated, all products of the company will be issued under the single Sylvania brand.

The company is filling large orders for the military services, including the manufacture of many new developments in electronics. Net sales for the first six months were \$14,540,010, as compared with \$8,992,878, for the same period last year. The company's eight plants are located in Massachusetts and Pennsylvania.

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: : : TRADE NOTES : : :  
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Commander E. F. McDonald has coined the phrase "1917 War Run by Telephone - 1942 War Run by Radio". It is now stamped on the front of all Zenith correspondence envelopes.

The new list in which OPA has defined the essential occupations, the following eligible individual is specified:

"A person engaged in, and requiring a bicycle for delivery of messages, materials, goods and products essential to the public welfare or the war effort, including wholesale delivery and delivery to the ultimate user. Such messages, materials, goods and products include but are not limited to foods, drugs and medical supplies, radiograms, cables, telegrams, newspapers, magazines, periodicals, etc."

With letters still coming in, more than 10,000 applications have been received for membership in "Plug Shrinkers" as a result of the protest made by Reader's Digest against certain types of radio advertising. (See our release of July 31).

At the request of Senator Wheeler of Montana, Senator Truman had an editorial from the New York Times of July 29 on the subject of "International Communications" and a letter from David Sarnoff, President of the Radio Corporation of America to the Editor of the Times on August 1 commenting upon the editorial inserted in the Congressional Record.

The War Manpower Commission is classifying technicians in the broadcasting industry. It was said that the Commission was "active on it and that it is getting active consideration".

Though Dame Fashion is now on limited rations, and has more priorities than anything else for style suggestions, beauty is still her accent of design, as W6XAO lookers saw when Thomas S. Lee's television program in Los Angeles recently presented a review of wartime "ersatz fashions". Under the supervision of Harry R. Lubcke, Don Lee Television Director, Nancy Dixon, KHJ-Don Lee fashion authority, presented the review with models showing the replacements for wool, silk, rubber and other clothing materials now in demand for war production.

Reflecting the increase in radio listening since the beginning of the year, WOR's mail volume has hit a four-year high. 675,000 pieces have been received during the first seven months of 1942, as compared with 610,000 letters for the same period in 1941, and 495,032 in 1940. Corresponding figures in 1939 were 620,503, and in 1938, the total soared to 824,575.

New orders and extensions of current contracts at WOR during the first week in August reflected the same upward trend in business which was set during the biggest July in the history of the station, according to a statement from that station.

It was reported at the FCC that the foreign language radio stations had made a lot of progress in policing themselves in connection with the war effort. "It is receiving continuing attention from the Commission and the other interested Government departments. It's always a serious problem. It's one of those things that is always with us", Chairman Fly said.

"Would you care to say whether you feel that the representations of the Society of Loyal Americans of German Descent were justified?" he was asked.

"No, I would not want to say whether or not it is justified. I don't know. We are looking into the facts and will have some judgment on that later."

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It is expected that the song-writers will resort to the courts in an effort to combat the censorship by the British Broadcasting Corporation of certain songs, item about which appears on another page in this issue.

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"As a startling innovation, how about producing some radio program whose commercial plug asks the public to use the product because they will like it, instead of because it will build morale to help win the war?" - Washington Star.

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German-hating residents of Europe's occupied countries are risking their lives daily to listen to short-wave programs from the U.S. - and the assurance of eventual liberation from the Nazis, broadcast continually by radio, is enabling the conquered people to endure privations and continue underground warfare against the enemy.

This is revealed in letters, smuggled out of the continent, which are trickling into WGEA, General Electric's international broadcasting station in Schenectady.

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An analysis of what has happened to radio listening in England and Canada in wartime was presented by British and Canadian experts in New York meeting of the American Marketing Association's discussion group on radio listening habits. W.B.B. Ferguson, Managing Director of the London office of Lord & Thomas, and Walter Elliott, President of Elliott-Haynes, Ltd., Toronto, research organization, were the speakers.

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Word has been received of the death of Valdemar Poulsen, 63 years old, Danish co-inventor of a wireless telephony system and discoverer of the Poulsen arcs and waves upon which his method of radio-telegraphy was based.

With the late Professor Reginald Aubrey Fessenden, American physicist and engineer, Dr. Poulsen was credited with being the inventor of the wireless telephone, but world-wide notice came to him in 1899, when he invented the telegraphone, an ingenious apparatus for recording telephone conversations on a steel wire electromagnetically for repetition at will.

With the aid of his colleague, Professor P. O. Pedersen, Dr. Poulsen was credited with breaking the Marconi monopoly in the British Empire. It is said that many admitted that his claim to recognition as an inventor and developer of wireless communication was as strong as that of the noted Italian.

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## MULLEN ANNOUNCES PLANS FOR "FALL PARADE OF STARS"

Using special recordings of top-ranking artists of commercial network features as the nucleus of its plan, the National Broadcasting Company, early in September, will launch a novel campaign to promote locally, through affiliated stations, a Fall Parade of NBC stars. The campaign will be accompanied by an intensive exploitation program to tie up the transcription series with newspaper cooperation, window displays, community events and all other effective promotion means that may be at the disposal of the individual outlets. According to Frank Mullen, NBC Vice President and General Manager, more than two-thirds of the affiliated stations already have expressed definite intentions to utilize the unusual exploitation scheme, with more enthusiastic acceptances arriving daily. Similar approval has been registered by advertising agencies and advertisers who have had a chance to study the previews.

The Fall Parade plan, according to Mr. Mullen, is six-pointed. It aims, 1) to create interest in approaching Fall features and build up listening audiences for them; 2) to strengthen good-will ties between advertisers and stations; 3) to strengthen ties between advertising agencies and stations; 4) to build prestige for stations by identifying each outlet with the network's most popular program features and their stars; 5) to build up an inventory of human interest material from which popular local programs may be constructed and, 6) to create newspaper good-will by supplying topical newsworthy stories, photos and mats of celebrated radio personalities.

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## FEARS MEXICAN STATIONS MAY HAVE TO SHUT DOWN

Emilio Azcarraga, head of the 43-station Mexican network led by Mexico City's Station XEW, and affiliated with the NBC Pan American Network, arrived in New York from Mexico City last week where he was greeted by Niles Trammell, President of the National Broadcasting Company.

During his stay here, Mr. Azcarraga is expected to consult with broadcasting officials regarding the serious shortage of replacement parts and tubes for Latin American transmitters.

"Six months more and we may have to do a fadeout", said Mr. Azcarraga, in commenting on the rapidly diminishing supply of tubes and other parts.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
80 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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No. 1455

## STIRRED UP BY PETRILLO, FCC MAKES RECORD USE SURVEY

Regardless of how much power it may or may not have if it finally acts in the matter, the Federal Communications Commission has ordered a questionnaire on the extent of the use of recordings and electrical transcriptions sent to all standard broadcast stations.

This is another move in the Commission's investigation of the cancellation by James C. Petrillo of the Interlochen, Michigan, High School broadcasts and the order by Mr. Petrillo causing A. F. L. union musicians to cease making records which might be used for broadcast purposes.

Just how Thurman Arnold, No. 1 trust buster, who is to personally prosecute the Government suit against Petrillo in Chicago next month, views the matter is outlined in an interview with him by David Lawrence, who writes:

"One might wonder why the Justice Department files merely a civil suit against James Petrillo and his musicians union for alleged restraint of trade when businessmen usually are indicted under the criminal provisions of the Sherman law.

"Thurman Arnold, Assistant Attorney General in charge of anti-trust prosecutions, gave the writer the explanation today and it discloses the interesting background on which the forthcoming suit is going to be fought.

"Mr. Arnold says that wherever the law is uncertain or where the previous decisions would indicate that the case might not be successfully prosecuted criminally, he prefers a civil suit and that in this particular case, if there were a criminal procedure and the jury voted for acquittal, there would be no way to get the case up on appeal to the Supreme Court.

"The Assistant Attorney General, it is announced, will handle the case himself and he will attempt to obtain a reversal of the judgment in the so-called Hod Carriers' case, in which, oddly enough, no written opinion was filed by the Supreme Court. The issues in the Hod Carriers' case turned on the use of automobile engines for mixing concrete while en route, whereas the union insisted that this war work that should be done by employees at the place of the construction job. In other words, the union demanded equal payment of wages for the number of men who would have been employed if the work had been done by the union members.

"The Supreme Court did file a written opinion in the so-called Hutcheson case, but this turned largely on a fight between two unions in a jurisdictional dispute. Mr. Arnold feels he will have no

difficulty in drawing a distinction between the Hod Carriers' case and the Hutcheson case.

"It is to be noted, however, that the written opinion in the Hutcheson matter was used by the Supreme Court as a basis for the order dismissing the Hod Carriers' case, so Mr. Petrillo doubtless believes he was acting lawfully in instructing his musicians not to help make canned music for broadcasting or juke boxes unless pay was given just as if bands had been used.

"But Mr. Arnold thinks the attention of the courts can be focussed on the difference in issues and thus obtain a reversal. It is interesting to observe that the opinion in the Hutcheson case was rendered by a 5-to-2 vote. Justice Frankfurter wrote the opinion, and he was supported by Justices Black, Reed and Douglas, while Justice Stone wrote a concurring opinion. The dissent was expressed by Chief Justice Hughes and Justice Roberts. It happens that Justice Murphy did not participate in hearing the case and there were only eight justices on the bench at that time because Justice McReynolds had retired and the vacancy was not yet filled.

"Since that time Justices Jackson and Byrnes have joined the Court, so it may be that we shall have what Justice Frankfurter has on one occasion referred to as a 'reconstructed' court sitting on the Petrillo case when it comes up from the lower courts."

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#### NEW FCC INFORMATION DIRECTOR APPOINTED

The Federal Communications Commission announces the appointment of Russell R. Clevenger as Director of Information to fill that position during the absence of George O. Gillingham, now on active duty with the Army. Edgar Jones, who sometime ago was appointed Assistant Director of Information, and who during the absence of Mr. Gillingham, has been acting as Director, will now continue with the Commission in his regular capacity.

Mr. Clevenger was on the staff of the New York Times for five years, spending part of that time in Europe writing special articles. He has had wide experience in the field of public relations and is now on leave of absence as Vice President of Albert Frank-Guenther Law, Inc. He received his B.A. and B.Litt., from Columbia University. Mr. Clevenger was born in 1899 at Wilmington, Ohio; is married and has one child.

During the past several years he has advised the following firms on their public relations: Warner Bros. Picture Corp.; Texas Corp.; Crucible Steel; Dow Chemical; New Jersey Central; Baltimore & Ohio; Consolidated Edison; National Power and Light; Virginia Public Service; Columbia Gas & Electric; Chase National Bank; Marine Midland Trust Co.; New York Curb Exchange and the Automatic Phonograph Manufacturers' Association. In 1940, he established the public

relations department of Broadcast Music, Inc., during the days that organization contested for music supply for broadcast radio with ASCAP, and he conducted its operations until March 1942. More recently he has been a consulting expert to the Secretary of the United States Treasury.

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## 20,000 RCA EMPLOYEES PLEDGE WAR ALLEGIANCE

Robert Shannon, President of the RCA Manufacturing Company, Inc., last Wednesday presented to William L. Batt, Vice Chairman of the War Production Board, a book containing names of more than 20,000 employees who have pledged themselves to "beat the promise" on war production.

With Mr. Shannon were F. R. Deakins, Vice President of the RCA; George W. Breunig, suggestion supervisor; and Miss Ann Stankus, a Harrison, N. J. RCA plant employee, who was recently given the Award for Individual Production Merit by the labor-management committee in the plant.

In connection with the War Production Drive in the five RCA plants, a "Let's Go to Batt, for MacArthur" suggestion contest was held. It was inaugurated during a visit to Mr. Batt to the Camden plant on April 7, the day the last phonograph radio rolled off the assembly lines and the plant was put on a complete war basis.

Miss Stankus' suggestion was to change a plate in small radio tubes, thereby reducing shrinkage to the extent that less skilled operators are now able to produce better tubes. Her suggestion resulted in an increased output and improved quality of tubes for war use.

For her suggestion she received a \$100 cash prize and a furlough to Virginia Beach. Because she was too busy on war production, she gave up the Virginia Beach trip and was given its equivalent in cash.

Miss Stankus is 29 years old and lives at 326 Johns Street, East Newark, N. J. She is a graduate of the Harrison, N. J. High School.

