

JUL 7 1944

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*r. Del 2*

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
400 PARKERFELLER PLAZA, NEW YORK, N. Y.  
RECEIVED  
FRANK E. TOLLEN

## INDEX TO ISSUE OF JULY 5, 1944.

Wheeler Bobs Up Again As Vice-Presidential Candidate.....	1
NAB Predicts More Radio Tubes Next Six Months.....	2
Cowles Bros. To Back Dewey; Seek Washington Station.....	3
Dunville, New Crosley V.P.; Shouse Studies Postwar Needs.....	4
Believed Democrats Will Try To Outdo GOP Radio Plank.....	4
Mark Woods Tells FCC Will Give Complete FM Service.....	6
Rep. Cox Evidently Renominated; Sen. Clark Loses.....	6
Young And Rubicam Take On Gottlieb Of MBS.....	7
Mrs. Roosevelt Admits She Took Time To Hear Republicans.....	7
Radio To Aid Postwar Interchange Of Ideas, Says NBC Counsel.....	8
Uncle Dave Comes Through With Churchill's Autograph.....	8
FCC Action.....	9
Radio Praised For Boosting Itself.....	9
Trade Notes.....	11

No. 1637

July 5, 1944

## WHEELER BOBS UP AGAIN AS VICE-PRESIDENTIAL CANDIDATE

Just when it looked as if Senator Burton K. Wheeler, co-author of the Wheeler-White Radio Bill and head Administration man in radio in the Senate, had packed up his doll rags and gone home to Montana to play in his own backyard, the report was again revived that he might be chosen for second place on the Roosevelt ticket.

It was said that the apparent rising storm against Vice-President Wallace had once more brought the name of Senator Wheeler to the forefront, notwithstanding the fact that the latter had evidently reverted to criticism of President Roosevelt and the New Deal when friends believed their differences had been patched up.

As a matter of fact, though the President and he were once bosom friends, Senator Wheeler remained away from the White House for six years during which time Mr. Wheeler bitterly fought F.D.R. notably on the Supreme Court, in which Senator Wheeler won.

Then out of a clear sky on May 10th of this year, who should turn up at the White House for an hour's chat with the Chief Executive, but Burton K. Wheeler. This gave the impression that everything was again all right with them and quickly revived the rumor that Senator Wheeler, who ran as the Progressive Party candidate for Vice-President with Senator Robert LaFollette, the Elder, in 1924, and had been mentioned in 1936, was again being considered as President Roosevelt's running mate in the forthcoming election.

Nobody believed, as given out by the White House, that the real reason of Senator Wheeler's visit after an absence of six years, had been to invite the President to the joint celebration by Congress of the 100th Anniversary of telegraphy of which Senator Wheeler was in charge. Furthermore, Mr. Roosevelt didn't attend the celebration.

It had been noticed just previous to the White House visit that Senator Wheeler had been less critical of the New Deal and apparently was becoming a better behaved boy. It also seemed more than a coincidence that Mr. Roosevelt and Senator Wheeler should confer the day after the President had given the radio commentators and the press representatives such a blistering for not covering the Montgomery Ward case the way the President thought it should have been covered. This was just at the time Senator Wheeler had himself expressed his displeasure with the radio commentators "for their lies" and at that very moment he was drawing up the provision which would prohibit sponsored news broadcasts and also permit anyone who thought he had been attacked to have the right to defend himself on the air. It looked as if the President and Senator Wheeler were getting together on the mutually agreeable proposition of giving obnoxious commentators a kick in the pants, and maybe getting

7/5/44

together so well that possibly the President might invite him to be his running mate if the opposition made it too hot for Wallace. There followed a few days later a visit to Senator Wheeler at the Capitol by Judge Rosenman, presidential advisor. In fact, they had luncheon together.

The picture, however, was rudely shattered when shortly after the White House "kiss and make up" session and the luncheon with Judge Rosenman, Senator Wheeler again broke loose with his old battle-cry "that there should not be a Fourth Term for any man". Following this, when a storm of criticism was aroused by his inclusion of the non-sponsorship of news in the White-Wheeler Radio Bill, instead of putting up a fight for that particular point, he tossed the whole bill into the ash-can.

That was about the last heard from him until, on his way home while stopping for a day in Chicago just before the Republican Convention, he once more sounded off on the "no Fourth Term for FDR or anybody else" theme and announced that he was not even going to attend the Democratic Convention.

Nevertheless, now in the face of the growing opposition to Vice President Wallace, the name of Senator Wheeler is once more heard. The argument is (a) labor would be friendly to him, (b) he could soothe the Southern Senators (being popular in the Senate on both sides of the aisle) and his nomination would not further inflame the negroes, and (c) being a Westerner would be a good man to help carry California and maybe some of the other doubtful Western States.

Senator Wheeler said in Chicago, as he has many times before, that President Roosevelt would be re-elected. He has repeatedly denied the rumor that his hat was in the ring for Vice-President but in view of latest reports, wise ones on the Hill say: "Where there is smoke there must be some fire." If President Roosevelt in the last minute should decide not to run, Senator Wheeler would very likely be a strong contender for first place.

X X X X X X X X

#### NAB PREDICTS MORE RADIO TUBES NEXT SIX MONTHS

Information coming to the National Association of Broadcasters indicates that the supply of radio tubes available to the public during the 3rd and 4th quarter of the present year will show a considerable increase over tube shipments of the first six months.

NAB's conclusion is not concerned with either cutbacks or contemplated cutbacks in the backlog of military tubes. It was arrived at after a consideration of manufacturing facilities, the needs of civilians and the vast stocks of military tubes already produced.

X X X X X X X X

## COWLES BROS. TO BACK DEWEY; SEEK WASHINGTON STATION

Gardner Cowles, Jr., who was in the forefront of the Willkie supporters and who made the trip around the world with Mr. Willkie, was quoted as saying in Chicago last week that he and his brother John were 100% for the election of Governor Dewey. Thus they have the distinction of being the first publishers and broadcasters in the country to publicly declare for the Republican candidate.

This declaration was also significant in view of another move of national importance just made by the Cowles Brothers. As intimated in our last issue, an additional reason would be seen for them securing the services of former Federal Communications Commissioner T.A.M. Craven at this particular time when the location of the newest Cowles station they were seeking to acquire in the East was made known. It is WOL in Washington. Gardner Cowles was quoted as saying that the Cowles Brothers had been negotiating on this for eleven months "but there are no new developments".

The proposal has been made to trade WOL for the Cowles station WMT, 5000 watts, 600 kc., fulltime CBS affiliated station at Cedar Rapids, Iowa. WOL operating on 1260 kc. with 1000 watts power is affiliated with the Mutual Broadcasting System. William Dolph, Executive Vice-President of the American Broadcasting Company, which operates WOL, would take over the direction of WMT. The principal owner of WOL is Mrs. Helen Mark, widow of LeRoy Mark, who was in charge of the station for so many years.

The WOL studios are located at 1627 K Street, N.W., several blocks north of the White House, a half a block west of the Statler Hotel, and a block south of the Mayflower. Here Vice-President Craven will have his offices if the deal goes through. In the meantime he is temporarily installed in a suite at the Raleigh Hotel.

The Cowles Brothers would be the first magazine publishers (their national publication is Look) to have a station in Washington and the first outside newspaper publishers (Des Moines Register and Tribune and the Minneapolis Star-Journal and Tribune) to have a station in the Capital. The Washington Star has long had Station WMAL, the Washington Post recently acquired WINX, and the Washington Times-Herald has just applied for an FM license.

X X X X X X X X

Danton Walker in his column "Broadway" said today (July 5):

"Lee deForest, inventor of the radio tube, is setting up plants in Mexico, backed by Mexican capital, to build television sets that will retail for \$125. (Experiments in three dimensional color television have been completed and already are on view in England).

X X X X X X X X

## DUNVILLE, NEW CROSLY V.P.; SHOUSE STUDIES POSTWAR NEEDS

Elevation of Robert E. Dunville to the post of Vice-President of The Crosley Corporation and General Manager of Station WLW, was announced by James D. Shouse, Crosley Vice-President in Charge of Broadcasting. Mr. Dunville's promotion is expected to give Mr. Shouse an opportunity to devote more time to new developments by WLW for the post-war period and for other expansion activities.

Also announced is the appointment of Eldon Park as Assistant General Manager and Marshall Terry, Director of a newly-created Promotion Activities Department. Mr. Park, formerly of Cincinnati, has been connected with WLW's New York office during the last three years as Assistant General Manager.

In his new position as Director of Promotion Activities, Mr. Terry will have general supervision over the Sales Promotion Department, the Public Relations Department, the Merchandising Department, and the Specialty Sales unit. Mr. Terry resigned as Vice-President in Charge of Sales and Public Relations Director of the Trailer Company of America to accept his new post.

The Crosley Corporation has just formally applied for a transfer of Station WSAI's license in the sale of that station for \$550,000 to Marshall Field of Chicago, to comply with the Federal Communications Commission's multiple ownership rule. The Crosley Corporation has also applied for a construction permit for a new high frequency (FM) station to be operated on 46,100 kilocycles.

X X X X X X X X X

## BELIEVED DEMOCRATS WILL TRY TO OUTDO GOP RADIO PLANK

There isn't any question but that the G.O.P. "free radio and free press" has put the Democrats on the spot and that they will try to go the rival party one better at their forthcoming convention.

This was indicated when Harrington Wimberly, State Democratic Chairman in Oklahoma, called the Republican platform free press plank "inadequate", and said he would carry to his party's convention and urge its adoption a resolution voted by Oklahoma Democrats.

Democratic endorsement of his free press plank is "one of the most important steps the party could take toward insuring future world peace", he said.

Mr. Wimberly said the Republican plank is "inadequate, narrow in scope and not inspired by an honest desire to write a declaration of independence for the truth throughout the world which I hope to see achieved in the peace agreements. It makes no pledge of unequivocal support for this principle that I should like to see the Democratic party make

Mr. Wimberly said press liberty was not a political issue, but was "fully as important to people of the world as freedoms guaranteed by the United States Constitution are to this country.

"Oklahoma Democrats took the first action of any major political organization in recognition of the vital need of unhampered flow of untainted news."

The Editor and Publisher had this to say:

"The free press and radio plank of the 1944 Republican platform, although not a ringing demand for international freedom of the press and communications, is an endorsement of those principles and may develop as the opening wedge toward wider recognition of their necessity for permanent peace and their ultimate inclusion in post-war agreements between nations.

"It is feasible that the Democratic platform committee later in July will consider a similar measure, possibly developing a stronger tone.

"The Republican plank states 'it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans' and then acknowledges that war necessitates some slight censorship. It rightly condemns use of the press or radio 'as instruments of the administration and the use of government publicity agencies for partisan ends' and then calls for a new radio law to define the role of the FCC.

"However, after sagely stating that 'all channels of news must be kept open with equality of access to information at the source', the plank disappointingly adds:

"If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace."

"And so it will be, but there is apparently no commitment here by the Republican party to seek such agreements should it come into power. It is left to be assumed that the GOP thinks highly of the idea set forth by the American Society of Newspaper Editors and will do something about it if it can.

"Although the language is not definite, much in the manner of political platforms, it is a great advance toward an international ideal on which the light was first focused by Kent Cooper of the Associated Press in his book 'Barriers Down'."

The Albany, (N.Y.) Knickerbocker Press commented:

"The New Deal holds life-or-death power over the radio stations and does not scruple to exert pressure upon them to act as its mouthpiece. This is the first national convention at which results were palpably manifest, even in the routine news broadcasts, which

are slanted to favor the New Deal and to hurt the Republicans, while the outgivings of the expert smoothies were filled with weasel words. It is not surprising at all that the Republicans adopted a special plank seeking to free the radio from the shackles of political control by rewriting the laws concerning it."

X X X X X X X

#### MARK WOODS TELLS FCC WILL GIVE COMPLETE FM SERVICE

Replying to a request from the Federal Communications Commission for a statement of the present policies and methods of operation of the Blue Network relative to frequency modulation broadcasting, Mark Woods, President, wrote as follows:

"The Blue Network intends to do everything possible to advance the progress of FM broadcasting since we believe it is an improved technical method of providing program service.

"The Blue Network Company has filed applications with the FCC for FM broadcasting stations in New York, Chicago and Los Angeles.

"We have informed our affiliated stations that we propose to make our program service, both commercial and sustaining, available for broadcasting over FM stations operated by them. We have not, however, incorporated in our affiliation contracts any provision respecting FM."

X X X X X X X X X

#### REP. COX EVIDENTLY RENOMINATED; SEN. CLARK LOSES

Early returns from Georgia today (Wednesday) indicated that Representative Eugene Cox, foe of the Federal Communications Commission, had been renominated. Nomination in Georgia is equivalent to election. Incomplete tabulations from 10 of 15 counties gave Mr. Cox 6,012 to 3,584 for former Florida Congressman John Smithwick. Senator George, also a critic of the Administration, piled up a popular vote of 56,000 to 8,652 for Farmer John W. Goolsby on incomplete returns.

In the meantime, an official count just completed in Idaho shows that Senator D. Worth Clark, finally lost the Democratic nomination by 203 votes to Glen H. Taylor of Station KSEI, Pocatello, cowboy radio singer. Senator Clark is a member of the Interstate Commerce Committee which handles radio matters in the Senate and crossed swords with Petrillo recently in the recording fight, and it has been charged that Mr. Petrillo had a hand in his defeat.

X X X X X X X X X X

## YOUNG AND RUBICAM TAKE ON GOTTLIEB OF MBS

Mutual loses Lester Gottlieb, its No. 1 Publicity Director, to the Young and Rubicam advertising agency in New York. Mr. Gottlieb, who for the past eight years has been making the fur fly at the Mutual Broadcasting System, leaves that organization July 15th and will take over his new duties about July 25th as Director of Radio Publicity of Young and Rubicam, which has one of the largest radio clienteles in the country. Mr. Gottlieb will report to Hubbel Robinson, Vice-President in Charge of Radio at Young and Rubicam and William Jenkins, Director of Public Relations.

Although it doesn't seem that long ago, it has been nine years since Les Gottlieb, now a veteran in the radio business though only 31 years old, broke in at WOR. A year later he joined Mutual and has been there ever since. During that time his publicity has been a model which many others have followed and on numerous occasions his work has been praised by the editors he served.

X X X X X X X X

## MRS. ROOSEVELT ADMITS SHE TOOK TIME TO HEAR REPUBLICANS

Frequently at his White House press and radio conferences when asked a question he doesn't want to answer, the President counters with "I didn't read that speech", or "I didn't hear it". Mrs. Roosevelt, however, voluntarily told about tuning in on the Republicans at Chicago. She wrote in her column "My Day":

"I have spent a considerable amount of time listening to the radio during the Republican Convention. I heard Governor Warren, Representative Martin, ex-President Hoover and Mrs. Luce. A little later on, those of us who listen to both sides will hear different interpretations of certain occurrences and a recital of some of the facts which are always omitted according to the interests of the speakers.

"Mrs. Ray Clapper, in her radio comments on Mrs. Luce's speech, said she spoke with evident emotion, and there was no question but that Mrs. Clapper was moved when she made her comments. Mrs. Luce used very cleverly the appeal to all of us of 'GI Joe' and 'GI Jim'. But I wondered, if we stood with these men before St. Peter, what any of us, Republicans or Democrats, could say with complete certainty of the future."

When asked at her first press conference in Chicago whether it was her idea of the role of a First Lady to participate in politics or be a home body, Mrs. Dewey said:

"I can't answer that. I can't tell you what anyone's role should be except my own. I don't think we can lay down hard and fast rules for anyone's conduct."



"Will you go on the radio or make speeches if you are First Lady?"

"I have no intention of doing radio work or of making any speeches."

"And write for a newspaper?"

"And write for a newspaper."

"Why won't you make radio speeches?" she was asked.

"Because I intend to leave that to my husband", Mrs. Dewey replied.

X X X X X X X X

#### RADIO TO AID POSTWAR INTERCHANGE OF IDEAS, SAYS NBC COUNSEL

"Radio will assume its rightful role in the pattern for peace by encouraging the interchange of ideas", Joseph A. McDonald, Assistant General Counsel of the National Broadcasting Company, told the opening session of the third annual NBC-Northwestern Summer Radio Institute in Chicago.

Radio will serve as an instrument for peace in the post-war world, Mr. McDonald said, pointing out that in Nazi and occupied countries in Europe listeners are permitted to hear only one or two of the Nazi propaganda stations.

Mr. McDonald painted a bright picture of the future for young people seeking a career in radio. He declared that the industry is about to move into broader and greener fields, and made particular mention of television.

