

Dale
HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

RECEIVED
OCT 1944
FRANK E. MULLEN

INDEX TO ISSUE OF OCTOBER 4, 1944

Brewer's Pearl Harbor Blast Cites FDR Muzzling Hooper.....1
Meeting Radio Tube Requirements Depends On Manpower.....3
Congress Committee To Sift Political Radio Boosts.....4
Don Lee Mt. Wilson Site Means Big FM-Tele Expansion.....5
FCC Allocation Hearings Continue Into Second Week.....6
Westinghouse Goes In For Train Radio.....7
Navy Suppresses Statler Teamsters' Brawl Broadcast.....8
Radio Campaign Guide "Is Your Hat In Ring?" Going Big.....8
WPB Clarifies Radio Servicemen Copper Wire Rulings.....9
Paul Porter Mentioned For FCC Chairman.....9
Another FDR-Dewey Radio Slugfest Expected This Week.....10
Research Improves Diamond Dies For Electronic Equipment.....11
Broadcast Actions By The FCC.....11
Lt. J. W. Case, Son Of FCC Commissioner, Wounded In Action.....12
Outlook For Post-War Television.....12
Scissors And Paste.....13
Trade Notes.....15
B U L L E T I N - President Asks Lifting Of Ban By Petrillo.....16

October 4, 1944

BREWER'S PEARL HARBOR BLAST CITES FDR MUZZLING HOOPER

The widely syndicated full-page newspaper editorial "The Truth About Pearl Harbor" by Basil Brewer, New England newspaper publisher and radio broadcaster, which caused so much comment in the Capital and elsewhere last week, brought the muzzling of Rear Admiral Stanford C. Hooper, formerly the Navy's No. 1 radio expert, into the picture more prominently than ever.

Admiral Hooper was silenced by the President. His Pearl Harbor report reflecting on Chairman Fly of the Federal Communications Commission is alleged to have been the cause of the Admiral's sudden retirement.

Mr. Brewer's latest article, which Capital observers believe must surely have come to the personal attention of President Roosevelt through the Washington and other papers which he regularly reads, will unquestionably afford additional ammunition for those seeking a real investigation of the Japanese attack which brought on the war.

In his editorial "The Truth About Pearl Harbor", the publication of which was perfectly timed, Mr. Brewer, after citing numerous instances to prove his conclusions, said, in part: "Obviously the President was expecting a Japanese attack. But the nearer it was expected, the more careful he became that when the attack should come, it should be such as the isolationists could not tie onto himself. The attack which came at Pearl Harbor was one which the 'isolationists' could not tie onto the President.

"But the success of the attack can in part, in all fairness, and in such measure as each citizen shall judge, be placed at the door of the Commander-in-Chief as commander and personally.

"The President, and others, in Washington, first had lulled the commanders at Pearl Harbor into expecting only - sabotage.

"The President then had given them such restraining precautions and orders they did not know what they could or dare do - in measures of protection and defense.

"But, in trying to keep 'the record clear', the President unknowingly and unintentionally had contributed to the destruction of the Pacific battle fleet, had helped to bring about Bataan and Corregidor, had lengthened immeasurably the Japanese war."

Mr. Brewer said that "this explained many things" including the long delay in the court-martial of General Short and Admiral Kimmel, why the President stopped Congress from passing resolutions

calling for trials, the present investigation now being held behind closed doors and "it explains the presidential order which forbade Admiral Hooper a year ago to testify about Pearl Harbor to a committee of Congress."

Thus Mr. Brewer gives considerable support to the minority members of the House Committee headed by Representative Lea (D), of California investigating the Federal Communications Commission, who are still trying to force the President to remove the gag from Admiral Hooper. The alleged opposition of Mr. Fly to security measures advocated by Admiral Hooper and other naval officers, his non-cooperative attitude on matters involving examination and control of radio operators on merchant ships, and his long delay in turning over finger-prints of radio personnel in response to repeated requests from the Federal Bureau of Investigation, were attributed directly by Admiral Hooper to the desire of the FCC Chairman and the President to enlist the political support of the American Communications Association, a CIO affiliate whose 1942 convention was addressed by Mr. Fly.

Admiral Hooper was quoted as saying: "We got rid of the Japs and the Fascists and the Germans and had started on the Communists when the pressure came to stop the elimination of the Communists. The pressure was said to have come from the WhiteHouse."

Forced retirement evidently has worked no hardship on Admiral Hooper, who is now serving as the Washington representative of the Sperry Gyroscope Company, the Automatic Electric Company, the Submarine Signal Company, and probably is making considerably more money than when in active service.

Each of Mr. Brewer's broadsides such as "The Truth About Pearl Harbor" carries the following editor's note:

"This editorial is published and paid for by The New Bedford, Mass. Standard-Times, as a patriotic public service. No outside parties have contributed in any way toward the cost of publication. Republication permitted."

Mr. Brewer is publisher and controlling owner of the New Bedford Standard-Times and controlling owner of the Cape Cod Standard Times at Hyannis and Stations WNBX at New Bedford and WOCB, at West Yarmouth. He is also going in for FM and television in a big way, having applied for a new FM station atop Mt. Asnebumskit, Paxton, Mass., with studios in Boston. Likewise his FM application for the New Bedford area, pigeon-holed on account of the FCC investigation of newspaper-owned stations, has been reinstated.

Mr. Brewer's company, E. Anthony & Sons, have applied for a construction permit for a new commercial television station at Providence, R. I., to be operated on Channel #10. Also they are seeking a television station in Boston on Channel #2.

The general impression that Mr. Brewer, who is attracting so much attention in the newspaper and radio world and elsewhere is

a New Englander is incorrect. As a matter of fact, he is a Middle Westerner, born at Rush Hill, Missouri, in 1884. He was graduated from the Missouri State Teachers College. He was with the Scripps-Howard newspapers from 1908-21, was Business Manager of the Cincinnati Post, 1916-19, served in the same capacity for the Cleveland Press, 1919-21.

Mr. Brewer was Editor and Publisher of the Omaha Bee from 1921-24, Editor and Publisher and principal owner of the Lansing (mich.) Capital News, 1924-29.

Mr. Brewer's editorial "The Truth About Pearl Harbor", appeared in the Washington Evening Star and the Washington Times-Herald on September 28th and no doubt in the other newspapers at about the same time.

X X X X X X X X

MEETING RADIO TUBE REQUIREMENTS DEPENDS ON MANPOWER

Combined military and civilian requirements for radio receiving tubes after Germany's defeat will be about 60 to 70 percent above present maximum production rates, Government officials told the Radio Receiver Vacuum Tube Industry Advisory Committee recently, the War Production Board reported on Monday. The total production in August was about 10,000,000 tubes.

Committee members said their ability to meet these requirements will be almost wholly dependent upon an increase of manpower in the industry. Cutbacks occurring in other industries should substantially increase the supply of labor available for radio tube production, they said.

Military requirements for receiving tubes now average approximately 10,000,000 tubes a month. The end of the European war will reduce military requirements slightly, but not until one year after Germany's defeat is a 45 per cent cut in such requirements expected, WPB officials said.

Because of the nature of the work and the assurance of continuous employment after the war, large numbers of women are expected to be attracted to this field when cutbacks in other industries occur, WPB officials said.

At present, approximately 13 percent of total radio receiver tube production is available to civilians for replacement purposes only. Tube production came under WPB control in May, 1942.

X X X X X X X X X X

In Motion Picture Daily, Dr. A. N. Goldsmith, consulting engineer, was quoted as saying that the film industry has a definite stake in the future of television and it must maintain a position in its development.

X X X X X X X

CONGRESS COMMITTEE TO SIFT POLITICAL RADIO BOOSTS

If, as expected, all political scripts for which subpoenas have been issued are in by next Monday, October 9th, a careful study will be begun at that time by the House Committee investigating the Federal Communications Commission. However, no meeting of the Committee has been called for that time. John J. Sirica, Committee counsel, when asked if the full Committee would be summoned in connection with the scripts, replied that it would all depend upon what the scripts revealed. Asked if it had definitely been decided for the whole investigation to go over until after the election, Mr. Sirica said that he couldn't say as to that.

Representative Wigglesworth (R), of Massachusetts, a member of the Investigating Committee, said the practice is growing in the radio industry of permitting guest speakers to make political appeals for the election or re-election of candidates on radio time paid for by commercial sponsors.