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From reports so far received, the Democratic U. S. Senatorial nominee from Idaho, appears to be Glen Taylor of Pocatello, who is described as "a guitar strumming radio entertainer who campaigned on horseback."

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8/14/42

OF 2,000,000 CALIFORNIA HOMES, ONLY 146,000 LACK RADIOS

With a batting average of 95.1, California has more than 2,000,000 home radios.

OCCUPIED DWELLING UNITS WITH RADIO FOR STATE AND SOME CITIES  
OF 25,000 OR MORE: 1940

(A dwelling unit was enumerated as "with radio" if it contained a usable radio set or one only temporarily out of repair)

AREA - CALIFORNIA	Total	With Radio	No Radio	Not Reporting On Radio
Total dwelling units (including urban)	2,138,343	1,933,031	146,792	58,520
Rural-nonfarm dwelling units	393,950	338,996	44,217	10,737
Rural-farm dwelling units	175,841	143,588	27,171	5,082
Berkeley	28,210	26,893	567	750
Glendale	26,250	25,226	406	618
Long Beach	58,385	54,352	1,857	2,176
Los Angeles	493,087	458,209	22,678	12,200
Oakland	99,325	92,673	3,772	2,880
Pasadena	27,361	25,746	950	665
Sacramento	32,178	29,398	1,897	883
San Diego	63,692	59,454	3,209	1,299
San Francisco	206,011	188,028	11,188	6,795
San Jose	21,634	19,842	948	844
Santa Monica	18,025	17,104	615	306
Stockton	14,848	13,320	1,137	391

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TIME MAGAZINE BUYS INTO STATION WQXR, N.Y.

Time, Inc., publishers of Time, Life and Fortune Magazines, Tuesday moved into radio via a deal with WQXR that gave Time, Inc., 1,000 shares of preferred stock and representation on the Board of Directors of the Interstate Broadcasting Co., which operates the station. In return, the use of Time's manpower to produce radio programs and access to the publishing organizations newsgathering facilities go to WQXR.

According to John V. L. Hogan, President of Interstate Broadcasting, "There will be no changes in the policy of WQXR. The station will continue to emphasize good music, and the addition of Time's facilities will now make it possible to supply authoritative news of a quality as high as our musical standards."

The deal is subject to the approval of the IBC stockholders, said approval regarded as definite. Meanwhile, Time, Inc. has named David Brumbaugh, its secretary, and Frank Norris, Managing Editor of March of Time on the Air, as its representatives on the Board of Directors. Publishing organization also assigned a group of people headed by Norris, Joel Sayre and Finis Farr, of the March of Time editorial-radio staff to work with Elliott M. Sanger, WQXR General Manager of the station, on the development of new programs.

"The deal, which does not affect the common stock or ownership setup of the radio station, figures out as a profitable deal for all concerned", Variety comments. "The station gets the crack writing, idea and producing brains that turn out the March of Time aircasts; and, in addition to bolstering its programming, will also spruce up the routine newscasts. The mag. likewise, does nicely since it grabs off the cream-of-the-crop WQXR audiences, all of whom are ideal prospects for Time, Life, Fortune and Architectural Forum. And, since the deal does not say anything about exclusive use, it is to be assumed that the March of Time staffers will showcase some of their newer ideas and, if they click, shift them over to the networks to plug their mags. on a national scale."

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#### NAVY PLANE CRASH KILLS NOTED BYRD RADIO EXPERT

Comdr. Malcolm P. Hanson, 47, U.S.N.R., of Washington, D.C., who was Chief Radio Engineer with Admiral Richard E. Byrd on the South Pole expedition of 1928-1930, has been killed in an airplane accident somewhere in the North, probably Alaska, according to word received by the family this week.

Commander Hanson was widely known in Washington, since he had been in charge of the radio test laboratory at the Anacostia Naval Air Station from 1930 to 1937 and was associated with the Washington Institute of Technology in the study of instrument-landing in 1939. Late in 1939 he was on active duty in the Bureau of Ships in the Navy Department and in January 1940, was transferred to the Bureau of Aeronautics.

He was born October 19, 1894, of American parents residing in Berlin, Germany. Naval records show that his father, Albert Parker Hanson, was a Milwaukee engineer and inventor who laid the first telegraph line across Iceland in 1890.

Commander Hanson attended the University of Wisconsin, leaving in 1917 to join the Naval Reserve for World War duty. He was a radio electrician with shore station duties until the Summer of 1918 when he was commissioned Ensign and assigned to aircraft radio development duties.

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From 1919 to 1920, he was a radio operator in the Merchant Marine. He resumed his studies at the University of Wisconsin in 1920 and later constructed the first-owned broadcast station (WHA) and was an instructor in Physics in Radio.

In 1924, he went to the Naval Research Laboratory at Bellevue near Washington.

Commander Hanson was radio consultant to the Byrd-Wilkins Arctic expeditions in 1924, 1925 and 1926 and to the Byrd trans-Atlantic flight in 1927.

He was in charge of the Radio Department of the first Byrd Antarctic in 1928-30, before going to the Naval Air Station at Anacostia.

Commander Hanson

For his work with the Byrd expedition, /who was then a Lieutenant, was awarded the gold medal of the Veteran Wireless Operators' Association in 1929. The honor was presented during the month of September over a short-wave radio broadcast heard also over a national network while Mr. Hanson still was in the Antarctic.

In 1938, Commander Hanson was Vice President of the Radio Navigational Instrument Corp., New York. He held the World War Victory Medal, and the Byrd Antarctic Medal, awarded by Congress in 1930.

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#### ANOTHER CBS MAN GOES TO OWI

Lyman Bryson, Chairman of the Adult Education Board of the Columbia Broadcasting System, was appointed Educational Advisor in the Office of War Information, Gardner Cowles, Jr., Director Domestic Operations of OWI, announced.

Mr. Bryson will continue his work with the Columbia Broadcasting System, serving the Office of War Information part time, without compensation. His immediate work will be to assist the Domestic Branch of the OWI in perfecting a better flow of war information to the public schools via radio and other channels. He will also assist in the establishment of an adult education branch of the OWI which will stimulate discussion of the war and the war aims of the United Nations among all organized groups in the country.

Mr. Bryson has had extensive experience throughout the country in the adult education field. His work with the Office of War Information will be done in close cooperation with the United States Department of Education.

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## MIDNIGHT STATION CLOSING SUGGESTED BY WPB

Excitement was occasioned at the Federal Communications Commission by the New York Herald Tribune printing a letter which had been received at the FCC, but which had not been given to the press, from the War Production Board recommending closing down of most of the broadcasting stations at midnight in order to conserve war materials.

About all that the FCC would say was that such a letter had been received and that it would be considered at the next meeting of the War Communications Board probably next Thursday. A spokesman added, however:

"The letter is not as drastic as it appears to be. We are constantly receiving recommendations and suggestions. These are considered by Committee 4 of the WCB on which Neville Miller and other broadcasters are serving. I imagine before the WCB took any definite action, it would see what the result is of the questionnaire which was sent out with regard to the tube situation. The replies are now being tabulated. The work is not finished but somebody who glanced over a handful of replies said that those he saw would indicate that the tube situation was not quite as dark as it was painted."

The New York Herald Tribune story follows:

"The Communications Division of the War Production Board has recommended to the Federal Communications Commission that all radio stations, with the exception of a number of key stations scattered throughout the country, should shut down operations at midnight each night in order to conserve materials, it was learned today.

"The suggestions, drawn up by the W.P.B. Communications Branch, call for the operation after midnight of certain large stations for emergency purposes only. Radio materials and equipment are getting scarce as the W.P.B. diverts more and more of the strategic and critical metals to war production.

"To offset this, the W.P.B. has suggested that no equipment should be sold to any broadcasting station unless the owners return the old or worn-out parts. It also urged that on the basis of an FCC study of police radio stations, the Commission eliminate duplicating systems where they overlap.

"Small radio stations, or chains, which are experiencing difficult times because of the war as a result of lower earnings, should be taken off the air, the WPB believes. It contends that these stations should be permitted to cease operations voluntarily and to resume after the war. Under FCC rules, suspension of operations usually means loss of license.

"The report, which has been submitted to the FCC recently, has not been acted upon."

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## OPPOSING MERGER FEARS COMMUNICATIONS BREAKDOWN

In a letter to the Washington Post (Aug. 14) Daniel Driesen, International Representative of the American Communications Association, C.I.O., opposing the telegraph merger writes, in part:

"Because of the tremendous load placed on the communications systems of the Nation and the fact that no steps have been taken to convert the communications industry to a wartime basis, there is immediate danger of a breakdown in communications which will seriously hamper our war effort.

"Today the telephone system is operating at capacity. Service in telegraph has declined to the point where thousands of man-hours of production are lost because of delayed telegrams.

"In line with your policy of vigorous support of the successful prosecution of the war we believe that it would be much more appropriate to call upon Mr. Fly, Chairman of the Federal Communications Commission, to place into effect a war communications program along the lines already put into practice by Mr. Eastman of the Office of Defense Transportation."

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## SAYS GENERAL FOODS HAS SPENT \$5,000,000 ON KATE SMITH

An article in the current issue of the Saturday Evening Post (Aug. 15) estimates Kate Smith's audience (based on a Crossley survey) at 75,000,000. Of Miss Smith's earnings the Post says:

"In three years, for radio time alone, the La Palina company paid \$730,000, and the star of the program meanwhile filled vaudeville engagements on the side, running eleven weeks at the Palace alone and setting a record for longevity there which has never been topped. Beginning in 1934, Miss Smith switched to Hudson Motors, which, in a two-year period, shelled out \$183,000 for radio time. Her next sponsor, Atlantic & Pacific Tea Company, bought \$990,000 worth of air in three years. Since 1937, when General Foods took her over, her radio time has cost around \$5,000,000.

"This figure does not include what General Foods pays the Kated Corporation. The Friday evening show brings \$11,000 a week into the corporation's coffers, of which about \$4000 is spent on production - for bands, singing groups, comedians, guest stars, and so on. The daily philosophy broadcast gets \$5,000 a week, which is practically all velvet, as Kate and Ted Collins are the only performers. The weekly net take for Kated is thus between \$11,000 and \$12,000. The Kated Corporation has offices at 1819 Broadway and employs a staff of fifty-five, including press agents, secretaries, script writers, musicians and actors. Miss Smith is thirty-three.

"She has starred in a motion picture and occasionally she appears as a guest star on other programs, at from \$3,000 to \$5,000 a crack. Her phonograph-record sales have run up into the hundreds of thousands."

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#### I. T. & T. ELECTS NEW SECRETARY AND TREASURER

Oswald C. Buchan has been elected Treasurer and Charles D. Hilles, Jr., Secretary of the International Telephone and Telegraph Corporation.

Mr. Buchanan is a native New Yorker, educated at Oxford and Cambridge Universities, England; Lieutenant and bombing pilot with Allied Air Forces 1916-1918, and Senior Accountant with the firm of Lybrand, Ross Bros. and Montgomery in New York for six years after the war. He joined I. T. & T. in 1926 and was European Comptroller from 1928 to 1931. He returned to New York as Assistant Comptroller and in 1935 was assigned to Rumania where, from 1935-1937, he successfully carried out important international financial transactions as Comptroller of the Rumanian Telephone Company which was then an I. T. & T. subsidiary. He returned to New York in 1937 as I. T. & T. Assistant Comptroller.

Mr. Hilles, the son of C. D. Hilles, former Assistant Secretary of the Treasury and N. Y. Republican State Chairman, is a native of Lancaster, Ohio, but has resided for most of his life in New York City. He is a graduate of Yale College in 1924 and the Yale School of Law in 1927. He was associated with the law firm of Root, Clark, Buckner & Ballantine as Attorney from 1928-1941 and served on special assignment with the Allied Purchasing Commissions during 1940 and 1941. He joined I. T. & T. on September 1, 1941, as Assistant General Attorney and Assistant Secretary.

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This one from the Broadcasters Victory Council:

"Not long ago the Navy arranged for a certain Mrs. Mildred H. McAfee, who is the new head of the WAVES - which, in turn, is the involved abbreviation of the new Women's Naval Reserve - to appear on a certain Washington station for an interview. She arrived at the studios dutifully, in ample time before the particular program was scheduled to go on the air.

"Now...by one of those impish coincidences...the show just ahead of the one on which she was supposed to be a guest also featured interviews. The receptionist, in a blue-eyed haze, whisked Lt. Comdr. McAfee into the wrong studio - already on the air - where she was duly introduced, interviewed and everything - without so much as a rehearsal. What the following program did - besides play fill-in transcriptions - has not been related to us."