X X X X X X X X

#### UNCLE DAVE COMES THROUGH WITH CHURCHILL'S AUTOGRAPH

When Arthur Sarnoff, 13 years old, son of Irving Sarnoff, Vice-President of Bruno-New York, Inc., radio distributors, wrote to his uncle Col. David Sarnoff, of the Radio Corporation of America, now serving with the Signal Corps overseas, he said at the end of the letter, "Give my regards to Churchill".

It so happened that Mr. Sarnoff was having luncheon a little later with the Prime Minister and Mrs. Churchill and while there, showed the letter to Mr. Churchill.

"While he was reading it, I was trying to get up enough courage to ask him to autograph it for you", Colonel Sarnoff replied on June 12th to the boy. "But when he had finished, he asked me, 'May I write on the young man's letter and thank him?'. I replied that I felt sure you would be delighted to have his signature."

X X X X X X X X

FCC ACTION

The Federal Communications Commission has taken the following action:

WGAR, WGAR Broadcasting Co., Cleveland, Ohio, granted license to cover construction permit which authorized change in frequency from 1480 to 1220 kc., increase in power from 5 KW day, 1 KW night, to 5 KW day and night; changes in directional antenna for night use and move of transmitter to Broadview Heights Village, Ohio; WDUL, Head of the Lakes Broadcasting Co., Superior, Wis., granted license to cover construction permit for new high frequency (FM) broadcast station, 44,500 kc.

Applications Received

Hearst Radio, Inc., Baltimore, Maryland, Construction permit for a new High Frequency (FM) broadcast station to be operated on 43,700 kc.; The WGAR Broadcasting Co., Cleveland, Ohio, construction permit for a new commercial television broadcast station to be operated on Channel #3, 66000-72000 kc.; Texas Broadcasters, Houston, Texas, construction permit for a new standard broadcast station to be operated on 1560 kc., power of 1 KW and unlimited hours of operation; J. W. Birdwell, Nashville, Tenn., construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation; KECA, Earle C. Anthony, Inc., Los Angeles, Calif., voluntary assignment of license to Blue Network Company, Inc. (790 kc.).

X X X X X X X X X

## RADIO PRAISED FOR BOOSTING ITSELF

Captioned "Under That Bushel", Editor & Publisher had this item:

"Imagine a conference of television, radio broadcasting, or motion picture experts in Cleveland recently. The experts would have been accompanied by public relations counsel adept in popularizing the technicalities under discussion. Wire services would have carried the story to clients. It would have been well covered in Cleveland.

"When newspaper experts meet, however, they meet in a vacuum. They keep their own light snugly hid beneath the bushel.

"The mechanical conference of the American Newspaper Publishers' Association at Cleveland was undoubtedly 99% technical. Yet what newspaper men are doing to improve the product that so many people read each day could be told in popular style as news that could properly find space even these invasion days. Only a stick or two was printed in Cleveland. Wires were uniformly silent when they might have sung a psalm in praise of the press. If press agents can dream and newspapers accept stories about the amazing future of television, there should be writers in newspaper shops who can produce behind the scenes stories of what newspapers are doing and plan to do."

X X X X X X X X X

: : :  
: : : TRADE NOTES : : :  
: : :

Robert W. Dowling, President of the City Investing Company, was elected to the Board of Directors of the Bamberger Broadcasting Service, Inc., at its regular meeting last week, it was announced by Alfred J. McCosker, President. Mr. Dowling is the son of the late Robert E. Dowling, whom he succeeded as President of the City Investing Co. He is also a Director of R. H. Macy & Co., Vice President of Starrett Brothers and Eken, Inc., and a Director of the City Bank Farmers Trust Co., as well as other concerns.

A drive by the Federal Communications Commission against stations giving away money over the air is predicted.

The inspiring valor of the American Merchant Marine in fighting through with materials of war for the battlefronts is the theme of a seven-week series of dramatizations titled "Men at Sea" beginning Sunday, July 16th (NBC, 6:30-7:00 P.M., EWT). The series, which will be the official program of the Maritime Commission and the War Shipping Administration to recruit experienced seamen for the merchant fleet, will replace "The Great Gildersleeve" for the Summer.

First award for outstanding local station public relations has been made by Billboard magazine to Station WTOP, in Washington, of which Howard Stanley is Promotion Manager.

New facilities for the manufacture of battery electrodes have been approved by the War Production Board, members of the Carbon Brush Industry Advisory Committee have been advised, WPB reported.

The new plant and equipment that will be set up by the Defense Plant Corporation, will be located in Punxsutawney, Pa. They will provide additional capacity capable of producing 60,000,000 electrodes each month. The new plant will be operated by the Speer Carbon Co. of St. Marys, Pa.

The National Association of Broadcasters' Bulletin to its membership this week reprinted a story from the New York Times of June 25th entitled "Republican Convention Radio Coverage Great Engineering Feat", written by T. R. Kennedy, Jr.

Six of the nation's nine operating television stations launched a contest beginning July 1st to find a symbol that best exemplifies the spirit and purpose of television. The event is being sponsored by the Television Broadcasters' Association, Inc., with United States War Bonds being offered as prizes by T.B.A. and by the participating television stations. The symbol selected as the best in the national contest will be adopted by T.B.A. as its official trademark.

Philadelphia firemen on July 1st fighting a large fire in a chemical warehouse for the first time used walkie-talkie radios to keep in touch with each other.

William E. Kress, with the Philco Corporation, Philadelphia, since 1934, has been named Sales Manager of the Middle West, with headquarters in Chicago. He succeeds John M. Otter, who has been named Sales Manager for the Home Radio Division.

-----  
 A recording will be made of the official ceremony at which the Certificate of Appreciation of the Chief Signal Officer of the Army will be presented to the National Association of Broadcasters. This ceremony will be recorded so that it may be broadcast by the stations whose efforts in the recruitment of personnel for the Signal Corps earned the reward. The date for the ceremony will be set soon and stations are urged to send in their requests for records - which are to be provided free - before July 8th.

-----  
 The first live-talent television drama ever produced at Columbia Broadcasting System's video station WCBW-N.Y., a specially adapted War Bond play entitled "The Favor", was broadcast last Friday.

-----  
 Major questions confronting war contractors are answered in a new War Department booklet for both prime and subcontractors, "The Contractors Guide". Written in nontechnical language and graphically illustrated to emphasize salient points, the booklet is another step in the program of the Readjustment Division, Army Service Forces, to simplify action and promote speedier settlements of terminated contracts. Copies may be secured from War Department procurement offices throughout the country.

-----  
 Due to recent governmental restriction on the use of tin, Van Camp Stokeley Bros. & Co., sponsors of "Luncheon With Lopez" over 123 stations of the Mutual network, has been compelled to reduce its use of the network's facilities.

-----  
 Affiliate memberships in the Television Broadcasters' Association, Inc. have been granted to the Theatre Guild, producers of the current Broadway success, "Oklahoma", and to the RKO Television Corporation, a subsidiary of RKO Pictures, Inc.

-----  
 The Built-Up Mica Industry Advisory Committee held a conference in Washington recently to discuss the effects of Conservation Order M-101-a, curbing of Mexican amber mica splittings, imports, and increased stockpiling of Madagascar amber splittings, the War Production Board reported Monday.

R. P. Stovall of the Mica-Graphite Division, government presiding officer, pointed out that actual consumption requirements of Number 5 bookpacked mica splittings have gone down as a result of the WPB order and its efforts to distribute the supply on an equitable basis. However, use of grade Number 4½ should be continued wherever possible to relieve pressure on Number 5. Indian production of No. 5, he said, is about 16,000 to 17,000 pounds per month, and savings effected by the order have improved overall stock conditions.

-----  
 Elder Solomon Lightfoot Michaux, Negro radio preacher of Washington, who was unable to complete a de luxe negro apartment house project in the National Capital with \$3,000,000 advanced to him by the Federal Housing Administration, has just received an additional \$2,815,000 from the Reconstruction Finance Corporation to try to finish the project.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Date*  
NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK

RECEIVED  
JUL 15 1944  
FRANK E. MULLIN

## INDEX TO ISSUE OF JULY 12, 1944

Cowles Brothers Now All Set To Enter Washington, D. C.....	1
Mr. Winterbottom's Last Message.....	2
Marshall Field Gets WJJD; Will He Also Get Petrillo?.....	4
FCC To Train Latin-American Radio Engineers.....	5
To Fly Or Not To Fly?.....	6
Early Predictions Indicate Hot Presidential Campaign.....	7
Dewey Television Technique Reported Good.....	8
First Radio Contract Termination Confab; Others This Week.....	9
Post-War Plans Offered; Carleton Smith Explains Needs.....	10
Cites Record To Show Increasing FDR Hostility To Press.....	10
With Scissors And Paste.....	12
Commander Storer Is Ordered To Duty In Washington.....	13
Sees Television As Stimulant To Newspapers.....	14
Will Ask Democrats To Nominate Wheeler For President.....	14
Television Speakers Bureau Established.....	15
WMCA Deletes Rap At Communists And Administration.....	15
Trade Notes.....	16

July 12, 1944

## COWLES BROTHERS NOW ALL SET TO ENTER WASHINGTON, D. C.

Having cleared the formalities of the Internal Revenue Bureau, joint applications were filed with the Federal Communications Commission last Monday for the exchange of ownership of WOL, in Washington, D. C., and WMT in Cedar Rapids, Iowa. Thus it seems to be only a question of time until the Cowles Brothers through WOL will become a major factor in broadcasting in the National Capital.

Being now in the process of also acquiring WHOM, Jersey City (New York City) and WCOP, Boston, this in a remarkably short space of time really puts them on the front seat of the broadcasting business in the East. It was learned that their present intention was to acquire no more stations except possibly in Minneapolis, where they are the publishers of the Minneapolis Star Journal and Tribune.

In the Washington, D. C. trade, the American Broadcasting Company would give up ownership and operation of Station WOL, Washington, and the station's ownership and direction would pass to the Iowa Broadcasting Company. Likewise, the Iowa company would give up ownership and operation of Station WMT, Cedar Rapids, and that station would thereafter be owned and directed by the American Broadcasting Company.

The contract calling for the exchange is subject to the approval of the Federal Communications Commission. Approval normally is granted about 60 days after applications are filed.

William B. Dolph, Executive Vice President of the American Broadcasting Company, says that when his company takes over WMT, Cedar Rapids, he contemplates no personnel changes. He said William B. Quarton, General Manager of WMT and President of the Cedar Rapids Chamber of Commerce, would continue in his present executive capacity. The station will continue to maintain supplemental studios in Waterloo.

Gardner Cowles, Jr., President of the Iowa Broadcasting Company, announced that Commander T. A. M. Craven, who recently completed a seven-year term on the Federal Communications Commission and was named a Vice-President of the Iowa company, would become the General Manager of Station WOL, Washington.

"All of us in the American Broadcasting Company are impressed with the possibilities for further growth and improvement of WMT", Mr. Dolph said. "Cedar Rapids and Waterloo are just about the best medium-sized communities in the country with the most consistently-prosperous trade areas. We expect to give eastern Iowa the finest possible broadcasting service."

"We will regret giving up the operation of WMT", Mr. Cowles said. "We have tried to give that area excellent radio service and we have had wonderful cooperation from all the community leaders in Cedar Rapids and Waterloo. On the other hand, WOL, Washington, seems to us to offer a challenge and an opportunity. There are many fine stations in the capital and WOL is among the best. Mr. Craven is unusually well fitted by his extraordinary knowledge of all phases of broadcasting to build WOL into even a more outstanding station."

The value of the equipment of WOL is said to be about \$38,000 and that of WMT approximately \$35,000.

X X X X X X X X

#### MR. WINTERBOTTOM'S LAST MESSAGE

In the July issue of Relay, the family magazine of R. C. A. Communications just received, is a message to those who have been with the company for twenty-five years from William A. Winterbottom, Vice President and General Manager, inviting them to the "first 25-year Club" dinner to be held in New York, Friday, September 15th. Little did Mr. Winterbottom, who only last month was presented with a 30-year diamond service medal, think when he wrote the invitation that he would not be present.

To the great sorrow of his associates, Mr. Winterbottom died suddenly at his home in Bayside, Queens, New York, early Saturday morning, July 8th. He was 60 years old and had been Vice-President of R. C. A. Communications since 1929 when it was incorporated, and a Director since 1932. Mr. Winterbottom's death follows only about a month that of John B. Rostron, Vice President and Traffic Manager of R. C. A. Communications, who had been with the company twenty-four years.

Mr. Winterbottom, who was born in Liverpool, began in this country with the Marconi Wireless and Telegraph Company as Commercial Manager when David Sarnoff, now President of the Radio Corporation of America was Contract Manager. In our issue of June 21st, there was a biographical sketch of Mr. Winterbottom written at the time he was presented with his 30-year service medal.

When the Radio Corporation of America was formed in 1919, and took over the Marconi company, Mr. Winterbottom was made Traffic Manager in charge of transoceanic and marine radio services.

Although not an engineer, Mr. Winterbottom was responsible to a great extent for many technical advances in radio communications. Under his management, radio-telegraph and radiophoto circuits were opened between the United States and many parts of the world, and a system of recording dots and dashes on high-speed, automatic tape recorders was developed. His insistence on a service that would insure a permanent record of radiograms led to the radio recorder now in universal use.

7/12/44

When Mr. Winterbottom went to the Marconi Company in New York, his first task was to open radio communications between this country and Great Britain, but the first World War interfered. He met with success in the Pacific, however, organizing services to Hawaii, Alaska and Japan. He was on hand in Hawaii to open the first radio-telegraph service with Japan. An associate said that he was eager to reopen service with the Philippines.

In 1926 he supervised the reception here of the first picture transmitted by commercial radio service. It was a picture of the speakers' table at the dinner of the Pilgrims' Society in London, and it was sent to the New York Times, which reproduced it the next day.

He leaves a widow, the former Christina Anderson, whom he married in 1909; two sons, Arthur W. of Bayside, Manager of Plant Valuation of R.C.A. Communications, and Roy W., Aviation engineer with the United States Navy in New Caledonia, and two sisters, Mrs. Ernest King and Mrs. James Frearson, both of New York.

Mr. Winterbottom's last message to his veteran associates in New York and throughout the world read:

"It is unique that in a business so modern as radio communication there should be so many men and women who have given twenty-five years or more to one company. Up to the beginning of this year, thirty-one employees had completed service of from twenty-five to forty-one years with RCAC and its predecessor communication companies; by the end of the year thirteen more will have reached the twenty-five year mark. It seems appropriate to recognize such devoted service by a special distinction in addition to the customary gold service emblem, and it has been proposed that a '25-Year Club' be formed whose charter members be the employees who have attained that length of service before 1944, and that annually the Club welcome into its membership those who cross the twenty-five year line.

"RCAC is privileged to invite these thirty-one charter members and thirteen initiates, staunch supporters of long standing, to the first 25-Year Club dinner on Friday, September 15, to be held at New York and at other points in our organization where old-timers are eligible."

Funeral services for Mr. Winterbottom were held yesterday (Tuesday) at All Saints Episcopal Church in Bayside.

X X X X X X X X

M. J. Coldwell of the Co-operative Commonwealth Federation, a Canadian socialist group, told a parliamentary committee that the body should consider recommending in its report the divorce of radio and press ownership in Canada. He said it was "not a healthy situation" to allow press and radio news channels to fall into the hands of a relatively small group of persons. Dr. Augustin Frigon, Acting General Manager of the Canadian Broadcasting Corporation, said the CBC did not encourage control of press and radio by small groups.

X X X X X X X X



## MARSHALL FIELD GETS WJJD; WILL HE ALSO GET PETRILLO?

There was an amusing movie some years ago "The Ghost Goes West", the story of an American buying a castle in Scotland and moving it to Miami. A ghost which had haunted the castle went right along to Florida.

The Federal Communications Commission last week finally approved the transfer of Station WJJD in Chicago from the Atlass Brothers to Marshall Field. As is well known, WJJD is at the moment involved in a bitter fight with James C. Petrillo, President of the American Federation of Musicians. Ralph Atlass, one of the few men in the industry having the courage to do it, aided and abetted by his brother Les, CBS Vice-President in Chicago, has fought Mr. Petrillo to a finish and up to now has won every round. The case at present is in the hands of the Regional War Labor Board. When the decision is handed down, however, the station will have changed hands. The question then arises if the WLB rules against the music czar: "Will Mr. Field inherit the enmity of Mr. Petrillo - or will the latter somewhat groggy at having been socked on the chin by Mr. Atlass, finding himself up against one of the most powerful and wealthy men in the United States, a publisher friendly to labor, and a close personal friend of President Roosevelt - will Petrillo continue his fight on WJJD or will he pull off and tackle someone more nearly his size?"