"Recent broadcasting over the Atlantic Coast chain, of which a former member of the Federal Communications Commission is President, and originating in Station WWDC, here, are referred to specifically in this connection", he said.

"On September 5 and September 12, respectively, the majority leader of the House, Representative McCormack (D), of Massachusetts, and a Congressman from Washington, a candidate for the United States Senate, were privileged as guest speakers to make an appeal for the re-election of the President."

"The time over which the political appeals were broadcast was time which was bought and paid for by a commercial sponsor, an industrial company having offices in Washington and Baltimore.

"The sponsor is said to be a corporation and a Government contractor. If this is true, the use of the time by the guest speakers for political appeals and for reelection of the President would seem to be a clear violation of both the Corrupt Practices Act and the Hatch Act."

The Congressman from the State of Washington referred to was Representative Magnuson, a Democrat. Representative Wigglesworth did not name the sponsor of the broadcasts but it was said that the two Democratic leaders were guests of Richard Eaton on a program sponsored by Albert Hovey King, President of a paving equipment company of Baltimore.

Those ordered by subpoena to provide the Committee with scripts returnable next Monday, include: Niles Trammel, President of the National Broadcasting Company; Mark Woods, President of the Blue Network Company; Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System; Miller McClintock, President of Mutual Broadcasting System; John Shepard III, Chairman of the Board of the Yankee Network; Herbert L. Petty, General Manager of Station WHN, New York City, and Nathan Strauss, President of WMCA, New York City.

X X X X X X X X X X

DON LEE MT. WILSON SITE MEANS BIG FM-TELE EXPANSION

The purchase of a 160-acre transmitter site on Mt. Wilson, 22 miles northeast of Los Angeles in the Sierra Madre range, was completed last week by Thomas S. Lee, President of the Don Lee Broadcasting System. The site will be the post-war location of the 50,000 watt Frequency Modulation transmitter for KHJFM and will likewise be utilized for Don Lee's television tower sometime in the postwar future. Frank M. Kennedy, Chief Engineer of Don Lee and Director of KHJFM, conducted the survey of the south Sierre Madre range and after a series of tests, recommended the area known as Deer Park for the purchase.

The site, purchased from the Mt. Wilson Hotel Company, is located on a 5600 foot ridge just west of the Mt. Wilson peak, and will enable KHJFM and W6XAO to attain a transmission height of 5900 feet. The purchase was the first by any radio station in Southern California of any mountain top site of the height considered most advantageous for Frequency Modulation and Television broadcasting. Several radio stations and one motion picture studio have smaller sites in the same area under short term lease. None of the lessors has built transmitters on the sites.

Plans for construction on the \$30,000 property are not yet complete, according to Lewis Allen Weiss, Vice-President and General Manager, but work will begin as soon as permits for the transmitters are obtained and building materials are available. Mr. Kennedy has already blueprinted the designs for the buildings that will house the transmitter rooms, and the apartments for the seven men who will live at the site while on duty at the transmitters.

A road is to be built joining the site to the Mt. Wilson highway and, according to Kennedy, every effort will be made to retain as much of the natural beauty of the site as possible.

The Don Lee Broadcasting System's present operating point for its Frequency Modulation transmitter, which has been on a daily broadcast schedule since 1940, os on Mt. Lee, in the heart of Hollywood, a few hundred feet from the Don Lee Television studios and the famous 300-foot television tower that has become a Hollywood beacon as well as an identification of the W6XAO studios.

Mr. Kennedy first began surveying for the new higher altitude KHJFM transmitter in mid-winter, 1943-44. After photographing the area completely, checking building possibilities and general accessibility as well as air paths, his recommendation of the Deer Park site was made to the network as the most useable high altitude site in the Sierre Madre range. Much of the surveying was done while snow was falling, sometimes at the rate of 72 inches in 48 hours, and the crew often had to wait for roads to be cleared before tests in some areas could be completed. Snow and wind influences on building specifications were noted by the engineer while he conducted his surveys, with the U. S. Forest and Meteorological stations in that area supplying data on weather conditions there.

X X X X X X X X

FCC ALLOCATION HEARINGS CONTINUE INTO SECOND WEEK

Ahead of schedule and promising now to be finished by election, the Federal Communications Commission allocation hearings began their second week last Tuesday. Haraden Pratt, Vice-President and Chief Engineer of Mackay, the first witness, stated that the demands of the Radio Communications panel of the Radio Technical Planning Board would cut into the frequencies now assigned to the Government services.

John H. Muller, Chief Engineer of R. C. A. Communications, Inc., said that his company with other members of the industry foresees an increase following the war in the number of countries that will be served by direct radiotelegraph from the U.S. The recommended 5 kilocycle band for telegraph service will be unworkable in many cases unless, first, assignments are made on an orderly geographical basis to minimize interference possibilities resulting from too close proximity of transmitting frequencies in a given geographical area to those which must be received in the same area, and, secondly, that all administrations and private operating companies engaged in this field agree to modernize their equipment within a reasonably short period after the war.

Charles C. Harris, Chief Engineer of Tropical Radio Telegraph Co., testified that in order that all services having to use this portion of the spectrum (4 to 25 mc) may prosper and expand, there must be worldwide compliance in technical standards for equipment and station performance. There has been a disturbing disregard for these two provisions of existing international regulations for some time which is responsible for much of the present difficulty in long-distance communications, giving due consideration, of course, to wartime conditions. The U.S. has led the world in the development of long distance radio communication but the American carriers have been handicapped for some time by the failure of other nations to adhere to accepted performance standards. If the establishment of circuits and assignments of frequencies in the fixed services are influenced unduly by the traffic-volume factor, then grave injustice results to small nations whose message traffic is likewise small but whose economic and social development depend greatly upon foreign trade, and particularly trade with the United States. It would not be reasonable, for example, to treat the messages of coffee growers of Central America with respect to fluctuating market prices and cargo space for their shipments, as being less important than the messages of merchants, and shippers in Continental Europe or any other part of the world, dealing in other commodities. A more pronounced comparison can be made, for instance, as between a hundred messages regarding mining and timber operations in Honduras or Nicaragua and a thousand social and greeting messages passing over circuits to Europe.

A Warren Norton, President of Press Wireless, Inc., urged the FCC to ignore recommendations of IRAC on grounds they undervalue needs of press. "Its reasoning (IRAC) as set forth in its report, displays to my lay mind, an extremely incomplete appraisal of the

vitaly important and indispensable character of those services, and particularly the press classifications, in the national interest. The implications we find may be due merely to oversight or to hasty preparation of the report but they nonetheless require correction."

Mr. Norton claimed (1) Cables do not and cannot connect U.S. with any but a very few points in the world. (2) Cables cannot perform multiple destination, multi-address, also known as Scheduled Transmission Service. (3) Cables cannot handle sound, voice or music. "Certainly, no one will gainsay the assertion that radio facsimile and radio-photo, in both of which Press Wireless has pioneered, are destined to expand tremendously and to revolutionize the science of communications."

Chairman Fly said that the assumption that cable rates would be high and traffic low in a merger made the whole argument against a merger fallacious. He said this was not time or place for an argument on the merger.

Mr. Fly ordered the following sentences excluded from record on ground they were irrelevant and immaterial: "From time to time we see indications here and there that perhaps one or more of these departments (government) plan to engage in the communications business after the war and to deprive the companies of a corresponding amount of traffic. We have not the slightest knowledge whether there is anything to these rumors or not. We have no means of knowing whether, when a government department asks for a post war assignment on one of these frequencies, it has in mind a constant use or simply a use for a few minutes a day or a month or no use except in emergency."

Anthony J. Diamond, Delegate in Congress from Alaska stated that radio was badly needed in Alaska where 90,000 persons live over a vast area. An additional reason now is that Alaska seems to be on the threshold of a big development. Delegate Diamond suggested an inquiry on the ground to develop all facts, if necessary. Chairman Fly assured him that Alaska's needs would be given "very serious consideration".

Others who testified Tuesday were Donald K. de Neuf, Director of Communications, Press Wireless; H. C. Looney of the FCC Engineering Department, and Charles C. Harris, Chief Engineer, Tropical Radio Telegraph Company.

X X X X X X X X X X

WESTINGHOUSE GOES IN FOR TRAIN RADIO

Westinghouse Radio Stations, Inc., have been granted applications for construction permits for three experimental Class 2 portable and portable-mobile radio stations to be used in testing and developing radio equipment in connection with railroad communication systems.

Experiments will be made in connection with different railroads and all developments of two-way radio, such as "walkie-talkie" will be tried out.