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 ::: TRADE NOTES :::  
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Matthew Gordon, News Editor of the Columbia Broadcasting System, has accepted a post with the Office of War Information in Washington.

His book "News Is a Weapon", is to be published this Fall by Alfred A. Knopf. Gordon's new duties are to deal largely with all incoming foreign news, with particular reference to Axis material reaching this country.

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 With Jane Cowl heading the list of guest entertainers, a special program, commemorating the 20th anniversary of WEA, will be broadcast over the NBC network Saturday night, August 15 at 11:15. On August 16, the actual birthday date, WEA is to celebrate with a 6-minute program, from 4:30 to 5:30 P.M.

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 Philco Corporation Wednesday declared a dividend of 10 cents a common share, payable September 12 to stockholders of record August 28. The same amount was paid in the preceding quarter.

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 The Clear Channel Broadcasting Station group with headquarters in the Shoreham Building, 15th and H Sts., N. W., Washington, D. C., has issued a pamphlet "The 25 American radio stations Hitler likes least." You've guessed it - they are the clear channel stations.

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 A move, patterned closely after recommendations made several months ago by FM Broadcasters, Inc., the national trade association of FM stations tells us, recognizes that war conditions have caused "great shortages in materials, equipment and skilled personnel necessary to radio broadcasting". Therefore holders of construction permits for new FM stations will be permitted to secure regular commercial licenses - for the duration - allowing them to operate with such equipment as they now have, "Providing construction has reached a point where the transmitter is presently capable of being operated to render a substantial public service."

FM broadcasters who take advantage of this FCC wartime policy will be required first to show that additional construction is not possible at this time, and must also assure the Commission that construction will be completed "according to Rules, Regulations and Standards of the FCC as soon as the required materials and engineering personnel have become available."

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 Indicating a stiffer policy in connection with the regulation against soldiers carrying on civilian activities, the War Department refused to allow Ezra Stone, now a staff sergeant in the Army, to go on with his role in "The Aldrich Family" on NBC.

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 Columbia's Board of Directors last week voted a 30% dividend on Class A and Class B stock of \$2.50 par value. Dividend is payable Sept. 41, 1942, to stockholders of record at close of business on August 21, 1942.

8/14/42

Supposedly on a vacation in New Martinsville, West Va., John K. Hutchens, Radio Editor of the New York Times, writes (Aug. 9) of the listening habits of the people of that section:

"And what they listen to chiefly, as far as casual investigator can learn, is news and news analysts. The older listeners, that is. The favorite commentator appears to be Gregor Ziemer of WLW, Cincinnati, who comes on late at night with a review of the day's events. Lowell Thomas, Gabriel Heatter, Raymond Gram Swing and H. V. Kaltenborn are also much admired. Back in the hills a little way the most valued news programs concern commodity prices; gone is the day, thanks to the radio, when city slickers could outsmart the rural folk. When tire rationing went into effect, and car owners hurried to near-by country towns to stock up at the expense of unsuspecting merchants, they found the latter wise and adamant about prices. Their battery-equipped radios, charged by windmills, had kept them informed. The younger generation also listen a good deal to news, but obviously prefer swing music."

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Radio stations in and around metropolitan New York have organized, with the approval and cooperation of General Hugh A. Drum, who heads the Eastern Defense Command and the First Army, a "radio central" to facilitate the cooperation of the stations under actual air raid conditions.

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Funeral services for Mrs. J. M. Devoe, Editor of Sylvania Radio Tube News of the Hygrade Sylvania Corporation, were held in Emporium, Pa., Wednesday, and were attended by her brother, Lieut. General Joseph T. McNarney, Deputy Chief of Staff of the War Department, and her son, Private Joseph Devoe.

After receiving her Bachelor's Degree in Arts from Penn State College, Mrs. Devoe taught English and Literature at the Emporium High School. Later she studied at Columbia University.

In 1929, Mrs. Devoe returned to Emporium from Buffalo to become founder and first editor of Sylvania Radio Tube News, which today reaches 40,000 domestic and foreign readers. She is survived by a son and daughter, one grandchild, and three brothers. Her brother, Wilfred McNarney, is a maintenance engineer in the Sylvania Emporium, Penna. plant.

-----  
Roberto Unanue has been appointed Assistant Director of Latin American relations for the Columbia Broadcasting System. He replaces Dr. Antonio C. Gonzalez as aide to Edmund A. Chester, Director of shortwave broadcasting and Latin American relations. Unanue also retains his former post of Latin American news editor.

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Foster May, 37-year old Omaha radio announcer, was paired against a Republican organizer in the fight for the Nebraska Senate seat now held by George W. Norris. Mr. Norris has not disclosed his plans. He did not run in the primary but his friends have predicted that he would again be an independent candidate in November.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*[Handwritten signature]*

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*[Handwritten initials]*

UNION BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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No. 1456

August 18, 1942.

## RADIO SERVICE NOT IMPAIRED BY WAR, FLY REASSURES

That there would be a minimum of impairment to the broadcasting service or curtailment of broadcasting hours was the assurance given by Chairman James L. Fly of the Federal Communications Commission at his press conference last Monday. Mr. Fly referred particularly to the recommendations made by the Communications Division of the War Production Board that all radio stations with the exception of a number of key stations scattered throughout the country should shut down operations at midnight each night in order to conserve materials. This was first printed in a New York newspaper and the suggestion of such a sharp curtailment of broadcasting hours caused wide comment in the press generally to the evident displeasure of Mr. Fly, who said:

"I have seen some rather alarming news accounts in the press generally, that is particularly in the daily papers, and I only want to reiterate that those accounts are markedly out of order. No measure has been suggested by anyone in the Government or in the industry which is not aimed toward establishing stability and durability - establishing and maintaining stability and durability of broadcasting service and coverage. No suggestion has been made which would result in any real impairment of the service being rendered to the public by radio or the service rendered to advertisers.

"There have been a number of points raised for consideration from different sources, including our own staff and including the staffs of the War Production Board, but all of those suggestions are aimed along constructive lines. There are a number of dope stories in the industry press that are pretty accurate in terms of matters under consideration. For example, the article in today's Broadcasting (August 17) and the article in Radio Daily - I suppose of August 15.

"This morning's issue (August 17)", Edgar Jones, Acting FCC Public Relations head put in.

"Well today's issue of Broadcasting and of Radio Daily Now, the various suggestions will be given study by the Domestic Broadcasting Committee of the Board of War Communications. That will be done quite promptly. The Committee will have the benefit of the survey of tubes which was conducted by the Board. I don't think that returns are complete yet and, of course, it is essential that the Committee have the benefit of that survey since the tubes are almost undoubtedly at choke point. I have great confidence that we shall come off with some constructive results in terms of conservation and in the renewed assurances of continuity and stability. In light of the job which broadcasting has been doing for the war effort I don't think anyone will sit by and permit that service to be impaired."

The program now under consideration by the Board of War Communications and the FCC, as set forth by Broadcasting, (one of the "dope" stories mentioned by Chairman Fly "as pretty accurate in terms of matters under consideration") was as follows:

1. A possible sign-off of all stations at midnight, except key stations which would be maintained on a stand-by basis.
2. Revision of FCC regulations to allow stations to divide time.
3. FCC authorization to enforce the reduction of output by  $1\frac{1}{2}$  DB (compromise may produce a 1 DB reduction).
4. FCC amendment of the engineering standards to allow relaxation of distortion and performance standards for the duration.
5. FCC amendment of regulations to allow stations to suspend service for the duration, without loss of license.
6. Coordination of police radio systems.

The recommendations of the War Production Board suggesting the closing of the stations at midnight which brought the present discussion to a head has not yet been considered formally and probably will not be until the BWC meets later in the week. It was reiterated, however, that this was but one of the many letters of recommendations and suggestions along similar lines; that even the WPB recommendations were not nearly "as drastic as they appeared to be" and that there was no occasion for alarm on the part of either the broadcasters or the advertisers at this time.

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#### WANTS PUBLIC CENSORED SAME AS RADIO AND PRESS

Stating that radio and the press were doing their part, Byron Price, Director of Censorship, addressing the Indiana State Bar Association at Indianapolis, last week, asked how about the public?

"We have been able to preserve freedom in this nation because we have looked upon it as a relative, and not an absolute principle. Our free Constitution has stood the test of time because our courts have viewed its provisions as fluid and elastic, to be applied for the greatest good of the greatest number according to the circumstances and requirements of our recurring national crises. The right of free speech is a relative right. I need not point out to a group of lawyers that no one can maintain a constitutional right to commit libel or slander, or indulge in indecency of expression. Neither can any one contend successfully that the press, the

radio, or any individual has a right in wartime to be criminally careless with information, or preach sedition."

"No one should be deceived into believing that a voluntary censorship will ever function perfectly. With every publisher and every broadcaster his own censor, there will always be honest differences of judgment within the framework of the Codes we have provided", Mr. Price declared. "Yet so universal has been the loyal cooperation of these industries that incalculable good is done every day by the withholding of information about troops and ships, and munitions and tanks and planes.

"Is it too much to ask that the process now be carried one step further and that the public itself participate in censorship? If restraints can be accepted by publishers and broadcasters, whose livelihood depends upon disseminating facts, why should any individual consider himself above a similar cooperation with his Government? In a sense, every one of us became a broadcaster as soon as he was old enough to talk, and he became a publisher as soon as he learned to write. No American is doing his share unless, as a part of his self-discipline, he remembers always that the enemy is listening and is thankful for even the smallest scraps of military information."

Mr. Price then went on to say:

"Essentially the Office of Censorship has two functions. One the one hand it censors all communications entering or leaving the country, by mail, cable, radiotelegraph, radiotelephone, or any other method of communication. On the other hand, in the domestic field, it administers Codes of Wartime Practices for press and radio and so withholds certain information of military value from circulation even at home. In a legal sense these operations are of a distinctly different character although in a practical sense they are interwoven intimately with one another.

"The Censorship of international communications rests upon a solid legal foundation. We are censoring the mails and cables under specific Congressional enactment, embodied in the First War Powers Act by which the wartime authority of the Commander-in-Chief was defined. In this field a very wide discretion is placed in the hands of the censor; in fact, even 'absolute discretion' is conferred by the Executive Order creating the Office of Censorship, and the Director of Censorship is made responsible to no one but the Commander-in-Chief."

"The second part of the responsibilities of the Office of Censorship relates, not to international communications, but to the circulation of harmful information within the country itself. This undertaking rests, in essence, upon the voluntary enlistment of newspapers, broadcasters, and other agencies of dissemination. The Government, by consent, plays the part of umpire. It informs press and radio what classes of information would be helpful to the enemy if disseminated freely within the States. It asks that such information be kept out of circulation unless disclosed by an official source; but there is no compulsion unless the information concerned

is of so secret and vital a nature that its disclosure would constitute violation of the long-existing statutes dealing with espionage.

"Two guiding principles govern this entire procedure. The first is that the requests for suppression must not be so restrictive that they will keep the American people in ignorance of the progress of the war. In a democracy, the public is entitled to essential information. It is entitled to know about the tough realities of this war, and it must not be subjected to such a black-out of news as now pervades totalitarian countries. In its approach to this problem the Government has followed consistently the democratic belief that American news columns and American broadcasting can remain the freest in the world and still keep vital information from the enemy."

"Another principle underlying domestic voluntary censorship is that it deals only with information, and does not invade the realm of editorial or other opinion. Every request made by the Government has been confined to some topic of factual information. There has been no request that any publisher or any broadcaster refrain from expressing his opinion or from indulging in criticism."

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#### BROADCASTERS SEEK TO FILE BRIEF IN PETRILLO CASE

Definite action was taken by the National Association of Broadcasters in New York yesterday (Monday) to seek permission of the Federal Court in Chicago for the NAB to file a brief as the court's friend in the Government anti-trust suit against James C. Petrillo, President of the American Federation of Musicians.

Neville Miller, President of the NAB, said he had been assured that the Department of Justice would welcome the intervention of the broadcasters.

"Evidence that the broadcasting industry's interests are concerned with the problem", asserted Mr. Miller, "is that over 75 per cent of the broadcasting stations in the country have already returned a questionnaire sent out only about 10 days ago by the NAB, questioning broadcasters with respect to the musicians' union situation.