When this question was asked of an official at the WLB in Washington, he said it wouldn't surprise him if Petrillo wouldn't go after Marshall Field just as he attacked his own boss, William Green, President of the AFL. It will be recalled that when the music union chief ordered WJJD to double the number of men to be used to turn records and transcriptions at the station, Ralph Atlass went over his head to William Green, the high boss, who sided with Mr. Atlass and ordered the striking musicians back to work. Subsequently in a rage, Petrillo denounced Mr. Green because he didn't back him up saying: "I wouldn't be as spineless as Bill Green is!" Now the industry awaits with considerable interest what, if anything, Mr. Petrillo will have to say to Marshall Field.

The formal action of the Federal Communications Commission last week stated that it had granted "consent to transfer control of WJJD, Inc., licensee of Station WJJD, from H. Leslie Atlass, Ralph L. Atlass, the latter's son, and Ralph Louis Atlass (transferors) to Marshall Field, representing 7,875 shares, or 52.5 percent of the issued and outstanding common stock, and 259½ shares, or 28.8 percent of the issued and outstanding preferred stock of the licensee for a consideration of \$696,000 for the shares, plus or minus an adjustment in price for any increase or decrease in net worth of the licensee between January 31, 1944, and the 'accounting date'."

Mr. Field also has pending before the FCC an application for purchase of WSAI, Cincinnati, from the Crosley Corporation for \$550,000. This transaction, like the WJJD deal, is a result of the FCC's regulation against dual ownership of stations in the same or

or overlapping areas, since Crosley also operates WLW in Cincinnati. He also is understood to be considering other station acquisitions.

Clem Randau, Business Manager of the Chicago Sun, and former United Press executive, will be in supervisory charge of WJJD operations. The station will continue to maintain headquarters at 230 North Michigan Avenue. Station WIND, under arrangement with the field organization, temporarily will use studios at that location until such time as a move can be made with the lifting of restrictions on materials.

"We are going to continue as is", Mr. Randau declared following the FCC action. He formally announced that Arthur Harre, Commercial Manager of WJJD, has been named Manager. Officers are Mr. Field, President; Mr. Randau, Vice-President; and Carl Weitzel, Manager of the Field Chicago properties, as secretary-treasurer. These officials also will serve as the Board of Directors.

Ralph Atlass and his associates will continue operation of WIND, which at the same time was granted a modification of its license to change its main studio location to Chicago so that the station hereafter will be identified as Chicago instead of Gary. Commissioner Walker voted "no" on the Chicago move.

X X X X X X X X

#### FCC TO TRAIN LATIN-AMERICAN RADIO ENGINEERS

Putting its shoulder to the good neighbor policy in the project of the Interdepartmental Committee on Cooperation with the American Republics, the Federal Communications Commission en banc adopted rules and regulations governing award of fellowships to applicants from other American Republics. The State Department has allocated \$10,000 out of the funds appropriated by Congress to the Committee to the Federal Communications Commission to train Latin American engineers in the regulatory and operating practices of communications in the United States. Brazil, Mexico and Chile have indicated their desire to participate in this project.

The training will be in the Engineering Department of the FCC in procedures for licensing stations, engineering determination of service areas of broadcasting stations, development of standards of good engineering practices for each class of station, radio requirements for safety of life at sea and in the air, and all other functions of the Engineering Department; visits to other governmental agencies whose work touches on the activities of the Commission; and to private communications companies, central studios of the principal broadcasting systems, a high-power standard broadcasting station, an international broadcasting station, radiotelephone and radiotelegraph point-to-point transmitting and receiving stations and associated operating stations, laboratories developing radio operating equipment, police communications system, and aeronautical and aircraft radio installations, and certain plants which manufacture communication equipment.

Also training in monitoring stations of the Commission, in frequency measurements, station identification, spectrum occupancy, and related topics; and in the field offices of the Commission in the examination of the applicants for operators' licenses and the inspection of various types of stations licensed by the Commission.

Fellowships will be awarded by the Chairman of the Federal Communications Commission with the approval of the Secretary of State, or the duly authorized representative of the Secretary of State. Applications shall be transmitted to the Secretary of State by the government of the American republic of which the applicant is a citizen through the American diplomatic mission accredited to that government.

Expense allowances not exceeding \$180 per month will be granted. Also the usual government travel expenses including first class railroad fare and because it is now difficult to come from Latin-America by boat, transportation by air will be allowed regardless of the cost when authorized by the Chairman of the Federal Communications Commission. When air travel has not been specifically authorized, the traveler may proceed by air with the understanding that he may claim reimbursement therefor only in an amount not exceeding what it would have cost had the travel been performed by public conveyance over land or water. No receipts are necessary.

Fellowships will be awarded for periods not exceeding one year and may be extended for periods not exceeding that length of time.

X X X X X X X X

#### TO FLY OR NOT TO FLY?

Despite the Washington heat, the approaching Democratic Convention and other distractions, the rumor again comes from New York that Chairman James L. Fly of the Federal Communications Commission is to resign.

"It is an odd thing the way those reports keep coming", an FCC official commented. "I really don't place much stock in them, yet I am unable to account for their persistent repetition. I happen to know that the last one came direct from a very substantial and usually reliable source in the New York financial center where, as a rule, they know what is going on and frequently in their mysterious way get advance tips."

When another FCC official was asked about the latest rumor that Mr. Fly would resign, the reply was:

"That's just wishful thinking."

X X X X X X X X X X

7/12/44

## EARLY PREDICTIONS INDICATE HOT PRESIDENTIAL CAMPAIGN

Even before the Democrats have gathered at Chicago, both sides are claiming victory in the presidential race. Here are how some of the radio and newspaper correspondents feel about it as of today.

Drew Pearson (Blue Network): "Wall Street betting is 2 to 1 that Roosevelt will win. I should think that odds of 11 to 10 in favor of the President would be nearer to it."

Lowell Mellett (former White House Secretary, now writing for a syndicate including the Washington Star): "Roosevelt will win."

Charles Michelson (Democratic National Committee: "Roosevelt."

Mark Thistlethwaite, Indianapolis News, Station WFBM: "Roosevelt. Schricker seems to have the edge on Capehart for Senator in Indiana."

Mark Sullivan, New York Herald-Tribune: "I am having a hard time getting people to agree with me but I believe it will be a tidal wave Republican victory."

Arthur Sears Henning (over Station WGN, Chicago): "Electoral votes which Republicans now seem assured of total 248. Democrats 243. Doubtful 70. Doubtful States (of which Dewey will have to carry New York to win), Connecticut, Missouri and New York."

John O'Donnell, New York News: "Roosevelt 152 electoral votes. Dewey 216. Doubtful 163. Doubtful States: Arizona, Connecticut, Kentucky, Maryland, Massachusetts, Missouri, Montana, Nevada, New Jersey, Oklahoma, Pennsylvania, Tennessee, Utah, Oregon, West Virginia, Wyoming."

Senator Vandenberg (R), of Michigan: "Dewey will receive more than 300 of the 531 electoral votes."

As the campaign progresses a summary of predictions such as these will be reprinted and it will be a pleasure to hear from any of our readers either about the predictions of radio or newspaper correspondents in their part of the country or the opinion of the reader himself - to be quoted by name or not. Unless permission to quote by name is given, all sources of information will be regarded as confidential.

X X X X X X X X X X

7/12/44

## DEWEY TELEVISION TECHNIQUE REPORTED GOOD

Despite transportation difficulties in rushing the negatives from the Republican Convention to New York, the television pictures evidently proved an eye-opener to Eastern audiences.

A veteran in radio in New York reports:

"The television films were fine, and although 24 hours late, we found them most interesting. We saw Hoover, Luce and Dewey. Dewey has a good television technique. He lays the paper flat on the table in front of him and as you watch him he gives the impression of speaking directly rather than reading which is as it should be on the television. Only once in a while did he seem to glance down at the speech and only when he turned the page was it apparent that he had a prepared speech; he looked the audience straight in the face. It was interesting to see, as soon as Joe Martin slammed the gavel announcing Dewey the candidate and then put the gavel down, some fellow rushed in quickly, grabbed the gavel and put a duplicate in its place, apparently to save the one as an historic memento of the occasion. Joe Martin turned in a flash, as if he had sensed someone had stolen the gavel, but the substitute was right there in its place in the twinkle of an eye. So you see you don't miss much when it comes to television. Hoover had a good speech but the delivery was the same as of old; Clare Luce went over well both in sound and sight."

Referring to the Hoover broadcast and "Roosevelt luck", Hope Ridings Miller wrote in the Washington Post:

"A Washington newspaperman will bet anybody almost any amount that when the Democrats converge on Chicago the temperature will never go above 80 degrees . . . 'It's Roosevelt's luck', he said. \* \* \*

"When Herbert Hoover arose to address the Republican National Convention, the same newspaperman turned to a colleague. 'Something will happen to the microphone', he said. 'Roosevelt luck, again.' Something did. Hoover's difficulty in getting the microphone to work came dangerously near spoiling his speech."

X X X X X X X X

First pictures of the Allied invasion on the coast of Normandy were rushed air-mail to the Thomas S. Lee television station W6XAO in Los Angeles in time for the Monday, June 26th television broadcast. The films showed the troops landing on the beach-head and scenes of actual fighting.

X X X X X X X X

7/12/44

FIRST RADIO CONTRACT TERMINATION CONFAB; OTHERS THIS WEEK

The first of a nation-wide series of contract termination conferences presented by the Army Signal Corps and sponsored by the Radio Manufacturers' Association was held in Baltimore last week. Similar conferences are being held in ten other cities this week, one at Philadelphia last Monday with four identical sessions at New York starting today (Wednesday) to 15, inclusive. The last of the present series will be at Los Angeles on August 2 and a second series then is planned for additional radio-electronic manufacturers.

The Baltimore meeting was opened by Walter Evans, Vice-President of the Westinghouse Electric & Manufacturing Company, who was the official RMA representative. He asserted that the radio-electronic companies had "met their responsibility in the production of equipment for the war effort" and also would meet their responsibility in connection with the terminations of war contracts. He also stressed the importance of protecting subcontractors.

Responding to Mr. Evans, Col. E. V. Elder, Commanding Officer of the Philadelphia Signal Corps Procurement District, said the Army wanted to "make the change-over to peacetime production as fairly as possible to the contractors and to the American people". Referring to war production, he said that "a job has been done that only American industry could have done."

Four Signal Corps experts then discussed at length the technical problems involved in contract terminations and told the manufacturers present what was regarded as the proper procedure to follow. This was followed by a question and answer period during which the manufacturers sought enlightenment on particular problems in which they were interested.

The four experts, who also will speak at each of the subsequent conferences, are: Maj. John S. Rottner, Monmouth Signal Corps Procurement District; Lieut. Col. George J. Stadtler, Jr., Philadelphia Signal Corps, Procurement District; J. Gerald Mayer, Office of the Chief Signal Officer at Washington; and Maj. LeRoy Cohen, Dayton Signal Corps Procurement District.

Among the subjects they discussed at Baltimore were the Baruch report, the Murray-George Contract Terminations Act, Procurement Regulation No. 15 governing terminations, the Termination Accounting Manual, the Surplus War Property Administration Sales Policy, the Signal Corps organization for terminations, contractor preparation for termination, and a typical termination case.

X X X X X X X X

## POST-WAR PLANS OFFERED; CARLETON SMITH EXPLAINS NEEDS

Final plans for a series of public service radio programs designed to stimulate post-war planning in the nation's capital, have been outlined by Carleton D. Smith, General Manager of WRC, Washington.

The educational shows, under the general title of "Tomorrow's Washington", will be presented over WRC in cooperation with the Washington Daily News (Scripps-Howard) and will cover the major fields of city life and work which research organizations report will be affected most by the anticipated peacetime expansion of the District of Columbia.

Mr. Smith said that in presenting the discussions, the sponsors will work closely with established agencies which have already begun to do valuable research in the local after-war field, particularly the National Committee for Economic Development and the Washington Board of Trade.

There is a real need for knowledge by our metropolitan residents of the plans for their post-war home, said Mr. Smith.

Declaring that even though Washingtonians have no vote, Mr. Smith pointed out that they still are able to express their views and opinions through a free press and radio and encouraged listeners to submit ideas and comments on any phase of post-war planning in which they are actually engaged or by which they could be affected.

Participating also in the initial program was Fred G. Macarow, Vice-Chairman of post-war planning groups of both the CED and the Board of Trade, who praised the cooperative effort of WRC and the Daily News. He said that his organizations have compiled a report which definitely indicates the Washington area will have a population of 1,500,000 persons within ten years after the war.

The symposiums will be heard weekly at 8:30 P.M. EWT Thursdays beginning July 20th. Among subjects to be discussed are Public Transit, Housing and Building, Sports, Entertainment, Public Health, Industry, Employment and Communications.

X X X X X X X X X X

## CITES RECORD TO SHOW INCREASING FDR HOSTILITY TO PRESS

Editor and Publisher for July 8th, conservative and non-partisan trade journal of the newspapers of the country, takes a terrific fall out of President Roosevelt on the eve of the Democratic National Convention. Its leading article by Malcolm Johnson, reads in part as follows:

"At this late date, as another election approaches, it is certainly no secret that President Roosevelt's three terms in the White House have been marked by a growing hostility to the press.

7/22/44

A factual, comprehensive record of this hostility, which on occasion has flared into open warfare, is provided by the President's own statements as made for the most part during official White House press conferences covering the entire period since his first election. It is a very revealing record. It reveals an attitude on the President's part ranging from slight irritation to cold fury.

"Mr. Roosevelt's charges against the press have been many and varied. He seems to be particularly distrustful of the motives of newspaper owners, especially of those whose papers have opposed New Deal policies. He has accused them of 'editing from the counting house', of being dominated by business and financial forces. He has denounced them as 'bogus patriots who use the sacred freedom of the press to echo the sentiments of the propagandists in Tokyo and Berlin.' He has charged writers and editors with mishandling, distorting and misrepresenting the news. He has accused them of deliberate misstatements of fact and of deliberate falsification.

"The record shows that he has branded at least one newspaper man as a liar. To another, who wrote a column which displeased him, the President 'awarded' the German Iron Cross.

"The President has complained over and over again that newsmen are compelled to 'slant' their stories according to the policies of the papers which employ them, thus 'misinterpreting' the news. That complaint has become almost a theme song at FDR's press conferences, Washington correspondents say, and has been for some time."

The article, citing specific instances where the President has dealt sharply with the press, covers his entire administration. There are few references to radio. One of them refers to an article by David Lawrence:

"Commenting on the controversy over the Government seizure of the Montgomery Ward plant in Chicago, Mr. Lawrence wrote on May 10, 1944: 'The President, of course, in reciting some of the facts of the case stressed that neither the press nor the radio had let the country know the facts that led up to the seizure. After he had finished reciting them, a woman reporter said to the President that she had either read in the press or heard over the radio everything that Mr. Roosevelt had just narrated. . . . Mr. Roosevelt's idea of a fair article or radio comment, is one presenting the Administration's side comprehensively and then saying the other side isn't worth mentioning, that it is either picayunish or inconsequential. This appears to Mr. Roosevelt to be the kind of reporting he'd like to read in the press or hear on the radio.'"

Another was:

"The New York Times, June 30, 1943: 'Asked for an example of government arguments started by the press, Mr. Roosevelt contended that there were flocks of them and suggested that almost any columnist be read. Go back in the files, he said. Asked about the radio, the President said he included it in his criticism but not to such an extent as newspapers.'"

X X X X X X X X X X



:::  
 WITH SCISSORS AND PASTE  
 :::

The Federal Communications Commission recently licensed a new radio station in Houston, Tex., to Judge Roy Hofheinz, after he had shown that Jesse Jones dominated all the radio stations in Houston and that they carried an amazing minimum of patriotic war appeals. But now Judge Hofheinz is encountering obstacles all along the line. . . Latest is a demand for the Greater Houston Broadcasting Corporation for a rehearing of his license. Interesting fact is that the secretary and treasurer of this firm are Forrest L. Andrews and Thomas D. Anderson, the lawyers who handle most of the Texas business for Jesse Jones' RFC. - (Drew Pearson in the Washington Post)

Mrs. Luce's diction is excellent, and her speech came over the radio more clearly than some of the orations of the male orators. As she is a writer of wide experience and has made several hard-hitting speeches in the House, it is fair to surmise that Mrs. Luce wrote this speech herself.

Speeches delivered by Mrs. Helen Gahagan Douglas for the New Deal cause will most likely be written by Charlie Michelson.