X X X X X X X

NAVY SUPPRESSES STATLER TEAMSTERS' BRAWL BROADCAST

Neither the Navy or the Office of War Information could see anything in the fist fight between two Naval officers and a group of teamsters in Washington's No. 1 Statler Hotel following President Roosevelt's address of sufficient interest to broadcast to our armed forces overseas. When called upon for an explanation, the Navy Department issued the following statement :

"The heavy load on naval communications necessitates limitation on the amount of material which may be included in the daily radio news digest. These limitations do not permit the inclusion of items of a controversial or political nature."

The Army News Service, however, included a 200-word report in its overseas broadcast last Monday night, sent out 450 more words Tuesday morning, and announced that a story was being sent to its overseas publications.

The Overseas Branch of the OWI, which does not prepare broadcasts for service personnel but does beam broadcasts to civilian populations, did not report the incident.

"It certainly couldn't do any good", said William C. Bourne, Information Liaison officer for the Overseas Branch. "I don't see now it would help the United States to put it out. The thing is not of sufficient importance in the overall, and it's factional - or rather it looks more like a personal fight than anything else."

X X X X X X X X

RADIO CAMPAIGN GUIDE "IS YOUR HAT IN RING?" GOING BIG

A revised edition of "Is Your Hat In the Ring?", the National Association of Broadcasters' pamphlet which tells candidates for office how best to prepare and deliver a political speech over the radio, is being placed in the hands of office seekers in all the forty-eight States.

"Is Your Hat In the Ring?" also carries the FCC political candidates' broadcasts rules and regulations. Giving radio the credit for bringing out the vote, the pamphlet prints the following comparative table:

	<u>No. of Radio Sets In Use</u>	<u>Total Ballots Cast</u>
Coolidge-Davis 1924	3,000,000	29,022,261
Hoover-Smith 1928	8,500,000	36,879,440
Roosevelt-Hoover 1943	18,000,000	39,816,522
Roosevelt-Landon 1936	33,000,000	45,646,817
Roosevelt-Willkie 1940	50,100,000	59,808,211

indicating that the number of radio sets in use brought increase in total ballots cast.

X X X X X X X X

WPB CLARIFIES RADIO SERVICEMEN COPPER WIRE RULINGS

The War Production Board last week clarified the provision covering the amount of copper wire and cable that electricians, electrical contractors and repairmen of domestic appliances, radios, and refrigerators are permitted to purchase under provisions of Controlled Materials Regulation 9-A.

Considerable misunderstanding has existed among repairmen and wholesalers about these provisions and has resulted in the sale of a great deal more copper wire and cable for repair purposes than was intended, WPB officials said.

Under no condition, officials emphasized, should any repairman buy or any wholesaler sell any copper wire or cable for electrical conduction under the provision of CMP Regulation 9-A, which permits repairmen covered by the regulation to purchase each quarter a total of 500 pounds of copper and copper base alloy brass mill and foundry products. It is not intended that wire mill copper products, including wire and cable (bare, insulated, armored, and copper-class steel) for electrical conduction be purchased under the 500 pound classification.

Only brass mill products and foundry copper and copper-base alloy products castings (before machining) may be purchased under that provision.

CMP Regulation 9-A does, however, permit certain repairmen to purchase \$150 worth of copper wire and cable each quarter or one-eighth of what the purchaser used in making repairs in 1941 (figured as accurately as possible in dollar value), whichever is more. Only refrigeration, radio, and domestic appliance repairmen and electricians and electrical contractors are eligible, however, officials explained.

X X X X X X X X

PAUL PORTER MENTIONED FOR FCC CHAIRMAN

There was a report from New York that Paul Porter, Chairman of Publicity of the Democratic National Committee, was slated to succeed James L. Fly as Chairman of the Federal Communications Commission. Furthermore, it was stated that Chairman Fly's resignation was now on President Roosevelt's desk awaiting action.

Mr. Porter was formerly Washington counsel for the Columbia Broadcasting System.

X X X X X X X X X X

ANOTHER FDR-DEWEY RADIO SLUGFEST EXPECTED THIS WEEK

Round 2 of the radio battle between President Roosevelt and Governor Dewey is scheduled for the latter part of the week. The President will broadcast a message to party workers next Thursday night, October 5th, and Dewey will answer him from Charleston, West Virginia, Friday night. Secretary Ickes, in the meantime, is being fed on raw meat for another broadcast Sunday night.

The accomplishments of the Republican National Committee's publicity organization were described as "a small miracle" by Lee Chesley, Director of Press and Radio for the GOP's Washington office, at an American Public Relations Association luncheon at the Washington Hotel.

Mr. Chesley, who described the Republicans' publicity organization, said it had not been able to organize effectively until July, after the presidential candidate and his advisers were chosen, and faced a tremendous task.

"It's a small miracle that we've been able to accomplish as much as we have in that time", he said, "but we won't know how well we've done until the election is over."

Mr. Chesley said the Republicans planned to concentrate on campaigning by radio and one-third of the budget had been earmarked for this purpose. He said he thought the women's vote would decide the election, and expressed uncertainty regarding the part servicemen's votes would play.

Senator Truman, of Missouri, Vice-Presidential candidate, is among the top flight Democrats now using the five-minute evening network spots. Developed by J. Leonard Reinsch, Radio Director of the Democratic National Committee, and the Blow Co., agency for the party, the plan is based on the premise that listeners, broadcasters and advertisers would rather take five minutes of campaigning at the end of a program than to have the whole half-hour period usurped by politics.

Two special writers and a production man have been assigned to the five-minute series, Mr. Reinsch said, and additional top spokesmen will be heard, including Quentin Reynolds who spoke last night, Robert E. Hannegan, Chairman, Democratic Committee, and others of that calibre.

X X X X X X X X

This year's World Series, broadcasts starting today in the U.S. by WOR-Mutual, will reach the largest audience ever to hear an athletic event. Through the facilities of the Armed Forces Radio Service, the series will be short-waved overseas via WCBN, New York City and WLWL-1 and WLWL-2, Cincinnati for the Europe-Mediterranean area; KRCJ for the South Pacific; and KGEX and KWIX for the South and Central America and Alaska, all last three located in San Francisco. To meet Army regulations, Gillette has agreed to confine all commercial copy to between-the-inning periods, which will permit the AFRS to make clean-cut deletions.

X X X X X X X X

RESEARCH IMPROVES DIAMOND DIES FOR ELECTRONIC EQUIPMENT

Results of a research that is leading to improved production of diamond dies for electronic equipment manufacture were revealed this week to members of the Small Diamond Die Industry Advisory Committee, the War Production Board reported Monday.

Diamond dies for producing wires of spiderweb fineness will be manufactured more quickly and economically by new electrical methods, when finally reduced to commercial practices, according to Bureau of Standards scientists who performed the research under WPB auspices.

Electronics, vital both to wartime and peacetime communication, depends on superfine wires, which can be drawn only through microscopic apertures drilled in diamond dies, a WPB official explained.

Greater need for electronic equipment was forecast by an official of WPB's Radio and Radar Division. War needs and rapidly changing designs cause difficulties in equipment supply, he pointed out. Frequent modifications are necessary in certain instruments useful in European war areas, but which are useless in Pacific theaters, he indicated. More than one year's work in expediting present orders already confronts the radio industry, he said.

Several wire manufacturers expressed a willingness to make tests to ascertain whether Brazilian diamonds produce superior, though more expensive, dies than those made from South Africa.

Since 18 months or more are required to train polishers and drillers of small diamond dies of the best qualities, for which the demand is much greater than the supply, the necessity for keeping critical labor in plants was stressed by industry members. Cooperation between WPB, the Army Signal Corps, and Selective Service officials was urged to help keep important workers on the job.

X X X X X X X X

BROADCAST ACTIONS BY THE FCC

WLIB, Brooklyn, N. Y., granted consent to voluntary transfer of control of WLIB, Inc., licensee of station WLIB (Commissioner Durr dissenting), from Irwin Steingut, Elias I. Godofsky, Aaron L. Jacoby, Arthur Faske, William Weisman and Louis W. Berne, to Dorothy S. Thackrey (owner of the New York Post), for the sum of \$250,000 representing 100% of outstanding capital stock of licensee; KNOE, KNOE, Inc., Monroe, La., granted authority to use call letters KNOE for new standard station at Monroe, La., instead of KJAN.