"The material so obtained is being assembled and will prove useful in connection with the Government's suit \* \* \* as well as informative to the public."

In the meantime the Federal Communications Commission has asked all standard broadcast stations to report under oath their labor relations with musicians and musicians' unions, and to detail their use of transcriptions and recordings in broadcasting.

Among the 23 questions were some relating to the employment of colored musicians, including the number and the periods for which they have been employed.

Radio stations are asked to say whether they operate under a written contract with a musician's union and if they do, to submit a copy of the contract. In the absence of a written contract, they are asked whether they have a verbal agreement or understanding and if so, to describe it.

The stations must describe the use made of non-professional musicians, including amateurs and such organizations as the United States Army Band. The FCC is asking also whether at any time in the past three years the station has had instances where amateur musicians have been kept off the air or permitted to broadcast only after professional "stand-bys" were specially employed for the occasion.

Stations are asked to say whether they ever have been denied a network program for reasons believed to have been connected with a labor dispute involving musicians.

The injunction petition is to be argued in Chicago September 16, and it is understood that a summary of the information obtained from the questionnaires will be made available to the Justice Department. The questionnaires must be returned within five days after receipt.

Despite the threat of Mr. Petrillo to blacklist the Springfield, Mass. Municipal Orchestra if the Boston Symphony Orchestra plays there, Springfield City Property Committee voted two to one last week that it lacked authority to bar any musical group from the hall where the Boston orchestra has been booked for a Winter concert by the Community Concerts Association.

The Committee Chairman, William S. Lowe said that the city might obtain an injunction against Mr. Petrillo if the auditorium were blacklisted, preventing union organizations from playing there.

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### USO ASKS FOR RADIO SETS FOR SOLDIERS

An appeal for 50 radio sets to be used by small military units on detached duty around Washington, D. C., was made yesterday by Philip Coyle, Director of United Service Organizations mobile services for the Washington area. The sets would be used for the entertainment of men cut off for periods from community contacts and usual sources of news, Mr. Coyle said in his appeal to Washington residents.

"Individuals or organizations giving them at this time will be rendering a great service to units which are a vital part of the defense of the Capital", he said.

People having sets they wish to donate are urged to communicate with the Washington office, 1615 H St., N.W.

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## ILLINOIS BOOMS IN WITH ALMOST 2,000,000 RADIOS

Also among the leaders in the big league, Illinois has very nearly 2,000,000 radio equipped homes. Chicago has almost a million itself.

## OCCUPIED DWELLING UNITS WITH RADIO, FOR COUNTIES, AND FOR SOME CITIES OF 25,000 OR MORE: 1940

(A dwelling unit was enumerated as "with radio" if it contained a usable radio set or one only temporarily out of repair)

AREA - ILLINOIS	Total	With Radio	No Radio	Not Reporting On Radio
Total dwelling units (including urban)	2,192,724	1,974,604	164,421	53,699
Rural-nonfarm dwelling units	310,446	261,420	41,458	7,478
Rural-farm dwelling units	249,261	195,614	47,541	6,106
Chicago	949,744	891,841	36,434	21,469
Cicero	17,918	17,389	368	161
Danville	11,248	9,963	934	351
Decatur	17,298	15,898	920	480
East St. Louis	21,148	18,215	2,224	709
Evanston	18,150	17,364	336	450
Oak Park	19,104	18,738	142	224
Peoria	30,459	27,626	1,797	1,036
Rockford	24,822	23,136	909	777
Springfield	21,585	19,050	1,217	1,318

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## PATENT ISSUED FOR ONE-TUBE RADIO RELAY STATION

What may be a one-tube radio relay station is revealed in a patent (No. 2,291,767) issued to Henry Shore of New York City and assigned to the Radio Corporation of America.

Flicking up weak radio signals, the tube amplifies them, and sends out revitalized signals. Basis of the new tube is an electron multiplier, a device comprising a series of parallel plates between which electrons are bounced back and forth, each bounce knocking out new electrons from the plates and thus multiplying the number of original electrons. In this way it is held that powerful electrical impulses can be built up from weak ones, without the use of a number of conventional amplifying tubes.

A feature of the new tube is the building right into the electron-multiplying tube of a receiving antenna to the output of the electron-multiplier, and a broadcasting antenna to the output of the electron multiplying tube. This makes the construction of the relay station more compact.

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8/18/42

## IN WARTIME WHAT NEWS SHALL THE NATION HAVE?

In a joint interview with Arthur Krock in the New York Times last Sunday (August 16), Elmer Davis, Director of the Office of War Information and Byron Price, Director of the Office of Censorship gave their answers to pertinent questions. Here are some of them.

Question - How well has the censorship been functioning under the code?

Mr. Price- The operation has not been 100 percent. The Army and Navy have continued in some cases to lay down prohibitions, but there is less and less of that as time goes on. At the present time, our worst difficulties arise from Army sources, that is, the activities of lower-ranking Army officers in the field. In almost every case where a newspaper or a broadcast station complained to me that a local Army officer has attempted to lay down unreasonable prohibitions, the War Department has agreed with me that the request was unreasonable and has taken steps to work it out.

If the curtain is drawn too tightly on the official side, so that there is a blackout and nothing is given out, of course newspapers and broadcasters will not go along voluntarily. We do have an interest, because if our voluntary effort is to succeed, there must be ample official news given out.

Question - Has the cooperation with you by the press and radio been good?

Mr. Price- I should say that cooperation has been better than good. It has been excellent. There have been some violations, but in every instance where we investigated such a violation we have received a complete acknowledgment of error, an apology, and assurances that effective steps have been taken to prevent recurrence.

There is no penalty we can impose and we have not attempted to impose any. We try to make the point so forcefully that the offending newspaper or radio station will take measures to see that it will not happen again.

Question - Do you not feel from past experience that if any newspaper or broadcaster did defy the code, others in the industry would back you up?

Mr. Price- I have every reason to think so. The codes, before publication, had been approved by representatives of the industries affected and the attitude of those representatives has been all on the side of doing what they could to enforce discipline in the industry.

Question - Mr. Davis, will you discuss for a moment the functions of the Office of War Information?

Mr. Davis - Mr. Price tells them what they can't print. We give them stuff we hope they will print.

Question - What about the general public?

Mr. Price - The newspapers and broadcasters are doing a much better job in keeping information from the enemy than private individuals and public officials are. A friend of mine came back recently from Latin America where he had heard in various countries everything that was going on in Washington - all about the troops in Australia, about the details of the damage at Pearl Harbor. Yet none of this had gone out of this country over any cable or by radio or mail, or been printed in any newspaper or broadcast by any radio station in this country or in Latin America. The information got around from travelers, including public officials talking their heads off.

Question - Mr. Price, the other day in your press conference we had a discussion about the difficulty of keeping members of Congress from talking so much.

Mr. Price - It is a large subject. We sent a copy of the Press Code and a copy of the Broadcasting Code to every member of the House and Senate with a covering letter. I think the vast majority of members of the Senate and House have taken these restrictions to heart and are doing what they can to avoid dangerous disclosures of military information. Naturally, I wish more of them would do so, but there is little we can do about that. If a Congressman is determined to say something, he has the privilege of putting it into the Congressional Record, and we would be in a most untenable position if we asked newspapers not to print something which is printed in The Congressional Record.

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#### RADIO SILENCE MAKES HURRICANE DANGER GREATER

Hurricane danger in Gulf and Caribbean regions is increased this year because of the radio silence imposed on ships at sea by the submarine menace. In pre-war times, ships' reports of encounters with violent storms gave warning of their approach long before they reached land. Now, the only radio reports that can safely be made are those from West Indian islands.

With the number of Army camps, flying fields and Navy stations greatly increased in the South, especially in Florida, special precautions are being taken to guard against storm damage and to be ready to move swiftly to the relief of any locality where a hurricane might strike.

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## CLAIMS F.D.R. GAVE RADIO FRIENDS RUN AROUND

In his column "The Washington Merry-Go-Round", Drew Pearson writes:

"The President's Committee on Fair Employment Practice, appointed to handle the delicate problem of color and race discrimination, is complaining bitterly, backstage, that it has been given the run-around by the White House itself.

"The committee faces one of the most difficult tasks of the war - trying to assure Negroes and other racial groups a fair break at war jobs. Chairman of the Committee is Dr. Malcolm S. MacLean, white, who is President of a Negro college, Hampton Institute. Other committee members include Roosevelt's close friend, David Sarnoff, head of the Radio Corporation of America; Mark Ethridge, former President of the National Association of Broadcasters, and Manager of the Louisville Courier-Journal; William Green of the A. F. of L.; Phil Murray of the C.I.O.; Milton P. Webster and Earl Dickerson.

"About a month ago they began holding hearings in Birmingham, Ala., regarding complaints of discrimination against Negroes in war jobs. Witnesses were brought from Mobile, New Orleans, Savannah, and Chattanooga, under a procedure adopted in other cities.

"However, Alabama's Governor Dixon, seconded by Georgia's Gene Talmadge, launched a barrage against the Committee, especially against the fact that its Chairman is the President of a colored college - even though Dr. MacLean is white.

"The protests began to spread. And when the Committee announced hearings in El Paso, Tex., on discrimination against Spanish-American workers, Texas got as excited as Birmingham.

"By this time a deluge of protests had been received at the White House. And very quietly, the President transferred the Fair Employment Practice Committee from the WPB, where it was semi-independent, to the Man Power Commission. Under the new set-up, the Committee will be directly under the thumb of Paul McNutt.

"Inside the Committee, this is interpreted as a move to throttle activity, make it mere window-dressing. As a result, some of the President's best friends, including David Sarnoff of the Radio Corporation, are sore, threaten to resign."

In protest against the placing of the President's Fair Employment Practice Committee under the War Man Power Commission headed by Paul V. McNutt, a mass meeting was held in Washington last Sunday under the auspices of the Washington Committee of the Negro March Movement. Cooperating with the Committee in the meeting were the Industrial Union Council of the C.I.O., the B'Nai Brith and the National Association for Advancement of Colored People.

A resolution was passed asking the President to rescind the order placing the Committee under the Man Power Commission and seeking further extension of the powers of the Fair Employment Practice Committee.

Edward E. Grusd, editor of the National Jewish Monthly, urged cooperation of Negro and Jewish people in fighting Fascism here and abroad. The fight of the Negro and white members of the C.I.O. in the South against a "reactionary poll-tax Congress", was reviewed by Jack Zucker, Vice President of the Industrial Union Council.

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#### INTERNATIONAL COMMUNICATIONS MERGER EDITORIAL CITED

Senator Truman of Missouri had printed in the Congressional Record (Aug. 13) an editorial from the Washington Post dealing with the merger of American companies engaged in international communications which read in part as follows:

"Back of the bill before Congress to merge the telegraph companies is the same sound common sense which 20 years ago brought about the merger of the telephone companies. But it has one hole in it, and a very big one. The bill does not include provision for a merger of the American companies engaged in international communications. There are 12 of them, all told; and the corrosive competition of these companies is a drag upon the prosecution of the war.\*\*\*

"Yet, if our communications remain in a state of disunity, we shall find ourselves in difficulty in making new installations and generally in adjusting our communications to our war career.\*\*\* Under a unified system our radio and cable facilities could be pooled to meet these eventualities.

"The argument in favor of a merger of the companies operating our international communications is reinforced by our requirements in the post-war world. Our many have to compete with one in every other country. That one is either a government concern or a private monopoly. What would happen to our unintegrated system after the war would be precisely what happened in pre-war days - there was a playing-off of our companies one against the other by the single, strong organizations of our foreign competitors.

"An example of what this means was given recently by David Sarnoff, President of the Radio Corporation of America. For 18 years one American radio communications company operated a service to Japan on the basis of equal division of tolls with the Japanese monopoly. In 1934 another American company established a duplicate service. This company offered more than half the tolls to the Japanese and took less than half for itself. Obviously the first company could not obtain any business from the Japanese monopoly unless it met the new terms. The result was more revenue for the Japanese and less for the American.

"The bill providing for the merger of the telegraph services has passed the Senate and is now awaiting action in the House. The provision for a merger in the 'international' field slipped out of the Senate measure.\* \* \*But unification in communications as in command is a vital wartime need, and moreover, the only way to be ready for the post-war world is to get ready now."

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: : : TRADE NOTES : : :  
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Officials of the United Electrical, Radio and Machine Workers of America (C.I.O.) in New York said their annual convention, scheduled to open in Indianapolis on Labor Day, has been taken away from that city because hotels refused to admit Negroes. No new convention site has been selected, the Union said.