A series of Luce-Douglas debates, spotted around in key cities the country over and broadcast by the major networks, ought to be of similar value. The two ladies would naturally be fed ideas by the best brains of their respective parties - and, while their opening speeches would no doubt be prepared, their rebuttals would not, and these rebuttal speeches ought to unveil some choice verbal hair-pulling indeed. - (Washington Times-Herald).

Boston's No. 1 department store, Filene's Sons Company, last week made sure of being in on the ground floor of television by forming a subsidiary, Filene's Television, Inc. The new corporation plans to file applications for post-war operation of both frequency modulation and television stations with the FCC. - (Business Week magazine)

A third party slate, dedicated to cutting into the Roosevelt vote, will be named at Chicago right after the Democratic Convention if President Roosevelt is nominated for a fourth term, the Washington Post was informed.

Senator W. Lee (Biscuit Passin' Pappy) O'Daniel (D), Texas, former flour salesman whom the radio turned into a vot getting phenomenon that amazed Texas in three elections, is expected to be the presidential nominee. The Texan, who returned to his State to tell his constituents about Washington "skullduggery" this Spring, has "the money in the bank" for the campaign, his friends say. They point out that he has a newspaper, has purchased time on 40 small radio stations, and will, as Senator, have privileges of the floor, and franking rights for his speeches. - (Washington Post)

During the weeks of painstaking preparations for the big event, BBC correspondents have undertaken routine training with the particular units whose activities they are now reporting. Their equipment includes portable recording sets which enable them to record their impressions in the thick of the fight. These were specially designed by BBC engineers for the purpose. It is the task of the correspondents to get their dispatches back to base by any means available. Mobile recording trucks are extensively used and mobile transmitters are being set up on the French shore. -  
 ("London Calling" (BBC))

-----  
 With but little hope for a solution of the dispute between Mr. Petrillo's Musicians Union and the major recording companies, the future for new records - and especially for serious music albums - appears none too bright at the moment. An informal survey of prospects indicates that the output of new recordings of classics is going to taper off in months to come, and that even the popular music output is in a far from prosperous condition.

Decca, the one large company that has come to terms with Mr. Petrillo, is putting out a fair quantity of new albums and singles. But Decca policy calls for nothing more weighty than albums of hits from current Broadway shows and movies. \* \* \*

The two major companies - RCA Victor and Columbia - are in difficult spots, though Columbia maintains an optimistic front. For the next three months Columbia plans to release two hitherto unpublished recordings each month and to reissue in redecorated albums two previously published ones. There will also, says Columbia, be one new popular album on each list and one new popular single record. One Columbia spokesman said that his company had plenty of unpublished recordings on the shelves - enough to keep going for several years.

RCA admits that its situation is not very good. Between now and September it will release only one new serious album - Artur Rubinstein playing works of Villa-Lobos - and the slender supply it has on hand is being carefully conserved for the Fall lists. RCA claims to have a goodly supply of pop recordings on hand, however, and is making elaborate plans for new recording sessions as soon as the present dispute is settled. - (New York Times)

X X X X X X X X X X

#### COMMANDER STORER IS ORDERED TO DUTY IN WASHINGTON

In recognition of good work done in Chicago, Lieut. Commander George B. Storer, President-on-leave of the Fort Industry Company, operators of seven broadcasting stations in the Midwest and South, has been ordered to duty at the Navy Department in Washington, D. C. in the Office of Procurement and Materiel.

Commander Storer has been in the service more than a year and was Inspection Director of the Chicago Naval District.

In Washington, Commander Storer will join his brother-in-law, J. Harold Ryan, former Assistant Director of Censorship in Charge of Broadcasting, and now President of the National Association of Broadcasters. Mr. Ryan, also on leave, is Vice-President of the Fort Industry Company which has Stations WSPD, Toledo; WWVA, Wheeling; WMMN, Fairmont, West Va.; WLOK, Lima, O., WHIZ, Zanesville, O., WAGA, Atlanta, and WFTL, Fort Lauderdale, Fla.

X X X X X X X X X X

## SEES TELEVISION AS STIMULANT TO NEWSPAPERS

Wide use of television in the competitive post-war world will stimulate the publishing business in the same manner as the movies proved to be a boon to newspapers and magazines, according to William Kostka, formerly of the National Broadcasting Company, now Managing Editor of Look magazine.

Addressing the Radio Executives Club in New York on the effects of television on the publishing industry, Mr. Kostka said:

"Anything that will tend to raise the cultural or literary level of the nation will benefit the publishing industry. . . New interest and curiosity will eventually lead viewers to seek further information in printed material . . . in books, magazines and newspapers. . . .

"What happened to newspapers at the start of the war when radio went on a 24-hour schedule to give the American public complete up-to-the-minute service? Why newspapers reached the greatest circulation peak in history and what is equally significant, far greater than at any time during World War I when there was no radio."

Mr. Kostka declared that Look magazine and other Cowles publications had used radio successfully as an advertising medium and undoubtedly would try television for the same purpose. He said that several newspapers and magazines have already set up special staffs to study and report on television and to suggest ways and means of utilizing the new medium.

"Many newspapermen feel that in the long run television is likely to be a greater competitor of radio than of the publishing industry", said Mr. Kostka.

He declared that as a competitor for advertising, television may take some of the revenue from radio and possibly publishing. But he felt that the effect would probably be temporary.

"If advertising by television results in greater sales", he said, "the firms sponsoring that advertising will eventually have more revenue to spend and will increase their total appropriations. If television fails to sell more merchandise, if it proves to be more expensive per item sold, it cannot be an important competitor of either radio or publishing."

X X X X X X X X X X

## WILL ASK DEMOCRATS TO NOMINATE WHEELER FOR PRESIDENT

Gerald L. K. Smith, leader of the America First Party, said in Chicago last Monday that his group would meet there July 17th to call on the Democrats to nominate Senator Burton K. Wheeler of Montana for President.

Discussing vice-presidential candidates, John O'Donnell wrote in the Washington Times-Herald:

7/12/44

"Don't take seriously the rumors that Montana's Senator Burt Wheeler would consider the post of v-p for a minute. The White House has been trying to win his support, this time through the pleas of White House legal counsel Sam Rosenman and the oldline 'the President really likes you and always calls you by your first name.' Wheeler has flatly rebuffed any Vice President suggestion, frankly stating that any about face now on his views of the Roosevelt foreign policy would justly brand him as a turn-coat."

X X X X X X X X X

#### TELEVISION SPEAKERS BUREAU ESTABLISHED

Because of an increasing demand for speakers versed in the technical and non-technical aspects of television, a Television Speakers Bureau has been established by the Television Broadcasters' Association, Inc.

Member organizations of TBA are now in a position to supply speakers for luncheon meetings, conventions, sales conferences, theatrical meetings and other public functions. Lists of available speakers are being distributed by TBA and copies may be obtained by writing to Will Baltin, Secretary-Treasurer, Suite 1038, 500 Fifth Avenue, New York 18, New York.

In addition to the speakers available for public engagements, the TBA list includes motion pictures on television that may be obtained without cost for exhibition at meetings.

X X X X X X X X X X

#### WMCA DELETES RAP AT COMMUNISTS AND ADMINISTRATION

Repercussions to the gag imposed on his radio speech criticizing communism and the New Deal were viewed by supporters in New York yesterday as advancing the cause of State Senator Frederic R. Coudert for the Republican nomination for United States Senator.

At the same time officials of the American Legion, before whom Coudert's emasculated talk was aired last Friday over Station WMCA in New York, denounced the censorship ordered by Nathan Straus, the station's president, who said he considered the deletions which cut Coudert's speech almost in two were justified.

Mr. Straus is a former Administrator of Housing Authority under President Roosevelt.

William E. Lewis, State Commander of the Legion, termed the incident "an outrage" and a "violation of our free press", which James E. McCabe, Chairman of the organization's Department of Americanism, asserted it was "unwarranted."

X X X X X X X X X X

7/12/44

::::  
:::: TRADE NOTES ::::  
::::

Advance notices have been distributed of the annual Rochester Fall meeting of the RMA Engineering Department and the Institute of Radio Engineers, November 13 and 14 at the Sagamore Hotel, Rochester. This is the annual meeting for receiver and tube design engineers, with many technical sessions.

Marking the first anniversary of its participation in television broadcasting, WOR last night presented a popular request program of the "WOR Video Varieties" over Dumont television station WABD. J. R. Poppele, WOR's Chief Engineer, appeared on the telecast and reviewed the progress of WOR television during its first year.

A further step in the program to channel idle and excess electronic components back into the production stream in order to meet the 1944 radio requirements was made by the Radio and Radar Division of the War Production.

Copies of the new Form WPB-3644, authorized as an aid in solving the electronic component shortage problem, were sent to all radio prime contractors and component manufacturers.

Current radio component shortages present a production problem which requires that specific conservation measures be adopted, Ray Ellis, Director of the Radio and Radar Division, said in a letter accompanying the new forms sent to prime contractors.

The Component Recovery Section of the Radio and Radar Division stressed that it is not concerned with property disposal, but with conserving and utilizing critical stocks of electronic components such as resistors, transformers, capacitors, test equipment meters, and scarce types of receiving and transmitting tubes.

The Mutual network announces its fulltime affiliation effective July 16th with WBTA, Batavia, New York. WBTA operates on 250 watts, 1490 kilocycles.

The Federal Communications Commission has announced adoption of Proposed Findings of Fact and Conclusions proposing to deny application of Joe L. Smith, Jr., licensee of Station WJLS, Beckley, West Virginia, for construction permit to make changes in equipment for operation of a local station on the regional frequency of 560 kc with 100 watts power at night, 250 watts day, unlimited time. (Station now operates on 1240 kc with 250 watts, unlimited time)

An article "Planning Tomorrow's Electronic Highways" by Dr. W. R. G. Baker, Chairman, Radio Technical Planning Board, has been reprinted in pamphlet form.

X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



LA + All

## INDEX TO ISSUE OF JULY 19, 1944

Frank Mullen Lands One On The FCC Chin.....	1
Radio Makers Assured Fair Contract Terminations.....	2
Hope Held Of Finding Capt. Guthrie, Son Of RCAC Official.....	3
Cowles Getting All Set While Awaiting FCC Green Light.....	4
Capital Announcer Plunges To Death From Press Club.....	4
Sees Trouble For Burton K. Wheeler In Montana.....	5
Blue Executives Must Have Made Names In Show-World.....	6
They Slammed The Door In Gen. Eisenhower's Face.....	6
Sale Of KECA Approved; Other FCC Actions.....	7
Large Potential Market Seen For Television Receivers.....	9
Radio Publicity Directors Swap Jobs.....	10
Increased Production Excludes Broadcasting Equipment.....	11
FCC State-Wide FM Educational Policy Plans.....	11
Way Opened For Some Aluminum Use In Communications.....	11
Scissors And Paste.....	12
Philco V-P Predicts Tremendous Post-War Business.....	14
The Controversial Mr. Fly.....	15
Battery Manufacture Relaxed By WPB.....	15
Trade Notes.....	16

No. 1639

K E J

July 19, 1944

FRANK MULLEN LANDS ONE ON THE FCC CHIN

In a scholarly and carefully prepared address on the "American System of Broadcasting", Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company at New York University Summer Radio Workshop, landed a stingaree on the chin of the Federal Communications Commission. Using his talk to the students as a sounding board, Mr. Mullen warned the American listening public to be quick on the trigger in protesting against anything that smacked of censorship of radio by the Government. The FCC continuously cries to high heaven that it has no power of censorship but Mr. Mullen let the public in on the little secret of the indirect pressure which the Commission can exert on radio programs through its power to license broadcasting stations.

Mr. Mullen said a logical approach to a study of the American System of Broadcasting would be to answer two questions: First, "What makes it a system?" and second, "What makes it American?" Mr. Mullen also raised and answered questions with regard to the limitation of frequencies, national networks, FM, television, support of advertisers, and non-commercial public service.

Most significant, however, was the speaker's warning to the public not to let the wool be pulled over its eyes on censorship.

"The public should give broadcasters every encouragement to exercise complete freedom in their choice of program material, and should be quick to protest against any evidence of government pressure on radio program policies", Mr. Mullen declared. "We should be constantly mindful that freedom of radio is inseparable from all our other traditional freedoms - of speech, of worship, of press and of peaceable assembly. In every city and country seized by the dictators of Europe, the capture and control of radio facilities has been practically the first act of aggression. Suppression of the other freedoms has immediately followed. Nowhere in the world where radio is enslaved will you find speech or a press that is free.

"Most of us never stop to think that ours is the only country in the world in which radio programs are not under government control. Yet, our lack of concern on this score is in itself a source of potential danger. It is apt to make us blind to encroachments on the freedom of radio which should serve as warning signals. For while we in the United States do not have direct censorship of programs, the very fact that station licenses are issued, and can be revoked, by a government bureau makes possible a form of censorship that is no less effective for being indirect.

"Obviously the danger of government domination and censorship would be multiplied a hundredfold if broadcasters had to depend on a government handout to support their stations and pay for their programs. And, censorship, or no censorship, the quality and variety of program service would suffer tremendously."

The Federal Communications Commission, Mr. Mullen continued, has in recent years tended to place a broader interpretation upon the "public interest, convenience or necessity" clause in the law and has evidenced a desire to regulate "some of the social and economic aspects of broadcasting."

"The language of the present law relating to radio - the Federal Communications Act of 1934 - is far from explicit in defining the criterion by which the Commission may grant or refuse licenses for the operation of broadcasting stations", Mr. Mullen pointed out. "Most of the difficulties - most of the arguments between broadcasters and the Commission - arise over the interpretation of the provision in the law which states that the Commission shall grant licenses in accordance with 'public interest, convenience or necessity.'"

"This phrase - 'public interest, convenience or necessity' - was carried over into the present radio law from the original Federal Radio Act of 1927, so it has now served as the corner-stone for governmental regulation of broadcasting for 17 years. The earlier Commissions for the most part interpreted the phrase as relating to the prevention of interference between stations, and to the geographical assignment of frequencies in such a pattern as to provide technically satisfactory broadcasting service to the maximum number of people.

"In recent years, however, the majority of the Commission has tended to place a broader interpretation upon 'public interest, convenience or necessity' and has evidenced an increasing desire to regulate some of the social and economic aspects of broadcasting. In particular, many of the Commission's recent regulations have been directed toward the prevention of business practices which, in the eyes of the Commission, might tend to place undue control over broadcasting in the hands of the national networks."

X X X X X X X X X

#### RADIO MAKERS ASSURED FAIR CONTRACT TERMINATIONS

Opening the Contract Termination Conference at New York last week, R. C. Cosgrove, President of the Radio Manufacturers' Association and Vice-President of The Crosley Corporation, said the conferences offered a "rare opportunity" for manufacturers to obtain vital information concerning the complex problems involved in contract terminations and praised the Army Signal Corps for being "willing to take such a great interest in our problems and aiding us in solving them."



"All of us face terminations and cutbacks", Mr. Cosgrove said. "The Signal Corps is taking the lead in helping us. The radio industry has no reason to be worried about what it has accomplished in aiding the war effort because it has done an outstanding job." He added that the series of Contract Termination Conferences would aid the industry, in like manner, in meeting the problems of contract cancellations.

Responding to Mr. Cosgrove, Brig. Gen. A. A. Farmer, Commanding Officer of the Philadelphia Signal Depot, said the conference showed that "contractors and the U. S. Government are working together as a team and will continue to do so until final and lasting victory is ours."

"Reports from the battle fronts are favorable, but we must not think that the war is over", he continued. "Production of equipment must go forward, but it is essential that we give thought to the problems of contract terminations."

"The Signal Corps", he added, "wants contract termination settlements to be accomplished with fairness, fidelity, and speed" so that the "superb job of production" will not be followed by "gigantic problems of an economic eruption."

"We'll defeat the problems of termination", he concluded, "as our forces in the field continue to annihilate the enemy."

The New York conference was the third of the series relating to contract termination, the first of which was held in Baltimore on July 5th, and the last of which will be in Los Angeles August 2nd.

X X X X X X X X

HOPE HELD OF FINDING CAPT. GUTHRIE, SON OF RCAC OFFICIAL

Navy Department officials expressed the belief that Capt. Walter R. Guthrie, U.S.A., son of F. P. Guthrie, District Manager of R.C.A. Communications, Inc., in Washington, D. C., reported missing, might still be found. Captain Guthrie was on a ship sunk July 2nd in the Indian Ocean near Ceylon. Twenty-three persons have been reported rescued but it was believed that many others may have been picked up as it was said that it is sometimes several months before all the rescue boats are heard from.