Also, Philco Radio & Television Corp., Portable-Mobile, granted construction permits for 7 experimental portable-mobile television relay stations, two to be located at Havre de Grace, Md., one at Honey Brook, Pa., one at Southeast, Pa., one in the District

of Columbia and two at Sappington, Md. to constitute a reversible relay system for television program transmission between Washington D. C. and Philadelphia, Pa., in connection with applicant's commercial television broadcast station WPTZ at Philadelphia. Channels 11 and 12 (204,000-216,000 kc) will be used for 4 of the stations and Channels 13 and 14 (230,000-242,000 kc) for the other 3 stations, all employing A5 emission and 15 watts visual power; A3 emission, 10 watts aural power.

Also, Radio Corporation of America, Portable or portable-mobile, Area of Camden, N. J., granted construction permit for new experimental television relay broadcast station to utilize frequency 321,000 to 327,000 kc., with 500 watts aural and visual power; also granted license to cover same; also, Camden, N. J., granted construction permit for a new experimental television broadcast station to operate on frequencies 84,000-90,000 Channel #5, with a maximum power of 30 KW visual and aural. Also granted license to cover same.

X X X X X X X X X

LT. J. W. CASE, SON OF FCC COMMISSIONER, WOUNDED IN ACTION

Commissioner Norman S. Case, of the Federal Communications last week was notified that his son, 1st Lieut. John W. Case, Field Artillery, U.S.A. had been seriously wounded in action in France.

Lieutenant Case, 23 years old, was graduated from the Henry Barnard School, Providence, R. I., in 1934, Loomis School, Windsor, Connecticut, in 1938, and received A.B., in absentia, from Brown University in 1942. He had been in France since D-Day.

Lieutenant Case was commissioned 2nd Lieutenant in March, 1942, after attending C.M.T.C. in 1935, 1936 and 1937, and sailed overseas with the 29th Division in 1942.

X X X X X X X X X

OUTLOOK FOR POST-WAR TELEVISION

Television sets priced at \$125 and up will be moving off production lines within six to nine months after manufacturers receive Government permission to convert to civilian products, according to a survey made recently by the Wall Street Journal. Models will range from simple table television and sound receivers, to console combinations of video, standard radio, FM, short-wave and record player.

The Journal said that some companies have scheduled projection models which will screen a picture 18 by 24 inches.

X X X X X X X X X

::::
 :::: SCISSORS AND PASTE ::::
 ::::

"Lies From Tokyo" the Real Thing

With the European war nearing its final phase, it is no particular secret that many in Washington believe that people on the home front are not as aware as they should be of the nature of the enemy across the Pacific. If that is so, there is available a new program which should go a long way toward promoting an understanding of our diabolical foe. It is "Lies From Tokyo" carried locally by WNEW (New York City) at 7:45 P.M. on Monday, Wednesday and Friday. On the West Coast the program is said to have met with almost instant popularity.

"Lies From Tokyo" consists of recordings made of Radio Tokyo's propaganda transmissions to the United States and to areas where American soldiers are known to be based. After "Tokyo Rose", a favorite of the GI's in the Pacific, Bruno Shaw, veteran Far Eastern correspondent, interrupts to point out where the Japanese have parted from the truth.

"Lies From Tokyo" offers the real goods and avoids the pitfall of suggesting that the Japanese can be laughed at. The Tokyo spokesmen speak quite understandable Americanese, aside from a few mispronunciations, and attack us from all conceivable aspects.

- (Jack Gould in the New York Times)

Ambassador Paley?

William Paley, now in London, tells friends he wants to remain a career man with the Government instead of returning to his post as head of Columbia Broadcasting System.

-(Danton Walker in the Washington Times-Herald)

O. K!

How about appointing Bill Ambassador to Great Britain or Russia? He'd make a good one and it would be in line with our argument of many years that some of the choice diplomatic plums be given to the radio industry.

President Roosevelt made a good beginning last week appointing Charles Sawyer, of Cincinnati, Vice-President and Counsel of The Crosley Radio Corporation, Ambassador to Belgium.

R. D. H.

Being "Hissed Around"

Commissioner James Lawrence Fly, Chairman of the Federal Communications Commission, it is hissed around, will be offered a juicy post in a major radio concern, and may accept.

- (Austine Cassini in Washington Times Herald)

Burns At Walter's Radio Effort To High Pressure Editors

When a radio commentator has the affrontery to mention that a newspaper columnist friend is going to have a sensational column on a certain date and that readers should protest to the newspapers that decide not to print it, then we have a new high in high pressure.

Walter Winchell did just that Sunday night regarding Drew Pearson's Tuesday (a week ago) column.

The Washington Post, New York Mirror and probably many other newspapers, decided to omit the column which was an expose of John Foster Dulles, Dewey's advisor on foreign affairs. The Post described it as a "personal attack, unfair on the face of it".

The Post explained: "the editors of the Post are solely responsible for this newspaper and no outsider is going to dictate its policy".

The Mirror and other newspapers undoubtedly feel the same way and all are to be commended for resisting this high-pressure technique of forcing them to print something against their editorial judgment."

- (Editor & Publisher)



Really!

If I were going in for exposing things, I would pick out another feature of political campaigning, something new that has been added in these days of radio.

One of the things for which the vast unseen audience listens, when a speech is put on the air, is the response of the crowd. If the crowd in the hall or ball park is enthusiastic, some of that enthusiasm is communicated to the radio audience. Therefore the campaign managers make it a point to have a first-class cheering section close to the microphones, fellows prepared to start pounding their palms every time the candidate pauses for breath or whenever they get the signal, fellows prepared to shout "Atta boy!" "That's telling 'em!" "Hit 'em again!" always shooting their voices in the direction of the mikes.

And we, sitting at home, get a great thrill out of it. We say the speaker has certainly got the crowd going.

I am only giving this little secret away as a sop to that friend in Los Angeles who thinks I should be exposing something. I regret the necessity since during the rest of the campaign, it may take some of the fun out of listening to the radio.

-(Lowell Mellett in Washington Star)



Fala Came Out O.K., Says Clare

"The President's millions of radio listeners brought hearts heavy with bereavement, hearts that still know long agonized vigils, waiting and worrying for their men on the battle fronts, hearts that yearned for comfort, for courage, for inspiration", she said. "And what did these Americans hear?

"Against a sound drop of raucous laughter, or goose-gag-gling and wolfish yowls, their President jeered and quipped and wise-cracked. Fala, the President's dog emerged with his prestige enhanced. But did the President?"

- (New York Times)

X X X X X X X X X X X X

::: _____ :::
 ::: TRADE NOTES :::
 ::: _____ :::

Supplementary to NAB Reports last week (Vol. 12, No. 39, Sept. 29, 1944) verbatim reports were issued (a) of the NAB Executives War Conference at Chicago, including the address of Commander Tam Craven and (b) the Legislative Bulletin with the first installment of the testimony before the House Committee Investigating the FCC regarding the sale of Station WFTL at Fort Lauderdale, Florida, to the Fort Industry. The balance of the testimony will appear in the next issue of the Legislative Bulletin.

More than 181,000 teachers in every section of the U.S. and Canada are now receiving by mail the Columbia Broadcasting System's 110-page manual detailing the 145 American School of the Air Programs linked to the war and its aftermath.

Additional copies for educational organizations, libraries, parent-teacher groups, USO centers and others, will bring total distribution of the manual this year - the 15th anniversary of American School of the Air - in excess of 200,000 copies, according to Paul W. Kesten, CBS Executive Vice President.

Joseph Triner Corp., 1333 South Ashland Ave., Chicago, manufacturing and distributing a medicinal preparation variously designated as "Triner's Bitter Wine", "Triner's Bitter Wine with Vitamin B1" and "Triner's American Elixir of Bitter Wine", is charged in a complaint issued by the Federal Trade Commission with misrepresentating and false advertising in radio continuities and in advertisements in magazines and newspapers.

Sparks-Withington Co. - Year to June 30: Net profit, \$802,-386, equal to 87 cents a common share, compared with adjusted net profit of \$520,216, or 55 cents a share, in preceding year.

The minority report of the House Committee which investigated President Roosevelt's seizure of the Montgomery Ward plant made public last week stated:

"At the time of the seizure of the Chicago properties, the courts were open and Congress was in session. Chicago was not threatened with invasion.

"If the Attorney General's viewpoint is correct, the President has the power to take over every corner grocery, every gasoline filling station, every restaurant, every farm, every newspaper or radio station. Resort to the courts would be denied under Mr. Biddle's strange theory. We can conceive of no more effective pattern for complete dictatorship."