The National Broadcasting Company has just completed an arrangement with the Australian Broadcasting Commission which will make available to American troops Down Under a series of broadcasts featuring leading NBC sustaining shows. For several months, a number of NBC's commercial programs have been available to American troops in Australia by shortwave. However, under the new arrangement, NBC shows will be broadcast for the first time over stations operated by the Australian Radio Commission.

Station WLAB, Larus & Brother Co., Inc., Richmond, Va., has been granted modification of construction permit which authorized construction of a new relay broadcast station, for changes in transmitting equipment and decrease in operating power from 100 watts to 31.4 watts.

A patent (2,292,307) has been issued for a television "juke" box on the screen of which can be viewed any one of a number of pre-selected films, to Matthew P. Warner and Selig S. Liese, of Freeport, N. Y.

C. L. Menser, NBC Vice-President in Charge of Programs, is spending the week-end with Dr. James Rowland Angell at "Firwood", the Summer home of NBC's public service counselor, at Seal Harbor, Me. Messrs. Menser and Angell will discuss public service programs planned for the remainder of the year.

"Boake Carter, radio commentator has disclosed that he has embraced an informal 'Biblical Hebrew' religion, which is not an organized faith", the Washington News states. "He adopted this creed about a year ago while seeking causes of the world's troubles, after a re-examination of the original Hebrew texts of the Old Testament. Carter previously was a member of the Church of England."

PM, Marshall Field's New York newspaper, recently charged that Mr. Carter in the New York Mirror, which publishes his column, had said in a Biblical reference that "we should not be surprised if England may make a separate peace." "This", PM adds, "is the standard Goebbels line. It was also the standard isolationist line before Pearl Harbor."

William E. Leigh, communications expert, has been appointed Director of the USO Overseas Service Division.

Station KAOY, Don Lee Broadcasting System Portable-Mobile, area of Los Angeles, Calif., has applied for a modification of construction permit which authorized construction of new relay broadcast station for extension of commencement date to 8-27-42 and completion date from 8/27-42 to 1/23/43.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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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 radiotelephone 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, told 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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8/21/42

## 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.

8/21/42

"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.

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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.

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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.

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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-week season, the remaining twelve Winter programs to be directed by Leopold Stokowski.

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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.

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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.

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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."

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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.

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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."

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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.

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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."

8/21/42

### 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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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1458

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NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
35 BUCKEYER PLAZA, NEW YORK, N. Y.

August 25, 1942.

## RADIO INDUSTRY FIRST TO OFFER U. S. ITS PATENTS

Setting a splendid wartime example to all of the other industries, the major companies of the radio and communications industries have agreed to give the Army Signal Corps free patent licenses on practically everything they have. This is a tremendous step forward which will not only save the Government an incalculable amount of litigation and money but will save time which at this critical stage of the war is more important than anything else.

This program, which please note was formulated by the radio industry itself, speeds up negotiations and acceptance of contracts with the Signal Corps, of which Maj. Gen. Dawson Olmstead is the Chief Signal Officer, by an estimated average of two weeks and in complicated cases the time may run into months.

The most authoritative appraisal of just how much speed and economy may result from the cooperation between the Signal Corps and the radio manufacturers may be found in an article in the August issue of the Signal Corps Information Letter which states:

"The patent situation affecting Signal Corps activities is very complicated. Between 20 and 30 thousand patents relating to communication are now outstanding. The greater proportion of these patents are held by a relatively small number of licensing companies, but it is nearly impossible to make any piece of Signal Corps equipment without employing inventions controlled by several different licensors."

The article goes on to say that two major results of the program undertaken by the Signal Corps and the radio manufacturers are evident:

"The first of these is a freer interchange of research and manufacturing information. The members of the industry unanimously undertook to disclose all technical information relating to any Signal Corps research or manufacture to any party designated by the Government. As a result of this undertaking, manufacturers and researchers are receiving their competitors into their laboratories and factories and are disclosing research techniques and results and manufacturing 'know-how' wherever such disclosures are necessary or desirable to speed the war effort.

"The second aspect of the program relates directly to patent licenses. Up to June 18, between 50 and 60 radio patent holders have offered licenses directly to the Government, and 21 executed license

agreements have been received. Under these licenses the Government may have equipment made by whomsoever is best fitted to make it without danger of patent suits against either the manufacturer or the Government.

"In the case of most of the patent owners, who are also manufacturers, the licenses to the Government are free; where the patents are held by individuals without manufacturing facilities or by organizations primarily devoted to research, who cannot otherwise realize upon their inventions, suitable royalty arrangements have been made. A few more licenses remain to be negotiated for the Government. Under the licenses already negotiated, the Government is free to use more patents than any one in the radio field has ever been able to do in the past.

"With the Government substantially completely licensed, the necessity for placing the responsibility for patent infringement upon the manufacturer is past. This relieves manufacturers of the necessity of making patent searches before undertaking a contract, or insuring themselves against liability for infringement.

"It is difficult to estimate the actual saving in money to the Signal Corps through this program. Much more important gains, however, are speeding up the initial stages of manufacturing necessary equipment, the greater cooperation between the manufacturers of related equipment, and the freedom from friction between manufacturers and the Government which would otherwise arise from the fear of future litigation.

"The program not only solves the difficulties actually experienced by the Signal Corps, but will prevent any future delay or blocking of production through so-called monopolies.

"It is an outstanding case where members of an industry get together to solve their own problems, within the law and without restraint of competition, to the benefit of both the industry and the Government."

While it is true in the main that all of the licenses granted to the Armed Forces by the radio manufacturers are free there are and will be a number of licenses calling for a royalty payment. Most of these are couched in such terms that they will in all probability result in royalty-free licenses, but some of the licenses contain no such provision and royalties will probably be paid on these for the entire duration of the war.

There follows a list of all those whose licenses to the Government have thus far been received by the Signal Corps, including both free and paid licenses, with the date of their receipt. This list omits a number who have promised licenses but have not yet forwarded them, in most cases because their boards of directors have not yet had an opportunity to formally act on the matter:

American Telephone and Telegraph Co., 5-1-42; Charles Asbury, 7-7-42; Belmont Radio Corporation, 5-23-42; Bendix Radio, 7-30-42; Bliley Electric Company, 6-4-42; Breon Laboratories, 7-20-42; Daughetee Manufacturing Company, 7-28-42; Doolittle Radio Incorporated, 5-25-42; Eitel & McCullough Incorporated, 5-27-42; and

Farnsworth Television and Radio Corp., 8-3-42; Federal Telegraph Company, 6-14-42; Galvin Manufacturing Company, 6-6-42; General Electric Company, 5-13-42; General Motors Corporation, 6-26-42; General Radio Company, 6-23-42; The Hallicrafters Company, 5-21-42; Harvey-Wells Communication, Inc., 6-4-42; Hazeltine Service Corporation, 6-16-42; Heinz & Kaufman, Ltd., 7-26-42; Higgins Industry, 8-4-42; G. C. Hunt & Sons, 8-10-42; and

International Tel. & Radio Mfg. Corp., 6-14-42; International Tel. & Tel. Company, 6-25-42; International Standard Electric Corp., 6-14-42; Ken-Rad Tube & Lamp Corporation, 5-25-42; Link Radio Corporation, 5-18-42; John Meck Industries, 8-11-42, National Union Radio Corporation, 7-12-42; North American Philips Co., 7-24-42; Operadio Manufacturing Co., 5-22-42; and

Philco Corporation, 6-22-42; Philips Metalix Corporation, 7-27-42; Precise Development Company, 7-19-42; Radio Corporation of America, 8-11-42; Radio Engineering Laboratories, Inc., 6-3-42; Radio Receptor Company, Inc., 6-8-42; Radio Specialty Manufacturing Co., 7-27-42; Raytheon Production Corporation, 6-26-42; and

Melvin L. Smith Labs, 7-23-42; Standard Piezo Company, 7-22-42; Stewart-Warner Corporation, 5-28-42; Stromberg-Carlson Telephone Mfg. Co., 6-5-42; Union Piezo Corp., Division of Union Switch, 7-24-42; Wells-Gardner & Company, 6-8-42; Western Electric Company, 5-1-42; Westinghouse Electric & Mfg. Company, 6-13-42; Withers Gem & Mining Corporation, 8-12-42; Zenith Radio Corporation, 5-23-42; and Dr. F. A. Kolster, 8-13-42.

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#### COMPENSATION AND EMPLOYMENT IN BROADCASTING GAINS

Personnel increases and advances in average salaries in the radio broadcasting industry again were reflected in annual financial reports of stations and networks which are filed with the Federal Communications Commission. Using the week beginning October 12, 1941 as a base period, three national networks, five regional chains and 817 standard broadcast stations reported that 23,666 persons were employed on a full time basis having a weekly payroll of \$1,138,249. This showed a personnel increase of 2,020 people for the industry, and a growth of the weekly salary total by \$121,883 over a similar period in 1940.

Exclusive of executive personnel the average weekly wage at the national radio chains was \$57.41, representing a dip of fourteen

cents from the year before, while the \$48.39 average at regional networks represented a \$6.81 climb, and individual station increases of \$1.13 brought average pay envelopes to \$38.88. Staff musicians and artists employed full time are included in the totals but those persons hired by radio departments of advertising agencies or program sponsors are not. The eight broadcasting systems had 4,009 full time workers and the remaining employees were on the rolls of individual stations. FCC accountants after studying earlier reports stated that 1941 returns show the consistent growth of employment and average compensation within the broadcasting business.

The average weekly compensation for the 19,567 full-time employees of the 817 stations was \$45.15, an increase of \$1.64 over 1940. Of these full-time employees 2,426 were in the executive class with an average weekly pay of \$89.46, an increase of \$5.04 over 1940, while the remaining 17,141 below the grade of executive had an average weekly income of \$38.88, an increase of \$1.13 over 1940. For the major network executives the average was \$258.83 as compared with \$251.68 for 1940, while the major network employees below the grade of executive was \$57.41, a decrease of 14 cents from 1940. It is noted that the employees of the regional networks had a more encouraging experience with the executive class advancing from an average weekly pay of \$91.50 in 1940 to \$137.57 in 1941 while those below the grade of executive were having an increase in pay from \$41.58 in 1940 to \$48.39 in 1941. Reports from the licensees of 817 stations were included in the tabulations for 1941 compared with 765 stations for the year 1940. The 1941 tabulations for full-time employees of unlimited time stations reveal the following:

Class of Station	Type of Employee	Number of Stations	Total	Number of Employees		Compensation of Employees	
				Average Number per Station	Total	Average Compensation per Employee	Total
Clear							
Channel	Executives	59	284	5	\$39,897	\$140.48	
	Other than Executives		3,924	66	200,633	51.13	
	Total - Clear Channel	59	4,208	71	\$240,530	\$ 57.16	
Regional	Executives	251	965	4	101,070	\$104.75	
	Other than Executives		6,948	28	273,604	39.38	
	Total - Regional	251	7,913	32	374,674	\$ 47.35	
Local	Executives	401	865	2	52,568	\$ 60.77	
	Other than Executives		4,445	11	123,346	27.75	
	Total - Local	401	5,310	13	\$175,914	\$ 33.13	
All							
Classes	Total for Executive	711	2,114	3	\$193,535	\$ 91.55	
	Total for all other than Executives		15,317	22	597,583	39.01	
	Total - All Stations	711	17,431	25	\$791,118	\$ 45.39	

Stations in the more densely populated regions employ more people per station than stations of the same class located in less densely populated regions. This was also true in 1940. For example, there were 18 clear channel unlimited time stations in the northwestern region that employed 1438 people full time, or an average of approximately 80 people per station, while in the southeastern region there were 8 clear channel unlimited time stations that employed 466 people full time, or an average of approximately 58 people per station. It is also found that there were 133 unlimited time stations in the north eastern region that employed 4,691 people full time, or an average of approximately 35 people per station, while in the southeastern region there were 162 unlimited time stations that employed 2,682 people full time, or an average of approximately 17 people per station. If considered from the pay roll angle it develops that in the northeastern region the average pay for all the full time employees of the 18 clear channel unlimited time stations was \$62.40, while in the southeastern region the average pay for all the full time employees of the 8 clear channel unlimited time stations was \$39.38. In the northeastern region the average pay for all the full time employees of unlimited time stations was \$50.24, while in the southeastern region the average pay for all the full time employees of unlimited time stations was \$37.98.