Captain Guthrie, who is in the Quartermaster Corps, was on his way from Washington to report to the Southeastern Asia (Lord Mountbatten's command), the headquarters of which are at Kandy in Ceylon. Captain Guthrie, who is 25 years old, was graduated with high honors at Washington and Lee University and later from the Harvard Business School.

X X X X X X X X

## COWLES GETTING ALL SET WHILE AWAITING FCC GREEN LIGHT

Extensive personnel changes in the Iowa Broadcasting Company and subsidiary companies, effective on the approval of applications now pending before the Federal Communications Commission, were announced last week by Gardner Cowles, Jr., President of the companies involved.

When pending applications are approved, the Iowa company will no longer own or operate KSO, Des Moines, or WMT, Cedar Rapids-Waterloo. Its two Midwest stations will be KRNT, Des Moines, and WNAX, Yankton-Sioux City. Its three eastern stations will be WHOM, New York-Jersey City, WCOP, Boston, and WOL, Washington, D. C.

T. A. M. Craven, a Vice-President of the Iowa Broadcasting Company, will be the executive head of WOL, Washington, in addition to his duties as technical advisor on all engineering matters to all five of the company's stations.

Craig Lawrence, Vice-President and Manager of KRNT and KSO, Des Moines, will move to New York to become head of WHOM, New York-Jersey City, and WCOP, Boston. A. N. Armstrong, Assistant Manager of WCOP and WORL, Boston, will become Manager of WCOP. Phil Hoffman, Manager of WNAX, Yankton-Sioux City, will move to Des Moines, succeeding Mr. Lawrence as Manager of KRNT.

Don Inman, formerly Manager of the Waterloo offices of WMT, Cedar Rapids-Waterloo, has moved to Yankton as Manager of WNAX. Art Smith, formerly Program Manager of WNAX, has moved to Sioux City as Manager of the WNAX studios in that city. Gene Loffler, formerly announcer at KRNT, has moved to Yankton as Program Manager.

Ted Enns, National Sales Manager of the Iowa company, will move to New York in his same capacity representing all five stations. Karl Haase, Assistant Treasurer of the Iowa Company, will move to New York in his same capacity on the three eastern stations.

X X X X X X X X

## CAPITAL ANNOUNCER PLUNGES TO DEATH FROM PRESS CLUB

The body of J. Robert Ball, 25 years old, an announcer for Station WWDC in Washington, was found at 5:30 A.M. Monday following a 13 story plunge from the Press Club, shortly before he was to go on the air in a news broadcast. Officials at the studio said Mr. Ball suffered a nervous breakdown two years ago, forcing him to leave Harvard University Law School.

He was likewise said to have been in good spirits recently. Mr. Ball's sister, Mrs. Dorothy Campbell, wife of J. Forbes Campbell, Federal Deposit Insurance Corp. public relations officer, said her brother's health had improved during the past year.

Mr. Ball was graduated from the University of Utah before going to Harvard. His father, James H. Ball, is a prominent Salt Lake City attorney. His mother also survives.

X X X X X X X X

7/19/44

SEES TROUBLE FOR BURTON K. WHEELER IN MONTANA

A political rebellion is brewing in Montana against Senator Wheeler, Chairman of the Interstate Commerce Committee (who at the moment holds the whip hand in radio legislation in the Senate), according to Drew Pearson, who writes in his syndicated column:

"The other day, a significant meeting was held in Montana. It may mean the political end of that venerable senatorial figure, Burton K. Wheeler - or at least, his future candidacy for reelection on the Republic instead of the Democratic ticket.

"The meeting - of Montana Democrats - was sparked by ex-Congressman Jerry O'Connell. He was purged from the House of Representatives by Wheeler in 1938 because he dared buck Wheeler's leadership in Montana but at the recent Democratic meeting, Mr. O'Connell, now head of the Montana CIO Political Action Committee, sat high in party councils.

"Wheeler's name was scarcely mentioned. It arose only once when a resolution condemning his isolationist stand was proposed. In the end, it was decided simply to expunge Wheeler's name from the entire proceedings of the State Democratic convention. As far as the leading Democrats were concerned, the senior Senator from Montana did not exist.

"Furthermore, for the first time in 24 years, Wheeler will not be a delegate to the Democratic National Convention.

"Already Montana Democrats have laid their plans to run popular Justice Hugh Adair of the Montana Supreme Court for the Senate against Wheeler in 1946.

"Thus, the man who helped elect Roosevelt in 1932, but who is his bitter enemy today may be forced to run as a Republican.

"Most people have forgotten it, but Wheeler was a Republican until 1910, when he ran for the State Legislature as a Democrat. Later, he ran for Governor in 1920 on the nonpartisan ticket and for Vice President of the USA in 1924 (with La Follette) on the Progressive ticket.

"When Wheeler defeated Congressman O'Connell, he threw his weight behind Dr. Jacob Thorkelson, who was considered one of the most fascist-minded members of Congress during his term of office. Now Thorkelson is running for Governor and has the support of Wheeler's closest friend, radio Mongul Ed Craney. It was Craney who secretly authored the recent radio bill which Wheeler was forced to junk in the face of protests from the networks."

X X X X X X X

BLUE EXECUTIVES MUST HAVE MADE NAMES IN SHOW-WORLD

Taking the initiative in recognizing a new trend in broadcasting operations and policies, the Blue Network is going into the field of theatrical, motion picture and advertising agency personnel for staff executives instead of performing as a training ground for executives for these allied fields.

Initial appointment is that of Adrian Samish, with two decades of show experience, who will fill the newly created post of National Production Manager, with complete authority over all Blue Network produced programs, and act in the capacity of network adviser for outside productions broadcast over the network and its affiliates.

"The trend, heretofore", Phillips Carlin, Vice-President in Charge of Programs, said, "has been for young producers to gain invaluable experience in network operations, and then resign to produce for advertising agencies, outside production units, and the theater. Radio broadcasting has grown up; it is now 'big league' and the competition is 'big league'. The Blue Network does not consider itself a minor league training ground. The appointment of Mr. Samish is a first step in our new operations policy."

Mr. Samish will coordinate the production facilities of the Eastern, Central and Western Divisions of the Blue, and under his leadership, the Commercial Program Supervision Department will be strengthened and expanded. Emphasis will be laid on achieving the best in writing and production, and on the creation of package programs. Mr. Samish will also concentrate on the training of young producers, and the strengthening of the present Blue staff through close supervision and constructive criticism.

X X X X X X X X

THEY SLAMMED THE DOOR IN GEN. EISENHOWER'S FACE

General Eisenhower was caught in the street during a robot bomb alarm a few nights ago...It happened his naval aide, Harry Butcher, former Vice President of C.B.S., and George Allen, Red Cross head, were in the same dark street. They didn't know the general was directly behind them when they ducked into the first doorway.

Allen slammed the door - then he did a double take! "My God! I shut the door in Eisenhower's face", he gasped. He tried to open it but the door had jammed. Frantically the two men on the inside pulled the knob. The few moments seemed centuries before they finally unstuck it and Eisenhower stepped in from the deserted street.

Allen and Butcher were apprehensive...Ike smiled reassuringly and took off his overseas cap as calmly as if he'd just dropped in for a cup of tea. "Take it easy, boys", he told them. -

(Austine Cassini in the Washington Times-Herald)

X X X X X X X X

## SALE OF KECA APPROVED; OTHER FCC ACTIONS

The Federal Communications Commission yesterday (Tuesday) approved the transfer license of Station KECA, Los Angeles, by Earle C. Anthony to The Blue Network for \$800,000. Also WQXR, New York, John V. L. Hogan to the New York Times for \$1,000,000, Commissioner Durr dissenting.

The following statement was issued by Arthur Hays Sulzberger, publisher of the Times:

"We are glad to announce that the Federal Communications has approved the purchase by The New York Times of the Interstate Broadcasting Company, which operates Station WQXR in New York City, broadcasting on 1560 kilocycles, and Frequency Modulation Station WQXR, which broadcasts on 45.9 megacycles.

"As pointed out when the announcement was made that The Times had entered into an agreement to purchase these stations, we are proud to acquire a broadcasting medium which throughout its history has consistently maintained high standards of quality.

"This policy we plan to continue and improve, under the same management which successfully built up Station WQXR and its FM outlet. The best musical features will as heretofore form the bulk of the programs.

"As broadcasting is a new business for us, we expect to move slowly while learning about it. We look forward, however, to the time when WQXR, as The Times' own radio station, will expand its news presentation so as to be of still greater service to its listeners and our readers.

"Meanwhile, The Times' hourly news bulletins will continue to be broadcast over Station WMCA."

The sale of Station WINX, 250 watts, to Eugene Meyer, Publisher of the Washington Post for \$500,000 was likewise approved with Commissioner Durr dissenting.

Other license transfers approved were WJLD, Bessemer, Ala., to George Johnston for \$106,000, Commissioner Durr dissenting; KYUM, Yuma, Ariz., to John J. Lewis for \$15,438, and KTAR, Phoenix, for \$375,000.

FCC action Tuesday also included:

Durham Broadcasting Co., Inc., Durham, N. C., and Harold H. Thoms, Durham, N. C., designated for consolidated hearing for construction permit for new station to operate on 1580 kc., with 250 watts, unlimited time, and of Harold H. Thoms for construction permit for new station to operate on 1580 kc., 1 KW power, unlimited time; KRRV, Red River Valley Broadcasting Corp., Sherman, Texas, granted request to waive Commission rules as may be necessary in

order to permit Station KRRV to announce its station identification as "KRRV, Sherman and Denison, Texas" when programs originate in the Sherman studios or come through it, and as "KRRV, Denison and Sherman, Texas" when programs originate or come through the Denison studios; WQBC, Delta Broadcasting Co., Inc., Vicksburg, Miss., granted construction permit to change frequency from 1390 kc. to 1420 kc., and to change power from 1 KW day to 1 KW day, 500 watts night, unlimited time; WDSU, Stephens Broadcasting Co., New Orleans, La., adopted order granting petition for leave to amend application for license for auxiliary transmitter so as to permit the use of its previously licensed 1 KW transmitter, with power of 1 KW day, 500 watts night, instead of 1 KW day and night as originally requested, employing a non-directional antenna; granted the application as amended. KABC, The Alamo Broadcasting Co., Inc., San Antonio, Texas, granted application for construction permit to change frequency from 1450 to 680 KC, increase power from 250 watts unlimited time to 50 KW day, 10 KW night; install a new transmitter and directional antenna for night use, and change transmitter location; granted subject to approval of antenna by the Commission's Chief Engineer, and subject to compliance with the Commission's supplemental statement of policy of January 26, 1944.

#### Broadcast Applications Received

Jos. M. Zamoiski Co., Baltimore, Maryland, construction permit for a new commercial television broadcast station to be operated on Channel #6 (96000-102000 kc); Fetzer Broadcasting Company, Grand Rapids, Mich., construction permit for a new high frequency (FM) broadcast station to be operated on 43,900 kc. with coverage of 18,250 square miles; West Virginia Radio Corp., Morgantown, W. Va. construction permit for a new high frequency (FM) broadcast station to be operated on 43,500 kc. with coverage of 33,244 square miles and two satellite stations on 49,900 kc., one at Pittsburgh, Penna, with a coverage of 1,620 square miles and the second at Wheeling, W. Va., with coverage of 344 square miles.

Also, The Pulitzer Publishing Co., St. Louis, Mo., construction permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kc.); News-Press Publishing Co., (KTMS), Santa Barbara, Calif., extension of special service authorization to permit broadcasting under the control and direction of the Pacific Coast Maritime Industry Board, as a public service and without charge of information to longshoremen for the period beginning 8/1/44.

X X X X X X X X X X

Civic leaders gathered in radio station studios in 122 cities over the country heard an appeal Monday for cooperation in the Government's "Don't Travel" campaign and listened to suggestions for local action to reduce drastically unessential train and bus travel so that the war job of the transportation systems can be done effectively. These studio audiences included representatives of civic organizations, service clubs, city government, newspapers, radio, transportation services, merchants and industrialists.

X X X X X X X X X X

7/19/44

LARGE POTENTIAL MARKET SEEN FOR TELEVISION RECEIVERS

That a tremendous demand exists for television receiving sets - greater than for any other type of radio - was clearly indicated, according to the News Letter of July 14, issued to Television Broadcasters' Association members, recently when McCall's magazine released figures compiled in a survey conducted among thousands of women throughout the nation. A highly interesting article analyzing the survey appears in the current issue of the Radio-Television Journal, and permission has been granted to reprint facts and figures in the Newsletter on Television.

"Television, phonograph-radio combinations, console and table type radios were all placed before the readers for their consideration, and they were asked to indicate their preference", states Radio-Television Journal. "Perhaps the findings of the survey will upset some preconceived notions as to how the postwar market will run, but it will give practical, useful foresight to the dealers who are anxious to gear their merchandise to their customers' wants."

Some of the results of the survey follow:

POST-WAR TELEVISION SALES PROSPECTS BY OCCUPATIONAL ANALYSIS

In homes where women indicated their desires for a television set, the occupation of head of family is as follows:

	Total Answering	I Must Have	I Like and May Get	I Have Now	I Don't Like
Major Prof. and Exec.	998	21.8%	68.7%	1.5%	8.0%
Minor Prof. and Exec.	1,108	21.2%	66.3%	2.3%	10.2%
Salesman	280	16.4%	73.2%	2.2%	8.2%
Public Service	157	21.7%	61.1%	3.8%	13.4%
Clerical	541	19.2%	69.7%	1.7%	9.4%
Skilled Labor	2,015	19.9%	67.1%	2.1%	10.9%
Unskilled Labor	72	13.9%	66.7%	2.8%	16.6%
Farmers, Ranchers	586	13.1%	68.3%	3.8%	14.8%
Armed Forces	459	24.0%	64.9%	2.6%	8.5%
Others, Retired	93	17.2%	69.9%	3.2%	9.7%

TELEVISION SETS  
(11,150 Women Participated in Survey)

I like and may get	- 7,474	- 67%	- potential market
I must have	- 1,841	- 16.5%	- assured market
I don't like	- 1,549	- 13.9%	- poor prospects
I have now	- 286	- 2.6%	- replacement market

CONSOLE RADIOS  
(10,888 Women Participated in Survey)

I don't like	- 4,293	- 39.4%	- poor prospects
I have now	- 3,773	- 34.6%	- replacement market
I like and may get	- 1,824	- 16.8%	- potential market
I must have	- 998	- 9.2%	- assured market

---

TABLE RADIOS  
(10,976 Women Participated in Survey)

I have now	- 5,920	- 53.9%	- replacement market
I don't like	- 3,414	- 31.1%	- poor prospects
I like and may get	- 1,004	- 9.2%	- potential market
I must have	- 638	- 5.8%	- assured market

---

RADIO-PHONOGRAPH COMBINATIONS  
(11,660 Women Participated in Survey)

I like and may get	- 4,168	- 35.7%	- potential market
I must have	- 3,501	- 30.0%	- assured market
I have now	- 2,084	- 17.9%	- replacement market
I don't like	- 1,907	- 16.4%	- poor prospects.

---

X X X X X X X X

RADIO PUBLICITY DIRECTORS SWAP JOBS

Jim O'Bryon, newspaperman and public relations executive, has been appointed the new Director of Public Relations and Publicity for the Mutual Broadcasting System. Mr. O'Bryon leaves his post as Acting Director of Radio Publicity for Young and Rubicam agency to change places with Lester Gottlieb, for many years MBS Publicity Director. Mr. Gottlieb goes to Young and Rubicam as Director of Radio Publicity. Mr. O'Bryon went with Young and Rubicam in 1937 as Assistant to the Radio Publicity Director and has been acting Director of the department for several months.

Prior to his Young and Rubicam affiliation, Mr. O'Bryon was Photo Editor for three years in the Press Department of the Columbia Broadcasting System. He has had a wide and varied experience as a publicity manager in Chicago, where he was Director of Publicity for the Brunswick Phonograph Records, and was later associated with Brunswick Radio Corporation in New York.

X X X X X X X X



## INCREASED PRODUCTION EXCLUDES BROADCASTING EQUIPMENT

The National Association of Broadcasters which has investigated the situation following radio and press reports of early resumption of civilian goods production, disclose the following findings. Inquiry was limited to facts concerning turntables, transmitters and microphones.

1. New transmitters will be unavailable for domestic use at least until 1945.

2. New turntables, same.

3. New microphones are believed to be in sufficient supply so as to eliminate any "hardship". Supply will be used for replacement, not to increase the number of "mikes" in use.