OPA, it is reported, will shortly fix price schedules for new radios, production of which is scheduled to resume after V-E Day. Manufacturers' Advisory Committee in Washington for conference with OPA price executives agreed that first sets will be in low-price field, little different from those being made when civilian production was halted.

Television is a medium which bridges the barriers of language and thus should be an important contribution to the growing friendship between the countries of North and South America, Dr. E. F. W. Alexanderson, radio pioneer and consulting engineer of General Electric, told a delegation of Mexican government officials in Schenectady to witness a special performance of television at WRGE.

Dutch workers in the Phillips electrical plant in the liberated Netherlands town of Eindhoven "practically mass-produced" clandestine radio sets for themselves during the German occupation, according to the British radio. The workers, it was reported, made the sets in small cracker boxes, using parts they took from the plant when the Germans weren't looking.

"The Germans long ago confiscated all wireless sets belonging to the people of Eindhoven", the broadcast said, "but it was a futile thing to do in a city where almost every other man is a radio engineer."

Utah Radio Products Company - Six months to June 30: Net income, after \$769,500 taxes and \$100,000 contingency reserve, \$207,299, or 70 cents a share, against \$153,272 or 52 cents a share last year.

Canada now imposes an 8% sales tax on radio transcriptions.

The 110 piece Detroit Symphony Orchestra, under the directorship of Karl Krueger, will be heard as a weekly feature over the Mutual network, starting Saturday, October 21, from 8:30 to 9 P.M., EWT, sponsored by Henry H. Reichhold, Chairman of the Board of Reichhold Chemicals, Inc., and President of the Detroit Symphony Orchestra.

Station KJAN (Station KNOE as of October 2nd) Monroe, La., 250 watts, has joined the NBC network as a supplementary station to the Southwestern Group.

The entire property and equipment formerly operated by the Hercules Powder Co., at Belvidere, has been leased by the Philco Corporation from the Defense Plant Corporation for the additional production of point-detonating heavy artillery fuses to be used by the U. S. Army.

X X X X X X X X X X X

B U L L E T I N

PRESIDENT ROOSEVELT LATE THIS AFTERNOON APPEALED TO JAMES PETRILLO, PRESIDENT OF THE AMERICAN FEDERATION OF MUSICIANS, TO CALL OFF THE STRIKE IN THE MAKING OF RADIO TRANSCRIPTIONS AND RECORDINGS. IN HIS TELEGRAM THE PRESIDENT EXPRESSED FEAR THAT MR. PETRILLO'S REFUSAL TO COMPLY MIGHT ENCOURAGE OTHER INSTANCES OF NON-COMPLIANCE WHICH WOULD BLOCK THE WAR EFFORT.

X X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, RECEIVED

GENERAL LIBRARY

OCT 13 1944

50 ROCKEFELLER PLAZA, NEW YORK, N. Y.

FRANK E. MULLER

INDEX TO ISSUE OF OCTOBER 11, 1944

"Who Paid For All This?"; Ryan Praises Radio's Backers.....	1
Kesten Would Move Television From Basement To Top Floor.....	2
Heslep, New Mutual Washington Operating Head.....	4
Shouse Fights For Direct S.W. Without Foreign Meddling.....	5
Cowles To Spend \$1,500,000 In D.C.; Minn.-St. Paul Next.....	7
Dutch Patriots Surprise British With Pocket Watch Set.....	7
Petrillo's Rebuff Embarrasses FDR With Election So Near.....	8
Scissors And Paste.....	10
W. E. Macfarlane Eulogized By McCosker And McClintock.....	12
Sees FDR On Knees To Petrillo - No Rough Stuff Like Ward's.....	13
Trade Notes.....	14
FTC Cracks Down On The Book "Rape Of Radio".....	15

No. 1651

October 11, 1944

"WHO PAID FOR ALL THIS?"; RYAN PRAISES RADIO'S BACKERS

Before the Federal Communications Commission, which hasn't fallen over itself being advertising conscious in connection with broadcasting, Harold Ryan, President of the National Association of Broadcasters, at the allocations hearing last Tuesday went to the bat for the "forgotten man" who footed the bills. Declaring that the "effectiveness of broadcasting didn't just happen, Mr. Ryan told the Commission:

"From a beginning marked by difficulties, restricted sources and even distrust of radio news, the industry has schooled an army of news reporters, achieved numerous world wide news sources and won for itself accredited correspondents wherever things are happening. It was this smooth working machine that maintained an unbroken flow of information on D-Day and continued to supply its listeners with stories and bulletins from every part of the globe.

"Inevitably we get down to the question 'Who paid for all this?' Who paid for this slow and methodical experimentation down through the years? Who bought equipment, used it, discarded it, then bought new and better equipment to do the same job all over again, only a little better? Who paid the salaries of station managers, program directors, continuity writers, announcers, salesmen, engineers, musicians, traffic managers, newsmen and hundreds of secretarial and clerical employees? Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting them to their work. A radio employee was, and always had been, a considerable investment.

"The mere granting of licenses by the government to operate radio stations is not like granting rights to mine government land, for example, where gold lies in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make of it. That wasn't much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting.

"And here we should say a word for the companies that invested their advertising dollars and their faith in an untried medium, testing this method and that method, receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction. The record is full of instances in which advertisers started out with announcements or programs, guessed at the right kind of continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people

who were just as new to the business as the advertisers. Many advertisers guessed right, some guessed wrong, but they came back with determination. They continued to back up their judgment with their hard earned American dollars and ultimately earned dividends on all that they had spent in proving the medium of radio. Radio's advertisers are part and parcel of the American system of broadcasting which they helped to build.

"The proper assignment of the public's frequencies into the channels of commerce so that they may be of the greatest value to the people is a most important and grave responsibility of this Commission.

"Entering into your consideration of the evidence must therefore be the broader effects your decision will have on the post-war era. Solution of the problem of unemployment is our number 1 job. Let us bear in mind then that the bases of full employment are production, distribution and consumption.

"With the tremendous needs of the peoples all over the world, we should have no worry about the consumption of all the products we can create.

"If, therefore, we can solve the problem of distribution, a long, lasting and healthy prosperity will be ours.

"As one of its most valuable tools, distribution uses the key of advertising and to a greater and greater extent the medium of mass communication by radio.

"We are here asking that the Government allocate sufficient space in the ether for the development of broadcasting - aural and visual - on a competitive nationwide scale. Adequate facilities for a nationwide competitive system of mass communication is indispensable to distribution in the post war era and our greatest guarantee for the maintenance of democracy.

X X X X X X X X

KESTEN WOULD MOVE TELEVISION FROM BASEMENT TO TOP FLOOR

Although he testified on shortwave and was cross-examined on that subject only, Paul W. Kesten, Executive Vice-President of the Columbia Broadcasting System, because he might be away from the United States later was also allowed to express himself on FM and television at the FCC allocations hearings last week. His prepared statement covered 31 typewritten pages. Mr. Kesten's recommendations for the post-war broadcasting spectrum were, briefly:

- "1. I want to plead, as strongly as I can, for maintaining the status quo, or substantially the status quo, in the total amount of spectrum space devoted to international short-wave broadcasting.

- "2. By contrast, I wish to urge a vast increase over the status quo - an increase of the order of more than 2 to 1 - in the number of frequencies assigned to FM broadcasting. I want to urge, in this field, not only more frequencies but more stations on each frequency, as I will point out later.
- "3. On the subject of television, I shall go even farther. I shall, for your consideration, urge what many will call a complete annihilation of the status quo - moving television bodily from what might be called the basement of the very high frequencies to an upper floor in the ultra-high frequencies - moving each licensee, moreover, from a narrow cell down there in the basement to a broad and spacious room in the upper megacycles, and finally - scrubbing off the dingy gray soot of the cellar so that television can emerge, upstairs, in the full and natural colors of the life it is to view and reflect to the American audience."

A tremendous increase in the number of radio stations was proposed by Mr. Kesten, enough to make possible up to 10 major networks. He made this recommendation in discussing his company's suggestions for FM broadcasting. Frequency modulation was one of the three sections of his testimony, the others dealing with international short-wave and television.

Mr. Kesten pointed out that his proposal would provide for between 4,000 and 5,000 stations within the United States - all of them of equal power and comparable wave lengths. Such an arrangement, he declared, would result in the most democratic licensing of broadcasting facilities ever enjoyed by any country in the world. He underscored this plan as the most equitable one in opportunities for both broadcasters and listeners.