The increase in employment, due in a certain degree to an increase in number of stations, was distributed with a fair degree of evenness throughout the several operating departments of stations at the rate of 7 to 13 percent of the 1940 figures except for the miscellaneous which showed a decrease of 8 percent. The increase in station employment for full time employees was:

	<u>Number of Employees</u>	<u>Percent of Increase</u>
Executive	229	10
Technical	243	7
Program	793	12
Commercial	174	9
General and administrative	350	13
Miscellaneous	(27)	(8)
Total increase	1,762	10

The total number of part time employees in the industry during the week beginning October 12, 1941, was 3,978 with a payroll for the week of \$122,775. The stations had 3,424 part time employees, both executive and other, with a payroll of \$84,767 for the week, and the networks had 554 part time executives and other employees with a payroll of \$38,008.

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Believe it or not, Brigadier General Code is the Deputy Signal Officer of the U. S. Army.

## FAIR EMPLOYMENT PRACTICES COMMITTEE NOW UNDER MC NUTT

Drew Pearson in his column "Washington Merry Go-Round" had this to say of the transfer of the Fair Employment Practices Committee of which Mark Ethridge former President of the National Association of Broadcasters and David Sarnoff, President of the Radio Corporation of America are members:

"The President's conference with Paul McNutt, boss of the Man Power Commission, and Dr. Malcolm S. MacLean, president of Hampton Institute for Negroes, who is chairman of the Fair Employment Practices Committee, touched off some hot fireworks.

"The conference took place after F. D. R. had transferred the Fair Employment Committee from its semi-independent status under WPB to McNutt's Man Power Commission, following vigorous opposition to the committee in the South.

"Dr. MacLean opened the meeting by bluntly submitting his resignation, in protest against the transfer, and it required some persuasive talking by the President to change his mind.

"MacLean declared that the Fair Employment Committee must be semi-independent to function efficiently in the delicate job of handling race and color discrimination in war plants. The transfer to the Man Power Commission, he charged, would interfere with the committee's freedom of action.

"MacLean also argued that the shift had endangered public confidence in the committee, since most people are of the impression that 'we have been throttled.' The President vigorously refuted this, pointing out that his only purpose in ordering the transfer had been to expedite the FEPC's functions.

"The committee belonged in McNutt's agency, the President said, because its work was logically a man-power function. Also, he contended, the FEPC could accomplish more if it has the weight of the Man Power Commission behind it and can call on the various agencies under McNutt, such as the Social Security Board and the United States Employment Service, for help from time to time.

"McNutt volubly seconded the President's arguments. However, it wasn't until the President exacted a promise from McNutt that he would not interfere in any way with FEPC policy-making, that Dr. MacLean finally agreed to withdraw his resignation."

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September 1st is the deadline for nominations for the 1942 awards in Journalism and Radio to be made by the Sigma Delta Chi professional journalistic committee. The award in the radio field is for the best piece of radio newswriting. Nominations should be addressed to the Professional Awards Committee Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago.

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## FIRST LICENSES FOR CIVILIAN DEFENSE RADIOS GRANTED

The first licenses to be granted by the Federal Communications Commission under newly-established regulations for civilian defense radio systems have been issued by the Commission to the City of Akron, Ohio, and the City of Lawrence, Massachusetts. Classified as War Emergency Radio Service these stations extend the organized civilian units functioning under the Office of Civilian Defense. In event of air raids or other enemy action which destroy other forms of communications, the emergency radio will be available to coordinate rescue and repair work.

Under the terms of the licenses granted Akron will have a two-way low-powered radio system of sixteen receiver-transmitters. Some of these will be in fixed locations, others will be mobile and a few will be of the type known as "walkie-talkies" because the operator may use it while moving about. Lawrence, Massachusetts, has been licensed for a system of eleven two-way radios.

Applications of many other cities are now pending at the FCC and requests from the different communities vary to fit local conditions. Fort Wayne, Ind., has plans for more than one hundred such sets while Dayton, Ohio, indicates that forty radios will serve its needs. Some applications are being returned to municipalities because the forms fail to indicate what arrangements exist for liaison with Defense Commanders for the purpose of receiving orders of radio silence when conditions dictate. Regulations of the FCC require that the licenses be issued to the municipal governments proper rather than any of the departments.

Formation of the War Emergency Radio Service was announced jointly by the FCC and the OCD last June 13 at which time it was explained that radio amateurs, repairmen and others having sufficient experience would be asked to volunteer and serve in the operation of the civil defense radio systems. The two-way radios operate on ultra short-waves with power sufficiently low to limit their range to approximately ten miles. Spare parts laying around radio repair shops are considered sufficient to construct these radios, engineers declare.

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## OPA TO MEET WITH RADIO MANUFACTURERS IN CHICAGO

All manufacturers of radio and radar apparatus, including radio parts, both members of the Radio Manufacturers Association and non-members, are expected to have representatives attend a special radio industry conference, arranged by the Office of Price Administration, at 10 o'clock, next Friday, August 28, Chicago, for a detailed discussion of OPA Machinery Regulation No. 136, according to Bond Geddes, Executive Vice-President of the RMA.

## CALLS OUR SHORT-WAVE PROPAGANDA SERVICE A FAILURE

On the eve of a reported revival of a plan to greatly enlarge and improve the U. S. international broadcasting system Blair Bolles of the Washington Star takes a gloomy view of our short-wave or psychological warfare efforts to date. Mr. Bolles writes:

"Because the use of the radio as an instrument of war is still a matter for experimentation in this country, the psychological warfare plan languishes in its filing case.

"The Big Berthas of the United States' short wave war are 12 transmitters owned by private broadcasting companies, each of which broadcasts its own conception of proper propaganda.

"Individually the various private companies have scored some notable direct hits, but each of them goes its own way. In time of war, this is much as though each pilot of a fighter plane attacked according to his own scheme.

"A year ago the United States Government entered the short wave propaganda fight through the establishment of the Foreign Information Service within the late Office of the Co-ordinator of Information, which was headed by Col. William J. Donovan. Its purpose was to guide the short wave war of the individual companies by co-ordinating all their broadcasts and by actually assuming control of the short wave companies' facilities.

"Instead of accomplishing its purpose, the Foreign Information Service touched off a little war that still rages. The private broadcasters, with the exception of one short-wave station--WLWO in Cincinnati--have steadfastly refused to accept even the guidance, much less the domination, of the Government's agency. Two reasons chiefly inspire their resistance.

"1. The Foreign Information Service asks the private broadcasters to short-wave its propaganda copy without attributing the propaganda to the American Government.

"2. The private broadcasters consider the official propaganda so amateurish that they are unwilling to make themselves responsible for it. The FIS has been cursed through its existence by a lack of intimate understanding of the psychology and lives of its various overseas listeners. In a record of Norwegian songs to be broadcast to cheer up the Norsemen, for instance, the FIS included a funeral dirge without knowing it was a funeral dirge.

"The private short-wavers, especially Columbia Broadcasting System, the National Broadcasting Co., General Electric and the World-wide Radio Foundation, spend in the neighborhood of about \$3,500,000 a year on their broadcasts overseas--an operation for which they received no return except professional satisfaction.

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"Except from the Czechoslovakians, who are pleased with two of our humorous commentators that broadcast to their country, the foreign diplomatic missions in the United States are actively dissatisfied with American official propaganda written for short-wave transmission. The Polish Embassy arranged with the General Electric Co. to beam a program to Poland over which the Foreign Information Service would have no control. The Greek government is reported to be making arrangements for its own broadcasts from the United States to Greece. The American Government has no broadcast to the Netherlands, to which Station WRUL in Boston beams a program.

"One of the factors in the Polish complaint was that the Foreign Information Service broadcasts have been making the Poles doubt the veracity of American broadcasts. A Polish underground newspaper recently received here commented that the American broadcasts consistently exaggerate the numbers of Poles executed by the German authorities of occupation. The Foreign Information Service has jeopardized in other instances the American reputation for reportorial reliability and good taste. When the Japanese took Singapore, our official broadcasts boasted that the invaders were two days behind their schedule when they captured the British citadel. And the official broadcasts insisted last winter on telling Far Eastern listeners that the American soldiers had fought so well that it was plain 1 American was the equal of 10 Japanese soldiers.

"The Government's short-wave program was eased quickly out of Col. Donovan's control. The colonel designated Robert Sherwood, the playwright who, although he lacked previous propaganda experience, was a favorite of the White House, to take immediate charge of the short-wave programs overseas. The colonel tried to make Mr. Sherwood's province the whole world by attempting to take the broadcasts to South America away from Nelson Rockefeller. Here he was rebuffed, and soon afterward he and Mr. Sherwood parted in a dispute over policy. Mr. Sherwood moved his headquarters to New York, where he could be out of reach of his nominal Washington boss.

"Now Mr. Sherwood has moved his own office back to Washington since the Foreign Information Service has been transferred from Col. Donovan to the Office of War Information. But his short-wave operations still are conducted for the most part in New York, where the offices take up 11 floors of the Cadillac Building. There is a Sherwood office also in San Francisco, headquarters for the beams to the Far East.

The Budget Bureau estimates that the official foreign propaganda service-- whose work never has been subjected to the scrutiny of a congressional appropriations committee--costs now \$15,000,000 a year, which is more than the Associated Press spent in 1941 for gathering the news of the world."

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WEAGANT, FORMER MARCONI CHIEF ENGINEER, DIES

Roy A. Weagant, 61 years old, Chief Engineer of the Marconi Wireless Telegraph Company in 1915, died Monday at Newport, Vt.

Mr. Weagant was born in Morrisburg, Ont. After his graduation from McGill University in 1905, he took a special course in physics under Sir Ernest Brothorford. Later he was successively with the Westinghouse Electric and Manufacturing Company in Pittsburgh, and the De Laval Steam Turbine Company in Trenton, N. J.

From 1908 to 1913 Mr. Weagant was with the National Electric Signaling Company. He was consulting engineer for the Radio Corporation of America, 1920-24. In 1924 he was vice president and chief engineer of the De Forest Radio Company. In recent years he had been a consultant and patent expert for the Radio Corporation of America. He was the inventor of many devices among them one for eliminating static and was credited with doing away with the huge towers formerly used by radio stations.

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RADIO PLANTS GET ARMY-NAVY PENNANTS

Among the additional radio plants to receive the joint Army-Navy Production Awards in recognition of outstanding performance announced Monday by Robert P. Patterson, Under Secretary of War, and James V. Forrestal, Under Secretary of the Navy were:

Belmont Radio Corporation, Chicago; Galvin Manufacturing Company, Chicago; RCA Manufacturing Company, Radiotron Division, Harrison, N. J., and Stewart Warner Corporation (South Plant) Chicago.

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WAR PROBLEMS BEFORE RMA EXECUTIVE COMMITTEE SEPT. 1

Military radio production problems, including standardization of military components and immediate WPB and OPA matters, will be considered by the Executive Committee of the Radio Manufacturers Association at a meeting in Washington, Tuesday, September 1. Operations of the Association for its new fiscal year which began August 1 will be outlined by the Executive Committee. It also will act on another group of new membership applications.

Organization of the new RMA Transmitter Division was completed, at a meeting of the Division's Executive Committee in New York. The committee selected Walter A. Evans of the Westinghouse Electric & Manufacturing Company to represent the Division on the Board of Directors, together with W. P. Hilliard of Bendix Radio, who had been previously selected.

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Ten groups of parts manufacturers have been organized by Chairman Ray F. Sparrow of the Association's Parts Division for work during the ensuing year. The RMA group activities will be correlated with the WPB Radio Section industry advisory committees' activities.

The radio trade has filed protests with the RMA against advertising and publicity which stress that receivers now in the hands of distributors and dealers will be obsolete after the war. Such advertising and publicity seriously interfere with current radio sales to the public, according to the radio trade, and is unfair to the distributors and dealers now endeavoring to move their inventories. The trade urged that manufacturers refrain from advertising and publicity statements which interfere with the current sale of radios in the hands of distributors and dealers.

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#### ARMY NEED FOR RADIO MEN IS ACUTE

Uncle Sam's Army is having a tough time getting enough radio men, Tom Kennedy writes in the New York Times and goes on to say:

"It is estimated that the Signal Corps -- nerve center of the Army -- within the next few months will need several hundred commissioned officers, several thousand non-coms and many thousand enlisted men skilled in radio operation and maintenance. Looking a little further into the future it might be said that the need practically is unlimited. Opportunities, likewise, are unlimited. Certainly, from among the men who receive their radio training now will spring the leaders of tomorrow.