X X X X X X X X

## FCC STATE-WIDE FM EDUCATIONAL POLICY PLANS

The Federal Communications Commission has received information from the U. S. Office of Education concerning proposed state-wide plans for the allocation of the five frequencies reserved for non-commercial educational FM broadcasting stations. It appears that such plans, if carefully prepared with a view to fair treatment of public and private educational institutions, both urban and rural, at the primary, secondary, higher, and adult education levels alike, may provide a sound means for securing the maximum possible utilization of educational frequencies. Accordingly, while the Commission must dispose of each application on its merits, it will give careful consideration in connection with educational applications to any state-wide plan filed with it.

The Commission's rules define a "non-commercial educational broadcasting station" to mean "a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public."

X X X X X X X X X

## WAY OPENED FOR SOME ALUMINUM USE IN COMMUNICATIONS

In granting limited use of aluminum to certain essential products, commercial radio equipment and wire communications equipment were included by the War Production Board but only where aluminum, copper or copper base alloy was used in commercial production in the U. S. during 1939, 1940 or 1941. This does not apply to electronic equipment as defined in WPB Order L-265.

X X X X X X X X X

::: \_\_\_\_\_ :::  
 ::: SCISSORS AND PASTE :::  
 ::: \_\_\_\_\_ :::

His Honor: Radio Showman

To nine out of ten performers who regularly confront a microphone, what happens there comes under the heading of art or business, but to the Mayor of New York City it is obviously a lot of fun. From the walls of his executive chamber in City Hall, as he broadcasts his "Talk to the People" each Sunday at 1 P.M. over the municipal station, WNYC, Fiorello H. LaGuardia's predecessors in office gaze down upon him. Seated in a low leather swivel chair at a desk with two microphones on it (one for spare, in case of emergency), His Honor gazes back at those predecessors and goes on talking to an audience estimated at 1,500,000 to 1,800,000 persons.

Addressing more people than comprised the city's entire population during the regimes of some of New York's 102 other Mayors, he chuckles at his own jokes, is serious as he warns transgressors against the public weal, glows with emotional pride when he discourses on the virtues of the five boroughs, and, all in all, has a wonderful time.

Practically everything that can be wrong with a radio style, as radio style is taught in courses on how to become an effective broadcaster, emerges from receiving sets tuned to WNYC for those thirty-odd minutes on Sunday afternoon. The voice is high-pitched, the sentences ramble and hang in mid-air, a half dozen words on each broadcast are pronounced as they are not pronounced in Webster, and sometimes words are skipped entirely in the rush from one topic to another.

To what must be the chagrin of academies of radio technique, the listeners seem to like it. According to survey ratings, the Mayor's talk is easily the most popular program heard in New York at its time on the schedule, and its audience the most loyal. He seldom tests what the trade calls "listener response", but when he does, it is marked. There was the time he hinted at shoe rationing by telling his audience that they "shouldn't do too much walking". An hour later shoe stores on the lower East Side were the scene of near-riots. When he asked for foster homes for children last June, twenty-one phone calls came in within less than half an hour.

In part, of course, the Mayor holds his audience because he necessarily has something of interest to say. But it must be also that the customers like his show - and the word is used advisedly. For the Little Flower, as even his less-than-ardent admirers admit, is a showman, and the essence of showmanship is that indefinable quality called "color". He has it.

Indeed, Radio Row's students of what makes programs click or fail have a theory that the Mayor's limitations as a broadcaster (i.e., by purists' standards) are precisely the reason for his success on the air. They suspect that many a listener, bored by the slick delivery of commercial radio, finds relief in Mr. LaGuardia's chatty, idiomatic technique.

- (John K. Hutchens in New York Times)

Would Give Mrs. Dewey A Chance At Radio

Now that the Republicans have written a plank in their platform calling for a constitutional amendment to assure identical conditions for men and women, can't we give First Ladies a break? Mrs. Dewey, I understand, once wished to be a professional singer. If she should again wish to pursue this ambition and sing on the radio, wouldn't that be her own business? -

(Dorothy Thompson in Washington Star)

-----

Nazis Outsmarted By British On Radio Jamming Efforts

Although German engineers have for years concentrated their varied "jamming" techniques upon the B.B.C.'s European broadcasts, there is ample evidence that they have failed to prevent listeners who defy the Gestapo from listening to broadcasts from Britain. The B.B.C. includes, in its broadcasts to the underground resistance movements, instructions to listeners in key positions on how to neutralize German "jamming" devices. Messages to key members of the underground are regularly transmitted by Morse code, which has been found to reliably resist ordinary "jamming" methods. Slow speed dictation from London permits pre-invasion instructions to be written down and afterwards circulated in the clandestine press of the occupied countries. - (B.B.C. Bulletin)

-----

Licenses For Congress Orators As Well As Commentators

Senator Edwin C. Johnson of Colorado has signed his name to a letter saying that free speech over the radio is impossible. Therefore he stands by his bill to license commercially sponsored newscasters and require them to conform to a code of ethics.

To Senator Johnson we suggest that there are not hours enough in the day (his own phrase) for members of Congress to say all that they would like to say. Therefore the public business is always behind. Why not, then, license congressional orators and impose upon them a code of ethics? - (Terre Haute Star)

-----

Blackout Predicted For Prencinradio

Prencinradio, Inc., the ultra mysterious propaganda venture organized and disguised as a Delaware corporation by Nelson Rockefeller, Co-ordinator of Inter-American Affairs, for strategic radio operations in South America has been smoked out, aired out and is now likely to be blacked out in the near future for a combination of reasons.

Uncovered by Senator Hugh A. Butler during his trip to South America where the corporation maintains two stations in Uruguay near the Argentine border, Prencinradio was attacked as one of those Government corporations secretly created with potentially vast powers and beyond congressional control. But a full light has never been turned on the whole scope of its operations, largely because of State Department protection and pressure. Now, however, the curbs of

Congress imposing appropriation limitations plus the deterioration of U.S.-Argentine relations and public criticism have made Prencinradio's passing a certainty.

Such CIAA enterprises as Prencinradio, Inc., had a lot to do with the Republican Convention pledge that co-operation with other countries in the Western Hemisphere "shall be achieved.... without interference with...the internal affairs of any nation"...a good neighbor policy not based on the reckless spending of American funds by overlapping agencies. - (Washington Times-Herald)

X X X X X X X X

#### PHILCO V-P PREDICTS TREMENDOUS POST-WAR BUSINESS

A 40% increase in sales of radios, refrigerators, air conditioners, automobiles, and all other consumers durable goods over the best pre-war year can be expected in the first twelve months of full production after victory, it was predicted by James H. Carmine, Vice-President in Charge of Merchandising for Philco Corporation, in an address before an appliance industry dinner in the Furniture Club of America at the American Furniture Mart in Chicago.

"In the case of radio, Philco estimates that there will be a pent-up demand for between 20,000,000 and 25,000,000 sets at the end of 1944, as compared with the industry's alltime high production of 13,000,000 units in 1941", Mr. Carmine said. "In refrigeration, it is estimated that the pent-up demand will be upwards of 6,000,000 boxes, as compared with 1941 output of 3,600,000 units. Over and above this, there will be a tremendous demand for frozen food storage chests. Sales of single-room air conditioners should rise 400 to 600% over the pre-war level within a very few years.

"One of the fastest-growing of all post-war industries will be television", Mr. Carmine predicted. "After television standards have been set by the Federal Communications Commission, every major city in the United States will have a television station just as quickly as transmitter deliveries can be made at the end of the war. It may be possible to produce and sell table model television receivers for as little as \$125 after the war, and larger 'projection-type' sets may cost up to \$400. Television broadcasting facilities today are within reach of approximately 25,000,000 people, provided receivers were available. If as we expect, at least 42 more television stations are added in key cities in the immediate post-war period to the nine now in operation, the coverage would expand to about 70,000,000 - or more than half the population of the United States."

X X X X X X X X

Hunter College Summer session in New York is offering a course in radio for children. It is to be attended by teachers, camp counselors, community center leaders and librarians. Children are to be taught to write scripts, and then cast, direct and produce programs.

X X X X X X X X X X

7/19/44

*over this title.*

THE CONTROVERSIAL MR. FLY

That is the caption of the leading article in the Saturday Evening Post this week (July 22nd). The article is written by Henry F. Pringle and states:

"The radio czar insists he is a very mild fellow, but he manages to keep the whole broadcasting industry in a constant state of jitters."

X X X X X X X X X

BATTERY MANUFACTURE RELAXED BY WPB

Restrictions on the use of iron, steel, copper and copper base alloy in the manufacture of dry cell batteries have been removed to facilitate increased production of such batteries, which are urgently needed for war purposes, the War Production Board said yesterday.

Restrictions on the use of aluminum, copper, copper base alloy, iron, steel zinc in the production of flashlights and other portable electric lights operated by dry cell batteries have been relaxed slightly, WPB said.

Dry cell battery production will be authorized to the fullest possible capacity of the industry, WPB officials said. Controls will be exerted, however, to maintain production of specific types of batteries to meet military, industrial and essential civilian requirements. Production of portable electric lights will be authorized to qualified manufacturers so that total production will not exceed pre-established programs and will not interfere in any way with war production.

WPB may direct any manufacturer of batteries or lamps to distribute specified amounts of his production for certain purposes. Also, if the supply of zinc shells is insufficient for the number of dry cell batteries authorized for production, WPB may direct any battery manufacturer to reduce or cancel his orders for zinc shells or may limit the number and type of zinc shells that he may receive and use.

High priority ratings are still needed for buying flashlights and portable electric lights from manufacturers, WPB said.

X X X X X X X X X

: : : :                    : : : :  
 : : : : TRADE NOTES : : : :  
 : : : :                    : : : :

Sun Radio and Service Supply Corp., 938 F St., N.W., Washington, D. C., selling, repairing and servicing radios, has stipulated with the Federal Trade Commission to cease representing among other things that it has radio batteries for sale, or any other kind of merchandise which it does not actually have in stock and available for delivery to purchasers.

Shipments of the Storage Battery Division of Philco Corporation in the first six months of 1944 were 34% greater than in the corresponding period last year. In the month of June, 1944, Philco shipments were 83% ahead of June a year ago.

According to a Blue Network bulletin, Drew Pearson's predictions of things to come have been approximately 68 percent right.

Mrs. Irene Corbally Kuhn has been retained as an Associate Director of Publicity for the Republican presidential campaign. Mrs. Kuth, a former newspaper woman, is on leave of absence as Assistant Director of information for the National Broadcasting Company, where she has worked for four years. She is the author of the book, "Assigned to Adventure".

Darrell Martin, one of the country's earliest radio editors is now writing the radio column for the Buffalo Evening News. Mr. Martin wrote a radio column for the Pittsburgh Gazette Times in 1923. Later he was Radio Editor of the Pittsburgh Sun-Telegraph and Pittsburgh Post Gazette.

The Marquise Louise de Pallavicini of New York and William F. Brooks, NBC Director of News and Special Events, were married last week in Washington, D. C. The ceremony took place in the chambers of Chief Justice Edward C. Eicher of the Federal Court of the District of Columbia. The bride is the widow of the Marquis Alphonse de Pallavicini of the Hungarian Diplomatic Corps. She is the daughter of Mrs. Louise Bleiler Daly of Boston and was graduated from Radcliffe. Mr. Brooks is the son of Mrs. James L. Brooks of Los Angeles.

Before joining the National Broadcasting Company, Mr. Brooks was Managing Director of The Associated Press in Europe. He attended the University of Missouri.

Freedom of all men to gather news without interference from governments and to transmit it quickly at uniform communications rates will increase understanding among countries and promote peace, Kent Cooper, Executive Director and General Manager of The Associated Press, told the Resolutions Committee of the Democratic National Committee Monday in urging a free press plank in the Democratic Platform.

It is reported that Louis Fuppel, former Publicity Director of the Columbia Broadcasting System and later Assistant to the President of Collier's, is due for a medical discharge from the Marines.

An electrical equipment manufacturer in Switzerland is reported to be using potassium-hydrophosphate as a substitute for natural quartz crystals in radio transmission sets, according to the Department of Commerce. The process for making the artificial crystals is said to be relatively simple as they can be cut into any required sizes.

William E. Kress has been appointed Sales Manager of the Middle West for Philco Corporation, with headquarters in Chicago. Mr. Kress succeeds John M. Otter, who was named Sales Manager for the Home Radio Division.

A graduate of the University of Illinois in the Class of 1924, Mr. Kress joined Philco in 1934 after eight years of experience in the radio industry.

The S.S. ETHELBERT NEVIN, a new liberty ship purchased by a bond sale of Local 802 of the Musicians' Union, was launched last Thursday at Jacksonville, Florida. The Union sold \$300,000 worth of bonds to its membership and sponsored a concert at Carnegie Hall for which Arturo Toscanini and the NBC Symphony Orchestra volunteered their services. More than \$6,000,000 worth of bonds was realized from this concert. Miss Doris Nevin, daughter of the late composer will sponsor the launching.

The American Society of Composers, Authors and Publishers, in which Nevin's estate is a member, has contributed \$785 to the American Library Service for a 200 book library for the S.S. ETHELBERT NEVIN.

Although long-distance television reception is a rarity, CBS' video station WCBW-N.Y., got a telephone report that on Friday, July 7th, its "Opinions On Trial" program was being received clearly by the Indiana Television Laboratories at Indianapolis.

Gilbert Selde, Director of CBS Television Programs, speaking before the Television Seminar of the Radio Executives Club at Radio City July 13th, declared that, in view of mechanical limitations, it is up to the makers of television programs to be flexible, bold and experimental, in order to have video ready for postwar development.

According to Danton Walker's New York column: "Philadelphia hears that the absence of Lieut. Col. Anthony Drexel Biddle from that city is holding up sale of a radio station there, of which he is part owner (Biddle is liaison officer for General Eisenhower with the governments-in-exile in England).

To provide spiritual solace to a nation at war, the National Broadcasting Company has inaugurated a new religious feature - presenting daily prayers mornings and evenings throughout the year. Distinguished clergymen representing the major denominations, Protestant, Catholic and Jewish, have been invited to deliver in person one-minute prayers which follow the playing of the national anthem in the morning, and precede it at night in order to open and close the broadcast day in a mood of worship and meditation.

X X X X X X X X X X

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

NATIONAL BROADCASTING COMPANY, INC. WASHINGTON, D. C.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

*Handwritten:*  
H24 8/1  
Date 6/22



## INDEX TO ISSUE OF JULY 26, 1944

WJJD Reveals Prohibitive Petrillo Platter Demands Cost.....	1
Col. McCormick Is For Free Radio Same As Free Press.....	3
Balderston New Philco V-P Of Operations.....	4
Wm. S. Paley Back In U.S. To Confer With War Officials.....	5
Col. T. H. Mitchell Succeeds Mr. Winterbottom At RCAC.....	6
U.S. Survey Shows 28% Of Radio Sets Need Repairs.....	7
Broadcasters Foresee More Home Set Radio Tubes.....	7
Fly Resignation Reported To Stop Radio Probe; FCC Denial.....	8
Pearson Gets Rep. Kleberg's Scalp; Adds 57 Stations.....	8
Story Behind FDR's Radio Address To Delegates Revealed.....	9
OWI Adds To Powerful Pacific Coast Short-Wave Stations.....	9
Congress Advice Asked Re High Priced Radio Station Sales.....	10
"This Is My Strike"; Petrillo Defies WLB And Courts.....	11
Japs Employed By U.S. Caught Taking FCC Files Home.....	12
South American Telephone Rates Reduced.....	13
Scissors And Paste.....	14
Trade Notes.....	16



July 26, 1944

## WJJD REVEALS PROHIBITIVE PETRILLO PLATTER DEMANDS COST

A brief submitted to the Chicago Regional War Labor Board by Station WJJD reveals that the demands by James C. Petrillo, President of the American Federation of Musicians that this station employ from 7 to 10 additional musicians who are not needed, would increase the station's payroll in the sum of \$840 a week or \$43,680 a year. Furthermore, it contended that the studios of this secondary Class B station would not have enough facilities to accommodate that many extra men, in fact could not accommodate them at all.

The WJJD brief states that to put into effect the Petrillo demands that musicians be put on as record turners would require the radio stations of the country to hire at least 2,000 additional employees and these, even if they were needed, it is contended, could not be spared from war work.

It was said that during the strike of the musicians at WJJD, five stenographers learned to turn the records within a short period of time and by way of proving that record turning was not a full-time occupation requiring no knowledge of music, these five stenographers turned the records and did their other duties too.