"Our objective", Mr. Kesten said, "can be stated in eight words: 'We want FM broadcasting to be wholly democratic.'"

Instead of the 40 frequencies now available for FM, Columbia's recommendation calls for 100 frequencies. In line with his objective, Mr. Kesten asked that FM licensees be limited to coverage on a single market area.

Mr. Kesten also placed his company on record as favoring continuance of international short-wave broadcasting in at least as many frequencies as are now utilized; convinced that television must be moved into much wider bands and higher frequencies, eventually relinquishing entirely its present allocations in the radio spectrum.

Columbia's stand on international short-wave broadcasting, as stated by Mr. Kesten, was taken in full recognition of the fact that the I.R.A.C. (Interdepartmental Radio Advisory Committee) proposal submitted to the State Department in August "implied that international broadcasting might be eliminated entirely." Columbia, however, believes that free and adequate short-wave broadcasting between

nations is an essential instrument for the maintenance of world peace and understanding. Point-to-point transmission, on the other hand, cannot guarantee this free exchange of ideas and information, since unfriendly countries could bar American programs from rebroadcasting over their own domestic radio stations.

In recommending wider bands and higher frequencies for postwar television, Mr. Kesten restated his company's proposal of six months ago; outlined the increasing support that the proposal has had in recent weeks. The CBS recommendations include four basic points:

1. That television be moved up in the spectrum above 300 megacycles.
2. That no fewer than 30 channels be assigned to it.
3. That each channel be at least 16 megacycles wide.
4. That, as quickly as possible, the lower frequencies be withdrawn from television service.

At the conclusion of his testimony, Mr. Kesten pointed out his company's recommendations, for all three broadcasting services, would entail greater expense and increased competition for the Columbia Broadcasting System. He said: "We are asking for the opportunity to carry on international broadcasting, at our own expense, and without the slightest hope of profit, to keep a vital democratic process alive after the war. . . In FM broadcasting, we are asking not for less competition, but more competition - roughly five times as much competition as there is in AM broadcasting. . . We ask for more and more frequencies in television for the same reason. . . I hope the spirit and purpose of our recommendations in these important post-war fields will serve as ample and confirming evidence to the Commission that the public interest and the broadcasters' interest can be identical."

X X X X X X X X X X

HESLEP, NEW MUTUAL WASHINGTON OPERATING HEAD

Genial Charter (that's his correct name) Heslep, who for the past two years has been making things a little easier for Byron Price at the Bureau of Censorship, has been appointed Washington representative in charge of operations for the Mutual Broadcasting System. Heretofore, MBS cleared through WOL in the Capital, but with the Cowles Brothers taking over Mutual, they decided to put on a full-time man.

Mr. Heslep, however, will concern himself with news and program activities and Louis Caldwell will continue to do the legal honors. Prior to his employment as Censorship, Mr. Heslep was news and special events representative of the National Broadcasting Company in New York City. For the twelve years prior to his broadcasting connections, he had varied and intensive newspaper experience, having risen from a reporter to Managing Editor of the Washington Daily News.

X X X X X X X X

SHOUSE FIGHTS FOR DIRECT S.W. WITHOUT FOREIGN MEDDLING

James D. Shouse, Vice-President in Charge of Broadcasting of the Crosley Radio Corporation, Cincinnati, came down like a ton of brick on the Interdepartmental Radio Advisory Committee recommendation that no frequencies be allocated for direct international broadcasting. At the FCC allocation hearings, Mr. Shouse said:

"I do not believe that this recommendation should be adopted. There are several reasons why I believe that the proposal is unsound. In the first place, the suggestion that international broadcast service should be dependent upon the cooperation of foreign governments and the operators of foreign domestic radio broadcast stations is lacking in realism. It is my firm conviction that any plan which places the dissemination of programs originating in the United States under the control of foreign governments would inevitably lead to a deterioration, and possible ultimate termination, of any substantial amount of international broadcasting by the United States. Prior to the war, and more effectively since the commencement of the war, international stations have proven to be the only means by which this country can make sure that peoples of other nations learn directly from us what the United States stands for, what our people believe in, and why our position on any matter of international interest or controversy has been taken. Any other means of mass communication is either susceptible to censorship or can be refused entry at the border of any country in which we desire to have it disseminated. This is true of cable communication. It would be true of point-to-point communication such as that proposed by the Interdepartmental Radio Advisory Committee. It is obviously true in the case of newspapers, magazines, pamphlets, books, and periodicals. Shortwave international radio stations operated with sufficient power and properly beamed to reach the audience to which a particular message is desired to be given constitutes the only sure way we have of making the voice of this nation heard in foreign countries. It is obvious, of course, that the importance of having our country's message reach the people in some other country might well be greatest at a time when that country's government would prohibit broadcasting of our programs sent through point-to-point channels. Under the I.R.A.C. proposal, we might well find ourselves in the position of being cut off from any communications with the people of a foreign nation at the very time when such communication would mean most to this country.

The United States, from a standpoint of radio broadcasting in the international field, is already at a tremendous disadvantage geographically. Because of our geographical position with reference to both the Asiatic and European population masses, we suffer a tremendous handicap in competition with other countries. England, for example, located just off the continental shore, need not rely solely on international shortwave broadcasting stations to propagandize - and I use this word in its broader and not in its invidious sense - the many nationalistic population masses in Europe. Because of her location, England can do a much better job in the medium and longwave bands and no continental government could possibly prevent

England from using medium and longwave transmitters located in England, in furtherance of English interests, both politically, commercially, and ideologically on the continent. It may be that the United States will never be in a position to reach the listeners in Europe with the same effectiveness that can be accomplished by England, but if we take away the only sure means we have of speaking directly to the peoples of other nations in the same manner that England can speak directly to them, we will be throttling the only means we have of speaking for ourselves if and when that becomes important as a matter of national policy.

"The same thing, of course, would apply to any other continental power as well as to countries of the Far East. Our ability to reach the big Asiatic population masses by longwave and medium wave transmitters is far from being certain. Geographical factors reduce the United States to the sole and peculiar position of being forced to rely upon direct international shortwave broadcasting - a poor substitute admittedly, but nevertheless the only broadcasting facilities completely in our hands, and under our control.

"From the standpoint of national security, and preparedness in the case of any future period of international stress, a system which depends entirely upon the cooperation of some sister-nation to provide international radio service seems to be extremely ill-advised. In times of stress, agreements which might now be negotiated to provide for rebroadcasting in any particular country of programs beamed point-to-point from the United States might be arbitrarily withdrawn, in which event we would, from a broadcasting standpoint, be left completely defenseless. It does not seem to me that it is practical for the United States to agree to scrap its present international broadcasting system, even though other leading countries may advocate a discontinuance of this method of mass communication.

"Why should the United States, which has also made remarkable progress in this field since the outbreak of the war, give up entirely the idea of direct mass communication to other nations? It seems to me that we would be admitting defeat in a field where we have not yet exhausted our efforts to overcome initial disadvantages because of our unfavorable geographical location."

X X X X X X X X X X

Signalmen of the 82nd Airborne Division are reported to have gone to work in the early hours of D-Day from the very moment they "dropped in" on France. Veterans of the Sicilian and Italian campaigns, they knew from grim experience how to lay wire, repair radios, deliver messages and supply necessary signal equipment in the face of almost continuous enemy fire. As merely one of their activities they laid 3000 miles of wire; and as another they repaired 85 radios and returned them in fit condition to operating units.

X X X X X X X X X X

COWLES TO SPEND \$1,500,000 IN D.C.; MINN.-ST. PAUL NEXT

The Cowles Broadcasting Company (which will be the new title when the Federal Communications Commission approves the change from the old name of Iowa Broadcasting Company) propose to spend \$1,500,000 on their recently acquired Station WOL in Washington, D.C. Commander T.A.M. Craven, Vice-President residing in Washington, made it known that over a period of 10 years the Cowles organization plans to spend \$9,000,000 on its six stations in various parts of the country. Much of this appropriation is ear-marked for FM and television expansion after the war.

A further expansion was revealed in the application by the Northwest Broadcasting Company, owned by the Cowles Brothers, John, owner of the Minneapolis Star-Journal, and his brother, Gardner, Jr., President of the Des Moines Register-Tribune, and Look Magazine.