"Twenty colleges in this area are either going full tilt in the production of the needed radio men or have classes in the making. That the need for radio men is great, and growing, may be gathered from the fact that the Army requires about thirty-one operators for every 2,000 enlistments. Currently, it is getting only one. The need for radio technicians is seven in every 2,000 enlistments. It is getting only three. Every effort is being made to increase the proportion. For instance, Rutgers has set up a State-wide network of thirty training centers in as many cities for men between the ages of 18 and 45 years."

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At a meeting of the French Cabinet at Vichy last week Justice Minister Joseph Bachelemy obtained approval for a law providing the death penalty for persons using radio sending apparatus for means contrary to national interests and life imprisonment at hard labor for persons possessing such apparatus illicitly. A time limit will be set to allow persons to declare or turn in radio sending apparatus before the penalty becomes effective.

::: TRADE NOTES :::  
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Decca Records, Inc.-- Six months to June 30: Consolidated net profit \$379,783, equal to 98 cents each on 388,325 common shares, compared with \$383,591, or \$1.02 a share on 376,657 shares, last year. Provision for Federal income and excess profits taxes, company states, are based on rates proposed in recent bill passed by the House.

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Raytheon Manufacturing Company and 100 Per Cent Owned Subsidiaries-- Year to May 31: Net profit, \$219,869, equal, after annual dividend requirements on 128,356 shares of \$5 par, 6 per cent non-cumulative preferred stock, to 74 cents each on 244,116 shares of 50 cents par common stock. Net profit for previous year was \$151,156, or 46 cents a common share.

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More than 20,000 members of the armed forces of the United States and her allies, as well as hundreds of seamen of the United Nations merchant marine, have been guests of the National Broadcasting Company, for Radio City tours and broadcasts, during the past year.

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The Office of War Information has just issued the seventh in a series of supplements to be used with the revised edition of printed compilation of priorities orders and form, "PRIORITIES IN FORCE", dated to May 31, 1942.

This supplement adds to the revised publication priority actions during the period August 13th through August 19th.

Copies of the revised booklet and supplements issued thereto may be obtained from Room 1501, Social Security Building, 4th St. and Independence Ave., S. W., Washington, D.C.

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Columbia Broadcasting System announcers, newscasters and analysts have in their possession Volume One of Recommended Pronunciations by W. Cabell Greet, CBS speech consultant and Professor at Barnard College, Columbia University.

The book, containing more than 3,000 words and place names which have arisen in the war news between February and July, 1942, is designed to establish a uniform system of pronouncing all manner of foreign words which occur during the presentation of news.

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R. C. Coleson has been appointed director of the Hollywood office of the radio branch of the War Department Public Relations Bureau. Mr. Coleson has been connected with the radio branch for some time.

Glenn Wheaton has been appointed director of "command performances" of the War Department radio branch.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1459

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 HOOVER BUILDING, WASHINGTON, D. C.

August 28, 1942.

## GALLUP POLL VOTES THUMBS DOWN ON PETRILLO

If James C. Petrillo hopes to convince the public of the justness of his ban on phonograph recordings for radio and other non-private uses he faces a battle of terrific odds, a Gallup poll which appeared in numerous newspapers was said to have indicated. Also there was a substantial note in favor of the Government suit to remove the Petrillo ban. The ruling on recordings for broadcasting and his forbidding broadcasts by amateur musical groups such as the Interlochen High School Orchestra, meets with disfavor among the majority of voters interviewed in a true cross-section survey of American opinion.

For every person who approves the action of the musicians' union chief on the ground that union musicians deserve such protection, nine disapprove it as "entirely too high handed" or even as "outrageous."

All persons in the Gallup survey who have heard or read about Petrillo's action were asked to give their views in response to the following open question:

"What is your opinion of Mr. Petrillo's rulings?"

When analyzed, the results showed the following division of sentiment:

Favorable .....	8 %
Unfavorable .....	75
No opinion .....	17

The Gallup voters were also asked: "Do you approve or disapprove of the government taking legal action to stop Petrillo?" The result is:

Approve .....	73%
Disapprove .....	12
Undecided .....	15

The Federal Government has instituted an anti-trust suit against the Petrillo union.

A majority of the sentiment of the readers of LIFE seemed likewise against Mr. Petrillo if the following letters to its editors printed in last week's issue are indicative:

Sirs:

I read Robert Coughlan's close-up on James C. Petrillo (LIFE, Aug. 3) and think this is one man we could do without. I am a soldier and our only chance at times to hear music is by the juke box.  
Dothan, Ala. CORP. MORRIS H. GREEN



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Sirs:

...Maybe Thurman Arnold can't lick this small-time upstart, Punchy Petrillo, but American public opinion can.

ROBERT W. COOPER

State College, Pa.

Sirs:

I am just another person who enjoys whistling in the bathtub. Do I have to hire twelve musicians to "stand by" while I take my bath?

PAUL B. POWER

St. Louis, Mo.

Sirs:

You have printed an outrageous article. I am a member in good standing of Local 240 American Federation of Musicians, am 16 years old, and I don't blame Petrillo one bit. Never have I read in all my life such a prejudiced and one-sided viewpoint and I wish to God he could put a ban on your magazine.

WILLIAM JOE BRYAN JR.

Rockford, Ill.

A victory for Mr. Petrillo was the Eastman Theatre in Rochester, N.Y. dropping the Boston Symphony Orchestra which has been playing there for ten years. Mr. Petrillo had threatened to boycott the theatre, it was stated, if the program included the Boston Symphony, the only major non-union orchestra in the country, and was planning to order union musicians not to appear in any of the concerts.

On the other hand Petrillo was turned down last week by a vote of two to one when he similarly threatened the directors of the Municipal Orchestra Auditorium at Springfield, Mass., also a regular stand of the Boston Symphony and which according to present arrangements will play there again this year. Because Smith College too was blacklisted the SPRINGFIELD REPUBLICAN printed an editorial "Mr. Petrillo and Smith" suggesting that Mr. Petrillo's action might prove dangerous particularly because labor has had so much support from collegiate circles. A portion of the editorial read:

"The charge has often been made by arch conservatives or reactionaries that our colleges are 'hotbeds of radicalism' and Smith college has not escaped occasional attack on the courageously expressed liberalism of various members of its faculty.

"Such sympathetic support from college circles has unquestionably been of large service to the development of the American labor movement and nowhere have there been more indignant retorts to such attacks on liberal professors than in labor's ranks. To deal with Smith as Mr. Petrillo has done and to attempt to dictate to an institution whose liberalism has been outstanding

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seems like endangering valuable sympathy. One kind of a straight-jacket for an educational institution may be as bad as another."

RCA-Victor has informed the music publishing industry that it does not propose to stop recording as the result of the ban imposed on such work by the American Federation of Musicians according to VARIETY which goes on to say:

"The publishers were assured at the same time that Victor will not engage any strikebreakers or scabs in making dance records while the AFM shutdown prevails. While Victor was contacting the publishing business, the other recording companies elected to stand pat on huge stacks of masters they turned out just before the ban became effective.

"The music publishers received word of Victor's latest intentions through Walter G. Douglas, chairman of the Music Publishers Protective Assn. Frank Walker, RCA recording chief, and Leonard Joy, Victor recording manager, met with Douglas and asked him to advise MPPA members that Victor would be glad to have the pubs submit any new tunes which they proposed to exploit during November and December. The pubs were also told that Victor would appreciate the loan of stock dance arrangements of such tunes in manuscript forms if the actual printing job has not as yet been completed.

"Victor did not disclose where or how it would do the recording of this new music. Speculation on the subject in publisher circles was divided. Some thought that Victor would have the stencilling done in Mexico, while others were of the opinion that Victor proposed to use an elaborate voice group in the background to give the effect of an instrumental ensemble."

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#### SHAKEUP REPORTED IN CANADIAN BROADCASTING CORP.

The governors of the Canadian Broadcasting Corporation will meet today (Friday) to consider the report of the special House of Commons Committee on radio broadcasting and its recommendations that the governors consider whether the services of Gladstone Murray, general manager of the CBC, could be used in some other capacity.

There are rumors of a shakeup in which the Rev. Dr. J. S. Thompson, principal of the University of Saskatchewan, is to be made general manager and also financial controller of the nation's outstanding propagandist machinery. Another report is that Gladstone Murray is to be relegated to the minor position of program manager, with headquarters in Toronto, and that Dr. Augustin Frigon, now assistant general manager, is to be left with control of the French network as well as religious broadcasts.

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## NEW YORK LEADS WITH MORE THAN 3,000,000 HOME RADIOS

New York state came booming through with more than 3,000,000 radios in its homes. Pennsylvania last week reported nearly 2½ million.

## OCCUPIED DWELLING UNITS WITH RADIO, FOR COUNTRIES, AND FOR CITIES OF 25,000 OR MORE: 1940

AREA - NEW YORK	Total	With Radio	No Radio	Not Reporting On Radio
Total dwelling units (including urban)	3,662,113	3,385,703	158,478	117,932
Rural-nonfarm dwelling units	423,279	381,341	31,260	10,678
Rural-farm dwelling units	183,305	150,043	28,954	4,308
Albany	37,976	35,670	1,351	955
Binghamton	20,553	19,085	914	554
Buffalo	151,937	144,000	3,727	4,210
New York City	2,047,919	1,910,205	64,547	73,167
Bronx Borough	377,843	357,134	7,481	13,228
Brooklyn Borough	716,933	668,277	19,436	29,220
Manhattan Borough	548,378	499,120	31,328	17,930
Queens Borough	361,689	344,838	5,190	11,661
Richmond Borough	43,076	40,836	1,112	1,128
Rochester	90,039	83,975	2,469	3,595
Schenectady	25,306	23,981	754	571
Syracuse	57,009	53,140	1,493	2,376
Utica	26,195	25,077	1,326	512

The census for Pennsylvania follows:

## AREA - PENNSYLVANIA

Total dwelling units (including urban)	2,515,524	2,259,288	190,602	65,634
Rural-nonfarm dwelling units	595,341	517,702	66,097	11,542
Rural-farm dwelling units	209,050	158,048	46,440	4,562
Philadelphia	506,980	470,187	18,656	18,137
Pittsburgh	175,163	163,487	8,237	3,439
Reading	29,798	28,019	1,241	538
Scranton	35,631	32,879	1,684	1,068
Wilkes-Barre	20,361	18,831	1,004	526
York	15,833	14,729	746	358

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The British Broadcasting Corporation has opened a Washington office in charge of Lindsay Wellington of the New York BBC office who will spend several days a week in the capital.

## OPA FIXES NEW MAGNAVOX PRICES

Maximum prices at which the Magnavox Company, Inc., Fort Wayne, Ind., may sell two new model radios are established by Order No. 3 under Revised Price Schedule 83 issued by the Office of Price Administration.

This action fixes the top price for the company's sale of its model 5K at \$73.83, a price reflecting the same percentage markup over costs as the percentage markup over costs of the nearest comparable old model.

The measure establishes \$38.36 as the maximum price which the company can charge in the sale of its model A3M. This price reflects the same dollar markup over costs as the dollar markup over costs of the nearest comparable model.

The method used by OPA to determine the maximum prices in today's action applies a pricing formula which is similar to one set forth in Maximum Price Regulation No. 188 issued recently to fix ceiling prices on many new consumer durable goods and building materials. However, OPA emphasized, radio manufacturers of new models are not covered by the Regulation No. 188 and they must continue to apply the provisions of Revised Price Schedule No. 83.

Briefly described, the method used today is to establish the price, whichever is lower, derived when the dollar and percentage markups of a comparable old model, already priced under the provisions of the schedule, are added to direct factory costs (as of October, 1941) of the new models. Until today OPA computed maximum prices for new model radios by adding percentage markups of the comparable old model to the production or unit cost of the new model.

Distributors' and dealers' sales of these new models are covered by the provisions of Section 3(a) of the General Maximum Price Regulation. In computing prices for resale under this section, the lower prices will effect savings which will automatically be passed on by retailers to the consumer.

Both the percentage and dollar markups were used in today's price order. To arrive at the 5K price, the percentage markup on comparable model 5H was used because it resulted in a lower price than did the dollar markup on the same model. However, in computing the price for A3M, OPA found that the dollar markup would result in a lower price than the percentage markup on model 3D, the comparable model, and used the former.