Ralph Atlass, President of Station WJJD, recently purchased by Marshall Field, testified that his inexperienced stenographer-record turners were able to do everything that was required. Says the WJJD brief:

"Miss Whittal, Mr. Atlass' secretary, gave a demonstration to the panel, bringing in a turntable and showing how records were turned. The record shows that this very turntable was used in the station and that Miss Whittal, without any experience, in five minutes was able to turn records. The evidence is so clear that record turning is an unskilled occupation incidental to the work of a person in a radio station, calling for only a few minutes of actual work during the day, that it does not require further comment except to quote from the testimony of Mr. Atlass, who has been in the business since its infancy:

"A man might work conceivably, at the most, one-quarter of that time (referring to the regular hours of work of musicians as established by the Union contract), or six hours during the course of the week, which would be putting the needle of the record down, taking it off, I mean. However, that would be the maximum. If a station was carrying a lot of live programs, it would still be necessary to have the same number of record turners. If a station is carrying all live programs, it would still be necessary to have the same number

of record turners, because transcriptions are recorded. A substantial part, or the biggest revenue comes from announcements, and if a station was all live, it would still need a record turner to put on these announcements between programs.

"Now, most programs run fifteen minutes, a lot a half hour, and some as much as an hour or two hours, but generally speaking, the smallest unit if a live program is fifteen minutes.

"If an announcement was inserted at every possible opportunity, between all programs, the record turner would actually work one-half minute, because that is all the time there is between programs, to put this announcement on every fifteen minutes, so, in the course of an hour, he would actually work two minutes. In the course of a five hour day, he would work ten. In the course of a five day week he would work fifty minutes, and we cannot conceivably, at least without the persuasion of this Board, through an order, enter into a setup where we are putting on men who may work as little as fifty minutes a week, and have nothing else to do."

"At the present time the cost of musicians to a small station like WJJD represents 8% of its gross receipts. The expenditures of other secondary stations for musicians as compared with their gross receipts range from 2.7% to 7.8%. On the other hand, the major network systems' cost of musicians is only 2.3% of the receipts derived from their sales of time alone, exclusive of charges made for talent. \* \* \*

"If some of the larger motion picture studios, MGM, Warner Bros and Fox, for instance, are only required to employ 35 men based upon their gross income, it would appear that a station like WJJD should at the most be required to employ one musician. Certainly MGM's gross income is, unfortunately, more than 35 times that of WJJD."

"Evidence introduced by Station WJJD shows that their present employees are receiving abnormally high wages for the amount of time they are actually working. The average compensation is in excess of \$3.00 per hour. We therefore do not have a case of a laborer who is being ground under the heel of a hard, cruel employer. The evidence shows that of the eleven employees, only two of them worked the full 25 hours per week established under the contract as the regular work week. Of the others, they did not work more than 6 to 15 hours of the 25. The work consisted of live programs, record turning and rehearsals. The average compensation per hour of work ranged from \$3 to \$7.50 an hour. The Union, however, was not satisfied with this. The station was obligated, under its contract with the Union, to employ at least ten musicians. They, however, could play live programs, turn records, rehearse, and do program work, provided they did not work in excess of 25 hours of any week and if they did, they would be entitled to overtime.

"The establishment of a quota system is unique and unusual in the record of American industry. It means that the employer must employ a given number of people as demanded by the Union whether he

he has any need for them or not. The fundamental basis of Union recognition and security has always been that the employer will employ Union members and will recognize the Union as the bargaining agent of the employee. To establish a quota system is to establish the principle that a man is entitled to be paid whether he works or not. It is the recognition of a make-work or feather-bedding program, a practice particularly abhorrent and un-American during this period of critical labor shortages."

X X X X X X X X X X

COL. McCORMICK IS FOR FREE RADIO SAME AS FREE PRESS

Col. Robert R. McCormick, Editor and Publisher of the Chicago Tribune, and owner of Station WGN went to the bat for the freedom of radio as well as the freedom of the press in a speech broadcast by the Mutual Broadcasting System in which he said, in part:

"The subject of political control of the radio is so much in discussion that I need not refer to it. I will point out that the tenure of wave lengths is analagous to land tenure in feudal times, when men held of their overlord and were dispossessed at his will.

"Just as feudal ownership of land turned into private ownership, so I believe will the ownership of wave lengths. And this in the not far future, because radio is a difficult art which not many can master. Just as there are more newspapers and magazines than there are men qualified to edit them, there are now more wave lengths than there are owners who know how to use them.

"As we have known for long, publications are being started all the time and most of them fail. Of the successful ones, few last more than one generation. So already we find station owners disposing of their burden and buyers are not so many that a commission is necessary to allocate wave lengths. Wave lengths will become property and will be protected in the courts like other property.

"When this state has been reached, slander by radio should be treated as libel, with the same penalties, and radio should be given the same freedom as the press enjoys."

Station WGN celebrated its 20th anniversary last week with a public display of old and new radio and television equipment and a full-page color spread of pictures in the Tribune's Sunday Graphic Section portraying notable occasions in the station's history.

WGN, which is Mutual's station in Chicago, has also announced the rules for its \$10,000 cash prize competition for the design of a studio theatre which will be erected as soon as materials are available after the war. The contest, which will be for the design of the studio theatre only and not for the design of the proposed building of twelve or more stories that will house it, will be open to all persons, partnerships, corporations and associations every-

where except employees of WGN and the Chicago Tribune and members of their families.

First prize in the contest will be \$5,000; second, \$2500, and third, \$1000. There will be fifteen honorable mention awards of \$100 each. A booklet of rules and explanations of the contest has been prepared by WGN and will be sent without charge to persons making written application to the station. Prospective entrants are reminded that all types of radio broadcasting presentations, including present amplitude and frequency modulation programs, as well as television broadcasting, will be produced on the stage of the new studio theatre.

All entrants in the competition are required to register their intention to compete and applications for the competition must be in no later than twelve o'clock noon of Wednesday, November 1, 1944. Registration does not obligate a person to submit an entry, but it is for the purpose of enabling the sponsor to make communications with the registrations covered by the rules.

Judges who will select the winners include Col. Robert R. McCormick, Frank P. Schreiber, Manager of WGN, and Henry Weber, Director of Music for WGN. John W. Park, Production Manager of the Chicago Tribune, and a licensed architect, has been selected to act as professional adviser.

X X X X X X X X X X

#### BALDERSTON NEW PHILCO V-P OF OPERATIONS

William Balderston, formerly Vice President in Charge of the Commercial Division, has been elected to the position of Vice-President in Charge of Operations, and a member of the Executive Committee of Philco Corporation.

Mr. Balderston attended the University of Wisconsin and saw service in the last war as an officer with the Lafayette Division. From 1919 to 1930 he was Vice President and Factory Manager of the Ray-O-Vac Company of Madison, Wisconsin.

In 1930 Mr. Balderston joined Philco to organize the Car Manufacturers Division to handle sales of automobile radios to the motor industry. The pioneering engineering and promotional work of this Division under his direction was largely responsible for the great popularity of automobile radios today and Philco leadership in this field.

In 1941, Mr. Balderston was elected a Director and Vice President of Philco with offices in Washington to be in charge of the Company's war work, including the production of radar and radio war equipment, for the Army and Navy.

X X X X X X X X X X

7/26/44

## WM. S. PALEY BACK IN U.S. TO CONFER WITH WAR OFFICIALS

Returning to the United States for what he described as a "very short stay", William S. Paley, Chief of Radio, Psychological Warfare Division, Supreme Headquarters Allied Expeditionary Forces, arrived by plane from England last Saturday, directly following a trip of inspection throughout the areas of the Normandy peninsula occupied by Allied troops. Mr. Paley, who is on leave of absence to the Office of War Information from his position as President of the Columbia Broadcasting System, said that while here he will confer in Washington with officials of OWI and the War Department about further plans for the functioning of his section of the Psychological Warfare organization.

As Chief of Radio in this work, attached to General Eisenhower's headquarters under General McClure, and as a member of OWI's overseas staff, Mr. Paley said he could not comment in detail on the nature of the work, but indicated that it involved the following activity: broadcasting from the United Kingdom having to do with military operations to enemy and occupied countries, such as "The Voice of SHAEF"; the SHAEF control of radio units and public address systems in the combat and consolidation zones; the planning for and eventual control and operation of the broadcasting facilities in enemy occupied territories until those territories are declared liberated; and the coordination with OWI in the operation of radio stations ABSIE (American Broadcasting Stations In Europe).

Mr. Paley likewise declined to make any comment on postwar broadcasting in the United States or the plans of his company in this field. On the ground that he doubted if it was proper for him to comment, in his present status, on his company's future activities, Mr. Paley suggested that such inquiries be directed to Paul W. Kesten, CBS Executive Vice President, who is in charge of the company during his leave of absence.

This is Mr. Paley's first return to the United States since he left in November, 1943, on his original radio assignment from OWI for the Army's Psychological Warfare Division in the Mediterranean theater. He spent several months in North Africa and in Italy and organized the radio network in Italy which has since been operated under the Psychological Warfare Division of the Allied Command. Shortly after General Eisenhower was given the Supreme Command of Allied Forces in Europe, Mr. Paley was transferred to London and given his present responsibilities at Supreme Headquarters Allied Expeditionary Forces.

X X X X X X X X

The broadcast of the "Poem and Prayer for an Invading Army" written especially for the National Broadcasting Company by Edna St. Vincent Millay and read by Ronald Coleman, has been perpetuated in the form of a record. Also Niles Trammell, President of NBC, has had a special printing of the broadcast made.

X X X X X X X X

## COL. T.H. MITCHELL SUCCEEDS MR. WINTERBOTTOM AT RCAC

Lieut. Col. Thompson H. Mitchell has been appointed General Manager of R. C. A. Communications, Inc., Lieut. General J. G. Harbord, Chairman of the Board of Radio Corporation of America announced on Monday. Colonel Mitchell succeeds the late William A. Winterbottom who had served as Vice President and General Manager of RCAC since formation of the Company until his death on July 8. Confirmation of Colonel Mitchell as Vice-President is anticipated when the Board of Directors of RCAC meets next month.

Colonel Mitchell, who first joined RCA seventeen years ago, recently has served as Chief of the Traffic Operational Engineering Section of the Engineering Branch of the U. S. Army Communications Service, Washington, D. C. He has been assigned to inactive duty after nearly two and a half years with the Signal Corps. He was in the European theater of operations for two months last Winter.

A graduate of the United States Naval Academy at Annapolis (Class of '25), Colonel Mitchell resigned from the Navy in 1927 to enter the communications field. He was Manager of the Southern California District of RCAC, with offices in Los Angeles, when he accepted a commission as Major in the Office of the Chief Signal Officer early in 1942. In March, 1943, he was promoted to Lieutenant Colonel.

During his more than fourteen years with RCA, Colonel Mitchell worked with the Pacific Sales Division and the Engineering Department. In 1929 he was District Manager for the Radiomarine Corporation of America, an RCA subsidiary, with offices in Los Angeles. The following year, he was transferred to Honolulu to become Hawaiian General Superintendent of RCAC, a position he held for five years.

When RCAC opened its new Southern California District offices in 1935, Colonel Mitchell was called back to the mainland and appointed Manager. He continued in that position until his entry in the U. S. Army.

Colonel Mitchell was born in New Boston, Texas, on May 7, 1901, the son of Dr. and Mrs. R. M. Mitchell.

X X X X X X X X

The National Association of Broadcasters has received word from Greensboro, S. C., that radio is helping to cope with absenteeism.

Three announcements are broadcast daily over WBIG urging workers to report to their regular shifts. This is followed with a weekly dramatic skit entitled "To Whom It May Concern", which depicts the efforts of our fighting men.

July absenteeism, over June, in all types of local industry, was 11.5 percent less, according to Maj. Edney Ridge, WBIG's General Manager.

X X X X X X X X

## U.S. SURVEY SHOWS 28% OF RADIO SETS NEED REPAIRS

In a review presented by the Office of Civilian Requirements, WPB, of repair status, age and quantity in domestic uses of 23 household appliances, radios stand out as the item most in need of repair, followed by oil cooking stoves, vacuum cleaners and washing machines.

Although more than half of the appliances are five or more years old, the percentage found to be in working order ranges from 85 percent in the case of radios to 99 percent in the case of several items of heating equipment.

Among radio-owning households, eight per cent have none in working order. Among households with gas or electric water heaters or hot air furnaces, only one per cent or fewer have none in order.

The extent of need for service and repairs found in the survey ranged from one per cent for electric water heaters to 28 percent for radios. Seventy-nine per cent is the highest proportion of success in obtaining repairs (for vacuum cleaners); 30 percent (for gas water heaters) is the lowest. For most items surveyed, the proportion recently in need of repair is less than 10 percent. The average of the percentage of success in obtaining repairs, for all items, is 61 percent.

In estimated number in households, radios lead the list of items, with more than 46,000,000 in homes of the country. Owners report that 85 percent of these radios are in working order, but 28 percent of the households with radios state they have needed some sort of repair since January 1. More than half reported they had no difficulty in obtaining repairs. Only eight percent of households owning one or more radios say they have none in working order. Over 50 percent of the domestic radios in current use are five or more years old.

X X X X X X X X X X

## BROADCASTERS FORESEE MORE HOME SET RADIO TUBES

Actual production of radio tubes for civilian home radio sets at a sharply increased rate is under way in the nation's tube plants.

Arthur Stringer, National Association of Broadcasters' Director of Circulation, estimates that at least 100 percent and possibly 200 percent more civilian radio tubes will be delivered in the last half of 1944 than in the first half.

Between 35 and 40 percent of the increased production is expected to be shipped in July, August and September.

X X X X X X X X

## FLY RESIGNATION REPORTED TO STOP RADIO PROBE; FCC DENIAL

The Administration has begun a drive to suppress until after the November election all Congressional investigations which may bring forth evidence damaging to President Roosevelt's fourth term campaign, according to Willard Edwards in the Washington Times-Herald. Also Mr. Edwards says the head of the Federal Communications Commission, Chairman James L. Fly, will be the first to be laid on the chopping block. He reports a deal on Capitol Hill whereby Mr. Fly will resign before the middle of August in return for a cessation of the investigation the House has been making into the FCC.

Inquiry at the Commission brought forth the usual denial that Mr. Fly had any intention of resigning.

"Like Henry A. Wallace, Fly is to be dumped overboard for the good of the party and the Commander-in-Chief. He is slated either for another Government post or for temporary retirement to the private practice of law, destined to be given his reward if the Democrats triumph in November", Mr. Edwards writes.

"Representative Lea (D), of California, Chairman of the Committee, declined to comment on this report that the group may consider its work done should Fly resign. But he remarked significantly that no interim report would be filed on the testimony garnered to date.

"Members had announced such a report would be made when the FCC last month finished its defense to charges that it has reduced the radio world to a complete subjection by terroristic methods.

"If the deal involving Fly's resignation goes through, the minority members admitted, they will be powerless to stop a whitewash. In addition to Lea, the Committee is ruled by Representative Hart (D), of New Jersey, from Boss Frank Hague's district, and Representative Magnuson (D), of Washington, Democratic nominee for the seat of Senator Bone (D), of Washington, who retires with this Congress to accept a Federal judgeship."

X X X X X X X X

## PEARSON GETS REP. KLEBERG'S SCALP; ADDS 57 STATIONS

Drew Pearson is credited with the defeat of Representative Richard Kleberg in the Texas primaries. Mr. Pearson charged that Representative Kleberg, member of the wealthy King Ranch family had required two page boys and an usher, whose positions he had secured in the House of Representatives, to pay him a part of their salaries for getting them the jobs. Rep. Kleberg, who has been in the House continuously since 1931, lost to Capt. John Lyle of Corpus Christi, now with the Army in Italy.

It was announced last Sunday night that Serutan, Drew Pearson's sponsors, had added 57 new stations, making a total of 169 stations on the Blue Net now carrying the Washington commentator's broadcasts.

X X X X X X X X



7/26/44

## STORY BEHIND FDR'S RADIO ADDRESS TO DELEGATES REVEALED

The story behind the broadcast of President Roosevelt's acceptance speech to the Democratic National Convention in Chicago may now be told:

Carlton Smith, NBC executive in Washington, and Clyde Hunt, Chief Engineer of Columbia's Washington staff, were summoned to the White House. They were told there of the President's proposed trip, while the delegates would be convening in Chicago, and they were requested to communicate the details to their news chiefs - Paul W. White of CBS, and William Brooks of NBC.

These four joined with Leonard Reinsch, Radio Director of the Democratic National Committee, in working out the final arrangements for Mr. Roosevelt's acceptance broadcast.

Special wire facilities were provided from the pick-up point to CBS Master Control at Station WBBM in Chicago, and in turn to submaster control in Columbia's booth at the Chicago Stadium. From the booth, the broadcast was distributed to all the networks, and to the public address system in the Stadium.