First of all in Washington, WOL will get a badly needed new transmitter which will be moved outside the city where the power can be stepped up. WOL reception conditions at this time are the poorest of any of the major stations in the National Capital. So this improvement will be enthusiastically welcomed by WOL and MBS listeners. In addition to modern studios, WOL may have its own building in Washington.

The St. Paul-Minneapolis application calls for a station to operate on 580 kc. with 1000 watts power day and night.

The FCC last Monday formally granted consent to transfer of control of Massachusetts Broadcasting Corp., licensee of Station WCOP, from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co., by the transfer of 5,000 shares of common stock and 500 shares of preferred stock, or 100 percent of issued and outstanding capital stock, for a consideration of \$225,000.

X X X X X X X X X

DUTCH PATRIOTS SURPRISE BRITISH WITH POCKET WATCH SET

Dutch patriot workers developed a pocket-size radio receiving set made to German specifications during the occupation of Holland - and used them to listen to allied broadcasts, the Netherlands Information Bureau reports. The existence of the tiny set was disclosed by a Dutchman who approached British tank troops about to go into action somewhere in Holland. The Dutchman, who had been a laboratory worker in a radio factory, asked a London Evening News correspondent, Austin Hatton, if he would "like to listen to the news!"

He then held out a pocket watch that immediately began to vibrate with the confident tones of a B.B.C. announcer.

It was attached to a three-tube radio set packed into a small German-issued field dressing box with a Red Cross on the lid. The power came either from a battery or a hand-worked dynamo - also pocket-sized. The set was one of many that had been built as experiments.

X X X X X X X X X

PETRILLO'S REBUFF EMBARRASSES FDR WITH ELECTION SO NEAR

President Roosevelt's plea to James C. Petrillo to call off the dogs and permit union musicians to again make recordings for all companies, was regarded in some quarters as pre-campaign political hokum. However, there didn't appear to be much political hokum in Mr. Petrillo's reply. The next move appears to be up to the White House.

Mr. Petrillo's reply, a telegram which, reprinted in the New York Times today (Wednesday, October 11) covers 2-3/4 columns, admits giving his word to President Roosevelt that he would call off the strike if requested to do (which Petrillo promised to do on two different occasions) nevertheless now refuses the President's request.

Mr. Petrillo said, in part:

"We are making records to the extent of nearly four million per month for 105 companies and have been doing so for many months under a form of agreement which neither Columbia nor RCA are willing to accept.

"Mr. President, our membership has had and now has great confidence in you. We are all aware that, while others objected to your handling of their problems, our organization through me was willing to have you do so. We waited for the employers to join with us in this request to have you consider the matter. The employers, however, did not do so. On the contrary, after many tricky attempts to defeat the federation by instigating a Senate investigation of, and an anti-trust suit against, the federation, some of the companies filed a petition with the War Labor Board. The two companies now objecting did not petition at the time other companies first filed the petition.

"There has been some talk by others that we have struck against these two companies.

"We have never struck against any of these companies and certainly we have never struck against the Government. During this entire controversy, we have made records and transcriptions for practically every governmental agency, for the armed forces of the United States and our Allies, in the overwhelming number of cases without any compensation, and we are continuing to do so. With respect to our patriotism, it is second to none as the following recital of facts will clearly demonstrate.

"The Special Service Division of the Army is now purchasing over 225,000 musical records monthly and distributing them to the men in the Army as well as the personnel of the Navy.

"Our donation in service to the Coordinator of Inter-American Affairs' office has been evaluated by Mr. Rockefeller in excess of one million dollars."

Mr. Petrillo's turning President Roosevelt down is in contrast of his attitude a year or so ago when he had the run of the White House, conferred with the President at length, and in apparent gratitude began to organize the free symphony concerts in honor of Mr. Roosevelt. The first of these was given by the N.Y. Philharmonic at Poughkeepsie, N.Y., and though FDR was there that day, he did not attend. The rest of the series apparently was just about as big a flop.

Discussing Mr. Petrillo's rebuff to President Roosevelt's plea to call off the record making ban, an important man in the industry declared:

"This is democracy at its worst. The pool is now so muddled up that nobody knows where he is. It is one of the worst industrial breakdowns in the history of our country. Here we have one side which has to abide by the rules of the game and the other side having full and complete access to the White House does as it pleases.

"Although the President has said that the strike was not slowing down the war effort, nevertheless it would seem to me that the President could again appeal to Petrillo stating that his case could once more be carefully considered but that in the meantime, he could allow the resumption of record manufacturing. If, as alleged, the President's appeal to Mr. Petrillo was political, his further urging the music head to comply would get him more votes than allowing Petrillo to give the impression that he is a bigger man than the President of the United States and that he can successfully defy the U. S. Government in time of war."

War Labor Board Chairman William H. Davis stated that the case was closed as far as WLB was concerned.

Mr. Davis said that the only power available to the Board in the Petrillo case was the "power of public opinion".

"Mr. Petrillo may find himself kind of lonely", Mr. Davis added.

No comment was available from the White House, but the Chief Executive had virtually precluded further action against the head of the musicians union for his defiance of War Labor Board orders by his finding that the ban was not interfering with the war effort.

X X X X X X X X X

The first pro-allied radio station set up in liberated Holland announced last week that henceforth it would retransmit programs broadcast by Radio Orange, the free Netherlands radio in London, according to the Netherlands Information Bureau. The new Dutch station operates on a wave length of 420 meters. The first indication of the station's existence came Monday, October 2nd, when Netherlands government monitors in London picked up a program of news and patriotic Dutch music.

X X X X X X X X X

:::
 :::SCISSORS AND PASTE :::
 :::

Whooped Up Radio Applause

The gong sounded 6:30. Then there came a din of shouting and tumult from the Statler dining room in Washington. It went on and on, interminably. Those in the car, wise in the ways of pumped-up radio demonstrations, grinned knowingly at one another. They whispered that the Teamsters were trying to outdo that cascade of sound that had greeted Gov. Dewey in Los Angeles' Coliseum the night before. That had come, too, at the signal of a man at the microphone with his watch in his hand.

- (Thomas L. Stokes of Scripps-Howard newspapers on the Dewey Train).

Appealing to Mr. Petrillo

It certainly is a sad commentary on the state of the laws of this country when Mr. Petrillo has to be asked "on a personal" basis by the President to conform with an order issued by one of the President's own agencies.

- (L. Patricia Willetts in a letter to the New York Times)

Radio Voices Of Roosevelt Vs. Dewey

Dewey hasn't, to be sure, the aerial wizardry of the President, but his points come over tellingly, and at Oklahoma City his points were worth making, for the President's air of innocence on the indispensability issue and his assertions as to his country's preparedness before Pearl Harbor called for the broadside that they got.

- (Washington Post)

Dewey holds the interest of his visible audience, as evidenced by the applause at regular intervals, but you get the definite impression as you watch him that he also has constantly in mind the great unseen audience out beyond the microphones. After listening to him, first in a hall and then from a loud-speaker outside, you realize that he has mastered the art of broadcasting.

- (Washington Star)

Sees Paley Going Back To CBS

Bill Paley cables from London that he won't quit Columbia Broadcasting System. He'll be back when the war is over, over there.

-(Danton Walker in Washington Times-Herald.)

Editor Hits New Deal Press Criticism By Fly

Harry G. Stutz, Editor of the Ithaca Journal in a critical review of a speech made by James L. Fly, Chairman of the Federal Communications Commission, at Cornell University, told readers of the Journal that "Mr. Fly talks about diversity of pipelines of thought but what he and the New Deal mean is not diversity but subserviency.

"If a majority of the American newspapers were slanted, class-conscious and biased on the same pattern, say, of PM and the Daily Worker, there would be no complaint from Mr. Fly and his associates", he wrote.

He added that "if the Associated Press had allowed itself to be blackmailed by the Department of Justice into giving Mr. Field a Chicago franchise, there would be no complaint about press associations."

To increase the diversity of "pipelines", Mr. Stutz wrote, Mr. Fly might argue for more newspapers, but "after the publishing experience of the past quarter of a century does Mr. Fly expect private capital to fly in the face of experience and enter the highly risky business of starting second, third and fourth newspapers? He knows better than that. So what then? Ah, the dear old government of course, public newspaper, paid out of tax money and published and edited by whom? The politicians of course. What a free press we would have then!"

- (Editor & Publisher)

Philco Made 4,000,000 Auto Radios

Philco pioneered in developing the first practical automobile radio sets in 1930 and has been the leader in automobile radio engineering and sales from 1930 to 1942 inclusive. During that period, over 4,000,000 Philco auto radios were made and sold.