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Specialists like radio operators and machinists are to be trained in the schools before they are taken into active Army or Navy service. Similarly, the schools will train workers for war industry. Details of the many things the schools and their students can do for victory will be worked out at the National Institute on Education and the War which opens this (Friday) morning in Washington.

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## SENATE INVESTIGATION OF PETRILLO DEMANDED

Senator Clark, Democrat, of Missouri last Thursday demanded that the Senate investigate the actions of James C. Petrillo and his "gangster tactics". At the same time Senator Clark introduced a resolution which would authorize the Senate to proceed with such an investigation immediately. Senator Vandenberg, Republican, of Michigan announced that he expected to press the resolution for action within the next few days.

"I believe that organized labor in this country as a group has conducted itself commendably during the war effort, and in a few instances in which there have been ugly spots, attempts have been made to apply remedies," Senator Clark declared. "In the main, labor is competently led, and I would be the last one to reflect upon it at this crucial time.

"However, an ugly note has been struck, which not only is causing and will cause great disunity in our war effort, but will actually impede the effort itself. That ugly note is in the form of a gentleman by the name of James Caesar Petrillo. The middle name is strongly ironic, and was unquestionably given him by those who foresaw his future.

"In the latter part of July, Petrillo issued an order the effect of which was to stop the production of every phonograph record and every transcription in the United States on August 1. As the present records wear out and no new music of the type reproduced on them can be obtained, the effect of the order will be to destroy, in homes, in small business houses, in small restaurants, and in other places, every vestige of phonographic music.

"So far as the radio industry is concerned, the large networks will be able to take care of themselves. However, I am thinking of the little radio stations in Idaho, Iowa, Montana, South Carolina, and elsewhere, a great deal of whose program time must necessarily be devoted to so-called canned music. I am thinking of the little stations, which already are beginning to feel the pinch of war as advertising falls off. I am thinking of all the little restaurants throughout the land which use mechanical music as a device for making the surroundings pleasant for their customers while they are eating. I am not concerned about the large dining establishments which are able to hire orchestras, but I am concerned about the little fellow, whom another little fellow, James Caesar Petrillo, is attempting to destroy, and whom he will destroy if allowed to go on unchecked.

"I am thinking, also, of the boys in the Army camps of our country. At the recreation centers of those camps there are electrical and mechanical reproducing devices. I am thinking of the soldier with his little radio who listens to the little stations. I am thinking of his recreation as much as anything else. Yet, there steps upon the scene one man, who, by virtue of his power and his gangster methods, undertakes to put out of business a whole industry, and to deprive those who are working in that industry of the opportunity of making a livelihood.

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"I am thinking of the situation which the Senator from Michigan (Mr. Vandenberg) so ably portrayed a few days ago. He referred to a little amateur band in a small town in Michigan which was put off the air by virtue of the tactics of James Caesar Petrillo.

"I am thinking of all those things. I am thinking of the tens of millions of radios in the homes throughout the country, and of phonographs, on which the children of the family, as well as the adults, depend for their musical entertainment."

Senator Vandenberg broke in with: "I think the Senator can emphasize the incident at Interlochen, Mich., to which he has referred, to a greater extent than he has emphasized it, because I think it is the most significant key to an intolerant tyranny of which I have ever known.

"The Senator has referred to the Interlochen affair as involving an amateur band. The Interlochen National High School orchestra is composed of the finest high-school musicians from 40 States in the Union. They are chosen on a competitive basis, and are directed voluntarily and without pay by the finest orchestral directors in the world. This organization is recognized as the greatest single musical cultural chrysalis in the whole land.

"That is the institution which Mr. James Caesar Petrillo attacked, for blindly selfish reasons. He is not supported in this instance by 1 out of 200 of his own members, because the musicians of America recognize the fact that this great undertaking in Interlochen, Mich., is the greatest inspiration and incentive to musical culture that exists in the land. That is the thing at which James Caesar Petrillo aimed in his tyrannical order."

Senator Clark concluded by saying that he intended making an extended address on Mr. Petrillo at some future time and he asked that the Senate "investigate the whole nefarious racket".

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#### U. S. SHORT-WAVE SERVICE EQUAL TO AXIS SEEN CERTAIN

Progress is reported in the plan to reorganize and enlarge the United States international shortwave broadcasting system. As at present drawn it does not contemplate the government purchase of the privately owned stations but provides for their being leased by the government but operated by their present owners. The latter may even not be obliged to carry certain government programs if they do not desire to do so.

There would be things in the government "must" list however. For instance if there were another commando raid such as at Dieppe. On that occasion the Germans got the drop on the United Nations by announcing that it was an "invasion" and we came along later saying it was only a raid. Under the plan now being dis-

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cussed we would have such a short-wave set-up that we could instantly flash any message or propaganda we desire to all parts of the world. The German assertion that the United Nations had attempted an invasion, though later denied by us, was said to have registered particularly in South America, and doubt is expressed as to whether or not we were able to overcome it.

Under the new plan we would have the machinery to beat the enemy to it with any message we decided to broadcast. At the moment the Axis outnumbers us about 7 to 1 in the way of short-wave stations. The new plan calls for the immediate addition of 22 transmitters which would be installed by present or new private owners which they would have an option on buying after the war.

The 22 new stations, for the most part, probably would be licensed to the present shortwave operators, most of whom are already working in close collaboration with the Office of War Information's overseas operations Branch and the Rockefeller Committee's radio division. There are seven licensees of the existing 14 international broadcasting stations--NBC, CBS, General Electric Co., Westinghouse Co., Crosley Corp., World-Wide Broadcasting Co. and Associated Broadcasters Inc., the latter operating the recently installed 100,000-watt KWID, San Francisco.

To prepare the way for the more efficient use of the U. S. short-wave stations and the expansion to other countries an interdepartmental committee has been organized under the Board of War Communications Commissioner, T. A. M. Craven of the FCC has been designated FCC and BWC representative.

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#### SUPER RADIO CAMPAIGN TO INFORM PEOPLE ON WAR EFFORTS

The Office of War Information Thursday announced a special radio campaign designed to inform the American people of the facts of the war effort of the United Nations.

The campaign -- described as the most important ever attempted thus far by the United States Government through the medium of radio -- will begin September 14 and continue through October 26, 1942.

All radio stations throughout the country were sent a telegram this morning announcing the plan, and a complete presentation was sent by mail later in the day.

In a memorandum to stations, William B. Lewis, Chief of the Radio Bureau of the Office of War Information, said "I need not stress the importance of acquainting the American public with the true facts about the United Nations. It is obvious that for complete unity of effort by our people, every American should be completely informed on the contributions of every member of the United Nations".

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Stations will be furnished with 43 transcribed one-minute spot announcements, featuring such famous news commentators as:

H. V. Kaltenborn, William Shirer, Gabriel Heatter, Walter Winchell, Raymond Clapper, John Gunther, John W. Vandercook, Earl Godwin, Lowell Thomas, Raymond Gram Swing and Pearl Buck.

Transcriptions will feature war effort facts, in concise announcements, on fourteen of the major United Nations including England, Russia, China, Greece, The Fighting French.

Stations are asked to schedule the announcements at the rate of ten per day, seven days per week for six consecutive weeks starting September 14th and ending October 26th, 1942. They are asked to feature them in their regular periods now set up for transcribed one-minute announcements; in sustaining programs and in commercial programs.

With regard to sponsored programs, stations are asked not to include the announcements in the body of the commercial program, but to ask the sponsor to donate one minute before or after his program. Permission has been given for the stations to announce that the "sponsor has donated one minute of his time for an important message".

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#### ADVERTISING EXPENDITURES DEDUCTIBLE FOR INCOME TAX

Normal advertising expenditures and those necessitated by the numerous contingencies arising from the war program are deductible for income tax purposes, according to a clarifying explanation of the attitude of the Treasury Department and the Bureau of Internal Revenue, released Thursday by the Association of National Advertisers with the approval of the office of the Commissioner of Internal Revenue.

In general the bureau is willing to approve normal expenditures for the numerous new types of advertising which have sprung up as a result of the war. These include: (1) Salvage campaigns; (2) new products resulting from the cutting off of materials and the development of substitutes; (3) added lines acquired by manufacturers to keep dealers in business; (4) changes in buying habits. For example, beverage manufacturers attempting to educate the public to use large instead of small size bottles; (5) advertising to speed war production, and (6) new companies organized for the sole production of war materials will be allowed deductions for reasonable advertising expenses to promote their names.

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#### PUBLIC SERVICE RECOGNIZED IN PEABODY RADIO AWARDS

Meritorious public service by individual radio stations, regional and local, will this year be recognized in the George Foster Peabody radio awards.

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Last year the Peabody awards went primarily to programs. The year before stations and networks were recognized. For 1942 both programs and stations are to be eligible.

Awards will be made in at least six categories:

(1) That program or series of programs inaugurated and broadcast during 1942 by a regional station which made an outstanding contribution to the welfare of the community the station serves; (2) that program or series of programs inaugurated and broadcast during 1942 by a local station which made an outstanding contribution to the welfare of the community the station serves; (3) outstanding reporting of the news; (4) outstanding entertainment in drama; (5) outstanding entertainment in music, and (6) outstanding educational program.

The awards under reporting, drama, music and education may go to either a station or a network program.

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#### BBC DIRECTOR GENERAL TO ADDRESS OVERSEAS WRITERS

Sir Cecil Graves, Director General of the British Broadcasting Corporation will be the guest at luncheon today (Friday, Aug. 28) of the Overseas Writers in Washington. His subject will be "British Broadcasting in Wartime".

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#### U. S. STANDARDS BUREAU RADIO LABORATORY ENLARGED

The Public Buildings Administration has awarded a contract for an additional story on the radio laboratory at the National Bureau of Standards in Washington.

The contract price is \$39,615 and the contract calls for completion of the construction in 120 calendar days.

Ordinarily concerned with routine radio standards research the Bureau of Standards Radio Research Laboratory under the direction of Dr. J. E. Dellinger is now engaged in full time war work.

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The National Broadcasting Company has inaugurated a regular mailing of news, features, prints, and mats exclusively for use in U. S. Army newspapers. "It is our hope that Editors and Public Relations Officers will feel free to comment on the service, suggest material for future issues, and call upon us for any assistance we can render" says the NBC Press Department.

"We would like to be notified if this material is improperly addressed, and we would appreciate being placed on your permanent mailing list."

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 ::: TRADE NOTES :::  
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Following our mention of the change in the name of Hygrade Sylvania the following formal notice has been received:

"Stockholders of Hygrade Sylvania Corporation, meeting at Salem, Mass., July 30 acted to change the name of the corporation to Sylvania Electric Products Inc., this name to be effective August 12, 1942.

"It is planned to use the trade name Sylvania on all the company's products. This change will be made as rapidly as is consistent with economies of operation and the conservation of materials."

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To supply news and programs to troops in Alaska, the FCC has issued a license to Edwin Kraft to operate a broadcasting station KTKN at Ketchikan. KTKN will operate on 920 kc using 1000 watts power.

C. B. Arnold, former manager of KINY, Juneau, will be in charge and is leaving from here this week with a staff of engineers, program men and announcers. Opening date is set tentatively for Sept. 15. Kraft also owns KINY.

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An enlarged course in radio engineering is just now beginning at the University of Maryland under Dean S. S. Steinberger.

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The Gillette Safety Razor Co. will again sponsor the World Series over Mutual. The hookup calls for 300 stations in U. S. and Canada, shortwaving overseas to the troops and airing of a Spanish version for Latin America. The price will be the same as usual -- \$100,000 to the ball clubs, plus time and announcer charges.

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The British Government spent £3,805,000 for press advertising beginning Sept. 1, 1939, and June 30, 1942, according to reports received by J. Walter Thompson Company from its London office. The largest portion of the appropriation, or £1,251,000, was spent by the National Savings Committee. Other departments, in the order of the amount they spent, were the Ministry of Food, £855,000; Air Ministry, £414,100; Ministry of Agriculture, £186,000; Ministry of Labor, £168,000, and the Ministry of Information, £93,000.

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Clare Booth as a news commentator is the latest personage to be mentioned in connection with the build-up of Station WQXR recently purchased by her husband, Henry Luce, publisher of TIME and LIFE.

The members of TIME staff are now working on a new feature for WQXR to be called "World Wide News" in the brief TIME magazine style. Frank Norris and Finis Farr of the "March of Time" series will direct it.