Emergency lines were provided in case of any technical failure in the radio circuit. Besides these, emergency facilities were provided at WBBM and at the booth in the Stadium, should there be any equipment failure.

Another circuit was provided from the CBS network to the origination point on the West Coast, to receive the cue words indicating when President Roosevelt would start his address. The actual switch from the Stadium to the President was made from the CBS control room in the Stadium.

Field equipment always used by CBS for presidential pick-ups was transported from WTOP, CBS Washington station, to the coast.

In order to conform with the mandatory secrecy surrounding the President's whereabouts during all these arrangements, the pick-up point was always referred to in communication between technicians and executives - as Shangri-La.

X X X X X X X X

## OWI ADDS TO POWERFUL PACIFIC COAST SHORT-WAVE STATIONS

Both the OWI and the armed forces are augmenting their radio facilities in the Pacific area. OWI has purchased equipment for the construction on the West Coast of two short wave stations, twice as powerful as any existing American facilities, which when completed will assure reception of American broadcasts to India, Siberia, China and Japan.

7/26/44

Each of the two plants, for which the Federal Telephone & Radio Corp., Newark, N. J., has supplied the materials, will have three separate transmitters, one of 200 kilowatts and two of 50.

Already operating is the new Pacific Ocean network of the Armed Forces Radio Service. Recently it broadcast for the first time to American soldiers on formerly Japanese-controlled land. Regular broadcasts are transcribed and flown to Honolulu from the United States.

X X X X X X X X

#### CONGRESS ADVICE ASKED RE HIGH PRICED RADIO STATION SALES

The Federal Communications Commission on Monday asked Congressional direction as to the policy it should follow in passing on the sale of radio stations where the sales prices are far in excess of the going-concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to Representative Clarence Lea, Chairman of the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their lien on a radio frequency which they have been authorized to use under the Communications Act of 1934, but whose ownership under the Act is reserved to the public.

Chairman Fly's letter follows, in part:

"The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations) transferred but no provision of this character has been adopted. The statute does make clear that the frequencies are not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency. The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc. There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even though the written record does not itself show an allocation of a sum for the frequency. Our concern in this regard is heightened by the tremendously high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half-million dollars and some regional stations are selling for a million or more.

"It is the Commission's policy to disapprove of transfers which obviously represent the activities of a promotor or broker, who is simply acquiring licenses and trafficking in them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high - even though it may well be deduced that a substantial value is placed on the frequency. In the absence of a clear Congressional policy on this subject, we thought best to draw the matter to the attention of your own Committee and the House Committee on Interstate and Foreign Commerce."

Mr. Fly then gave a list of 23 such transfers and sales as he refers to which have taken place since January 1st and which total to about \$6,536,000.

X X X X X X X X

"THIS IS MY STRIKE"; PETRILLO DEFIES WLB AND COURTS

War or no war, election year or no election year, War Labor Board or no War Labor Board, Courts or no Courts, James C. Petrillo broke loose again, and was on the front page of most every newspaper in the country today (Wednesday) with the most arrogant demands he has yet made. The pint-sized music czar declared in Chicago, according to the Associated Press, that he had ordered sixteen musicians at radio station KSTP, Minneapolis, to quit work immediately "until that management decides whether it wants the War Labor Board or the courts to handle this dispute."

"Mr. Petrillo said that three months ago after a contract dispute the WLB ordered the men back to work and they went back.

"We abided by the WLB decision, we went along with them", Mr. Petrillo said. "Now this fellow (Stanley Hubbard, President of KSTP) goes into the courts and gets an injunction against us. Well, we're going along with the WLB. If he doesn't want to, let him say so and have the WLB withdraw. Then we'll get into the courts. It's going to be one or the other."

"A Minneapolis District Court has temporarily restrained the musicians from striking pending a hearing Friday.

"Mr. Petrillo said the Federation's Minneapolis local was not concerned with the present order, adding that 'this is my strike now'."

To this the New York Times added:

"At St. Paul, Stanley Hubbard, President of KSTP, said he had sent a telegram to Mr. Petrillo at New York, stating that the station would 'withdraw all court proceedings so we can both await the War Labor Board's decision' if the musicians union's president would 'withdraw this strike'.

"In a statement earlier, Mr. Hubbard said that the station 'would be very happy to withdraw all court actions and abide entirely by the decisions of the War Labor Board'.

"Mr. Hubbard declared that Mr. Petrillo's statement was 'one of a series of statements by him to confuse the public. Petrillo never has been given credit for his origination of double talk of which today's statement is a good example', Mr. Hubbard added.

"Mr. Hubbard said that 'the real reason for the trouble in Minneapolis is the fact that Mr. (George) Murk, President of the Minneapolis local is opposed to old-fashioned music.'

"He has made the statement to me', Mr. Hubbard added, 'that as long as he is running the local, the hill billies, as he calls them, are not going to appear in Minneapolis.'

"The dispute could be settled by Mr. Petrillo, Mr. Hubbard added, 'if Petrillo had but one ounce of sincerity in his statement.'"

X X X X X X X X

#### JAPS EMPLOYED BY U.S. CAUGHT TAKING FCC FILES HOME

A special session of the House Committee investigating the Federal Communications Commission was called yesterday to hear Fred Nitti, a native born Japanese, employed by the Office of Strategic Services, and John Kitasaka, American-born Japanese, who edits scripts or Radio Tokyo broadcasts in the Foreign Broadcast Intelligence Division of the FCC, as to the possession of foreign broadcast files found in their rooms. Though now employed in confidential capacities by the U. S. Government, both were in a relocation camp after Pearl Harbor.

Both Japanese called to the witness stand Tuesday denied under oath that they had transmitted information to representatives of the Japanese government. The Government documents, marked "restricted - for Government use only - not for publication" had been taken by Kitasaoko, he admitted, from his FCC office to his home. When his room mate, Nitti, saw them, he asked for permission to study them, Kitasaoko testified, saying they would aid him in his confidential work for the OSS.

The documents consisted of digests of Japanese radio broadcasts. A mass of additional papers remained for scrutiny by the Committee staff.

FCC Counsel Charles R. Denny, Jr. came to the defense of the Japs. He told the Chairman that the "restricted" label did not mean that the papers carried information vital to the security of the country and that there was no regulation against removing them from Government offices.

7/26/44

He expressed confidence in the loyalty of both Japanese, although he admitted he knew little about Nitti. He conceded that it had been "improper" of Kitasaoko to show the documents to Nitti.

An article by Nitti for the Japanese camp paper at Heart Mountain, Wyo., denouncing Washington, D. C., as "an American scene of prejudice" because of the "appalling and savage treatment of Negroes" was read into the record. Nitti said it was intended merely to show Jap-Americans that they were being well treated by comparison. Denny declared Nitti had a constitutional right to freedom of speech.

"That kind of writing stamps him as an agitator, striving to promote disunity", asserted John Sirica, counsel for the Committee.

When Nitti complained that he had always been regarded in the United States as "an enemy alien" because he had been born in Japan, Congressman Lea remarked: "Your employment by this Government in a highly confidential position would seem to be fair recognition."

Incidentally it may surprise readers to learn that Japs, alien-and American-born, are not only running loose in the Capital but are employed by the Government. The office building from which this letter issues, about three blocks from the White House, fairly swarms with these Japs - men and women - supposedly all loyal and American-born, and on the U.S. payroll. Someone going down in an elevator filled with them remarked:

"Can you imagine a bunch of Americans, U.S. or Japanese born, even being allowed their freedom in Tokyo at this time, much less hired and paid by the Japanese government? Who really knows whether the Japs in Washington are loyal or what they are really up to? We are surely the world's prize saps."

X X X X X X X X

#### SOUTH AMERICAN TELEPHONE RATES REDUCED

General reductions in rates for 3-minute week-day telephone calls from points throughout the United States to Argentina, Brazil, Chile, Peru, Colombia and Haiti and reductions on overseas calls to Puerto Rico from 16 States will become effective August 1, 1944, as the result of amended tariffs filed with the Federal Communications Commission by The American Telephone and Telegraph Co. Proportionate reductions will be made in Sunday rates.

At the same time, ocean link charges for week-day program transmission channels to all these countries, except Puerto Rico, will be reduced from 17 to 33 percent.

X X X X X X X X X X

7/26/44

SCISSORS AND PASTE

Play-by-Play Radio Account of Guadalcanal Battle

On August 5 and 6, 1942, our observation posts in the New Hebrides made out large U.S. convoys steaming North, well to seaward, and our speculations were answered with the dawn of August 7, as we learned that our comrades were at last landing in the Solomons.

Alerted against enemy counterattack, we manned not only our weapons but our radios, and were rewarded by one of the unique play-by-play broadcasts of history. By pure accident one of our radiomen chanced upon the frequency used for air-ground communication in the Guadalcanal-Tulagi area.

As the day wore on, we heard continuous reports and messages detailing the progress of our forces. Once came the thrilling order from a bombing squadron commander who launched a devastating attack simply by the radioed command, "All right boys, excavate that hill!"

When 40 enemy bombers swept over Guadalcanal next day, a staff officer, apparently carried away by excitement, continued a running description of the raid, a la Ted Husing, into a live microphone: "One ... two ... five ... we're shooting them down like flies! I personally counted 12 down from that last wave ... Oh! Oh! Here they come again! I'm signing off and going under the table!" -

-(Major Robert D. Heinl, Jr., in August issue of  
National Geographic Magazine)

\$24 Radio Kept Turned On For 9 Years; Never Repaired

Warrant Officer Lloyd M. Hill of the Marines has kept a \$24 radio going continuously for nine years without repairs of any kind or replacement of tubes.

When Warrant Officer Hill was a pilot-radioman aboard an airplane carrier in 1934, the custom was to turn off radios before landing on the theory that "dead" sets would better sustain the impact of landing. He experimented by keeping his radio on during landings. At the end of a month a check up showed that although many tubes had broken in other planes, none had suffered in the ship flown by W.O. Hill.

The following year he bought a \$24 radio. Since radios have no moving parts, he theorized that breakdowns must be caused by temperature changes which cause expansion and contraction of metal and condensation of moisture on parts. -(New York Times)

7/26/44

Radio Called No. 1 Medium For Reaching Public

With the all important speeches at the National Conventions, it became apparent that political bigwigs have finally taken on radio as their No. 1 medium in reaching the American public. For the most part, big shots, while admitting that newspapers are a potent factor, contended when interviewed that the 1944 election will be won or lost via the radio. Contributing factors, according to the delegates and officers of the convention, are showmanship, on the spot commentaries by nationally known radio personalities, and actual interviews with those men who are the motivating power behind the parties.

- (Variety)

-----  
Says Petrillo Takes His Middle Name Too Seriously

Senator Vandenberg wants Congress to release the music of school children from the prohibitions imposed on it by James Caesar Petrillo. To that end, the Senator has introduced a bill to prevent Mr. Petrillo and his AFL Musicians Union from interfering with non-commercial cultural or educational broadcasts by schools.

By demanding the use of union musicians, Mr. Petrillo took the music of school orchestras off the radio two years ago and has kept it off, Senator Vandenberg says.

We venture that in the whole country Mr. Petrillo is a minority of one on the merits of the Vandenberg bill. We choose to believe that not even the members of Mr. Petrillo's union are opposed to it.

But obviously the bill does not go to the root of the trouble. Nothing less than a law making unions liable under the anti-trust statutes will limit the scope of Mr. Petrillo's dictatorship. He takes his middle name too seriously.

- (Washington Daily News)  
(Scripps-Howard)

-----  
Petrillo Compared to Goebbels

Recently an announcer closed a program of symphonic music broadcast from Mexico City with the words, "This program was heard in the United States and Canada by the permission of James C. Petrillo."

It would seem that we now have in America a self-appointed Goebbels who can tell us what we may hear on the radio!

Perhaps we need to add a "fifth freedom": Freedom from domestic dictators.

- (A letter to the Washington Star from Carmel, Calif., signed "A Chaplain")

X X X X X X X X X

:::  
 ::: TRADE NOTES :::  
 :::

J. Harold Ryan, in one of the first formal and lengthy speeches he has made since assuming the presidency of the National Association of Broadcasters, will address the State of New York Department of Health State Conference on the Use of Radio in Farm and Home Safety in New York City, tomorrow night (Thursday). The topic of Mr. Ryan's talk will be "Radio's Public Service in Time of War".

Robert Kaufman, trading as National Birth Certificate Advisory Service, 5371 Wilshire Blvd., Los Angeles, who through radio broadcasts and by other media has represented to war workers and others that birth certificates are necessary to prove United States citizenship in obtaining employment in war factories, shipyards and Civil Service positions, has stipulated with the Federal Trade Commission to cease and desist from (among other things) "failing in radio broadcasts to specify, clearly and unambiguously, in each commercial reference thereto, the exact nature of the commodity or service offered for sale by him".

For the fourth time in less than two years Zenith Radio Corporation has received the Army-Navy Production Award for outstanding achievement in producing materials essential to the war effort.

The Mutual Broadcasting System announced Tuesday, as a result of action of its Board, that the network intends to eliminate so-called hitch-hiker and cow-catcher commercials at a date not later than January 1, 1945.

Bob Peare, Vice-President of the General Electric Company, in Charge of Broadcasting, accepted the plaque presented to WRGB, G.E.'s television station at Schenectady, by the American Television Society, for the station's outstanding contribution to television programming.

To accommodate the increasingly large number of studio audiences, the Blue Network has leased for two years the Vanderbilt Theatre at 148 W. 48th St., New York City. The Vanderbilt, the second theatre to be leased by the Blue has a seating capacity of approximately 700. It will be available for sustaining and commercial programs sometime after Labor Day.

First theatre to be leased by the Blue was the Ritz, with a seating capacity of 900. The Blue also leases 40 percent of the studios in the RCA Building from the National Broadcasting Company.

The Crosley Radio Corporation has applied for a new high frequency station in Columbus, Ohio, to be operated on 46,500 kc.

All component parts going into completed wire and cable will now be handled by the Copper Division, which has been made a claimant-agency, War Production Board officials informed the Copper Wire and Cable Industry Advisory Committee at a recent meeting.



Dr. A. N. Goldsmith, former Chief Engineer of the Radio Corporation of America, has been granted a patent (No. 2,354,176) for a device to improve acoustics which acts automatically. According to Dr. Goldsmith it has been found possible to change the apparent room acoustics from "dead" to "very alive" by using this device. Thus, when a symphony orchestra or a church organ makes a recording in a relatively small room, reverberations can be controlled through this mechanism to give the music depth and sonority. The high-speed reverberations made by a dance orchestra in a large auditorium also can be brought under control.

-----  
 WFEM in Indianapolis seeks to operate a new commercial television station on Channel #2 (60,000-66,000 kc.)

-----  
 Edgar Kobak, Executive Vice-President of the Blue Network, will speak at the 13th annual sales convention of RKO Pictures, Inc. at the Waldorf-Astoria tonight (Wednesday).

-----  
 J. R. Poppele, Secretary and Chief Engineer of the Bamberger Broadcasting Service, in a talk delivered over WABD last week on the occasion of the first anniversary of WOR's television bow, predicted that within the next decade television would become as popular as radio is today and expressed confidence that international television would be achieved.

-----  
 Lincoln Dellar, of Sacramento, California, has applied to the FCC for a construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

-----  
 Edward C. Cole, Assistant Professor and Technical Director in the Drama Department at Yale University, is spending the Summer months at the GE station, WRGB in Schenectady, working with the program staff and investigating the relationship between stage and television production.

-----  
 James D. MacLean in Charge of General Electric Television Equipment, has just sent out a booklet showing the large amount of space given by the newspapers in their news columns to television stories recently sent out by G.E.

-----  
 NBC's coverage of the invasion will be kept for posterity in the National Archives in Washington, D. C. Frank E. Mullen, NBC Vice-President and General Manager, has had recordings made at the request of John G. Bradley, Chief of the Division of Motion Pictures and Sound Recordings of the National Archives.

The 72 records, of one-half hour each, have been cut and sent to Mr. Bradley. They are a 36-hour word picture of NBC D-Day coverage from the time the first bulletin was broadcast from the NBC news room Tuesday, June 6, at 12:41 A.M. (EWT).

-----  
 Ben Murphy, radio singer, recently received a check from the National Broadcasting Company, which was returned to him marked "insufficient funds". In short, it bounced. Mr. Murphy was slightly astounded. Investigation disclosed that a heat-whacky bank clerk had stamped the check with the wrong rubber stamp. (N.Y. News)

X X X X X X X X X X