- (Philco News Bulletin)

Encourage Fire Department Stations

Chief Roi Woolley, Assistant Editor, Fire Engineering, Chairman of the Committee on Communications, reported at the International Fire Chiefs' Association meeting, the progress made in securing independent radio frequencies for the fire service. Already the FCC regulations have been revised to permit cities of 150,000 and over to have their own short-wave radio stations; smaller places may avail themselves of it jointly with the police through mutual aid arrangements. Chief Woolley reminded the members of the importance of filing their applications for station licenses without delay.

- (Fire Engineering)

X X X X X X X X X

10/11/44

W. E. MACFARLANE EULOGIZED BY MC COSKER AND MC CLINTOCK

Last tributes were paid to W. E. Macfarlane, Chairman of the Executive Committee of the Mutual Broadcasting System, Vice-President of WGN, Chicago, and Business Manager of the Chicago Tribune, who died of a heart attack last Monday.

In speaking of Mr. Macfarlane, Mr. Alfred McCosker, Chairman of the Board of Mutual, said:

"Mr. W. E. Macfarlane's leadership and inspiration will be deeply missed by the Mutual Broadcasting System, of which he was a co-founder ten years ago this month. Mr. Macfarlane brought to the radio network industry and to the Mutual Broadcasting System a rich background of newspaper and radio experience. For eight years he served as President of the Mutual network, and subsequently, to the time of his passing, as Chairman of the Executive Committee."

Miller McClintock, President of MBS, spoke as follows of Mr. Macfarlane.

"The entire Mutual Broadcasting System has been deeply shocked and grieved by the passing of Mr. W. E. Macfarlane, who afforded great leadership as Chairman of its Executive Committee and formerly as President. Mr. Macfarlane had one of those rare combinations of idealism and practical approach to the problem of network radio. Much of the progress which the Mutual Broadcasting System has made since its birth ten years ago was due to his steadfast dedication of the network to the principles of the cooperative welfare of its affiliated stations. The Mutual organization will surely miss his inspiration, guidance and friendship."

As one of the founders of the Mutual Broadcasting System ten years ago this month and first President of the Network which served in that capacity for eight years, Mr. Macfarlane pioneered many developments in the radio field.

Mr. Macfarlane was 60 years old and had been employed by the Chicago Tribune 38 years. He appeared to have been in good health, became ill in his sleep at his home in Lake Forest, Ill., and died without regaining consciousness shortly after his physician had reached the bedside.

Mr. Macfarlane is survived by his widow, Alice, and two sons, Bruce, who is in a Navy School in Rhode Island, and Frederick, who is serving in the Pacific War Theater.

The funeral services will be held this (Wednesday) afternoon.

X X X X X X X X X X

SEES FDR ON KNEES TO PETRILLO - NO ROUGH STUFF LIKE WARD'S

An acrid editorial "Pretty Please, Mr. Petrillo!" in the New York Times last Saturday, read:

"The letter of the President to James C. Petrillo, head of the American Federation of Musicians, illustrates once more the double standard of the Administration in dealing with disputes between unions and employers. Mr. Petrillo has defied an order of the War Labor Board. One cannot imagine the President's writing so gentle and firendly a note to an employer who had defied an order of the Board. The President and his advisers find that the law can do nothing to Mr. Petrillo because his defiance does not 'unduly impede the wareffort'. One has only to contrast this with the action of the Administration in the Montgomery Ward case, where noncompliance with a War Labor Board order was deemed so perilous to the war effort that Federal troops were instantly ordered in to seize the plant and remove the head of it bodily.

"What began as an 'order' to Mr. Petrillo to desist has ended as merely a personal 'request', to which Mr. Petrillo is asked to yield as a special favor to the President and to the American public.

"Nothing is said in the President's letter of how it became perfectly legal for Mr. Petrillo to exercise the irresponsible private dictatorial powers that he does. Nothing is said of how it became perfectly legal for this private citizen to tell the American people what music it can and cannot hear. To find out how this situation came about, one has merely to review the labor laws which the Congress has put upon the books and the laws and amendments that the Administration has opposed, together with the interpretation of the existing laws by the Supreme Court. The plain truth is that the powers exercised by Mr. Petrillo are powers conferred upon him by acts of Congress as interpreted by the Supreme Court. Congress has made it illegal for employers to discourage membership in a labor union, but has refused to make it illegal for unions to coerce workers into membership. Congress, according to the Supreme Court, has granted sweeping immunities to labor unions under the anti-trust acts, the anti-conspiracy acts and even the anti-racketeering acts. These immunities are simply go-ahead signals to unions to commit acts that would be illegal if committed by anyone else.

"Under the powers conferred upon him by Congress, Mr. Petrillo can force practically every musician in the country into his union. He has the power to boycott any musician or the employer of any musician who refuses to join. Under these powers he can levy a private tax on the records of recording companies (a tax which must ultimately be paid by the consuming public) so that he can force the employment of unneeded men during a wartime manpower shortage and set up his own private system of unemployment relief. If the Administration is now, as it professes, powerless to take any legal action against Mr. Petrillo, and is reduced to asking him to desist as a special favor, it is because, through its own labor legislation, it planned it that way."

X X X X X X X

::: _____ :::
 ::: TRADE NOTES :::
 ::: _____ :::

Production and ordering of small distribution transformers of 1½ to 5 KVA (kilovolt-amperes) will remain unchanged until "V-E" Day in order not to interfere in the radio and radar transformer production, the Government presiding officer indicated.

 Gordon Graham, Assistant Director of Special Broadcast Services for WLW, Cincinnati, will be transferred to Washington October 16th to head a new WLW News Bureau in Washington. Mr. Graham will begin broadcasting Washington news of special interest to Midwest listeners each week-day at 6:25 P.M., starting October 23rd.

 Public offering was made Tuesday of 225,000 shares of Class "A" stock of the Allen B. Dumont Laboratories, Inc., at 7-3/8 a share. Van Alstyne, Noel & Co. handled the offering for the electronic firm, which planned to use the proceeds for production and sale of television transmitting and receiving apparatus when restrictions on such products are lifted.

 Members of the Campaign Committee of Business Men for Roosevelt, Inc., of which Andrew J. Higgins is Honorary Chairman, include: A. D. Davis, Allied Radio Corp., Chicago, Ill.; Mark F. Ethridge, Publisher, Louisville Courier Journal & Times, Louisville, Ky.; William L. Maas, Secy-Treas., Pacific Sound Equipment Co., Hollywood, 26, Calif.; Sam J. Novick, President, Electronic Corp. of America, New York City; Nathan Straus, WMCA, New York City; and Fred R. Tuerk, Pres., Utah Radio Products Co., Chicago, Ill.

 The Federal Communications Commission consented to the acquisition of control of East Texas Broadcasting Co., licensee of Station KGKB, by James G. Ulmer and Mrs. Minnie B. Ulmer, through transfer of 12 shares of common stock from J. G. Kretsinger to James G. Ulmer, for a consideration of \$10 cash and cancellation and satisfaction of promissory note of \$300.

 Tom Downing, Commercial Manager of WSB, Atlanta, is on leave from the station until after election and has joined the staff of the Democratic National Committee, New York, as Assistant to Leonard Reinsch, radio director of the Committee, who is also on leave from his position as Managing Director of the Cox stations, Cox stations, WSB, WIOD, Miami and WHIO, Dayton.

 The Federal Communications Commission granted consent to transfer of control of State Broadcasting Corporation, licensee of Station WNBC, from Arde Bulove and Harold A. Lafount to the Yankee Network by transfer of 100 percent of the capital stock for a consideration of \$220,000 plus, but not to exceed, a total purchase price of \$250,000. Also request granted to change call letters to WHTD.

As an experiment in the televising of a program primarily designed for radio broadcasting, the Blue Network and General Electric Company last week cooperated to present a television broadcast of "America's Town Meeting of the Air" from the studio of Station WRGB, Schenectady, N.Y., GE television station. The telecast is believed to be the first of a network program.

Because of the war, batteries have been put to new uses under extreme conditions. This has encouraged research on dry cells and their raw materials. Howard F. McMurdie of the National Bureau of Standards has prepared a report for the Transactions of the American Electrochemical Society concerning the crystalline products formed during discharge of the cells and identification of the various MnO₂ minerals in the ores used as raw materials.

David J. Finn has been named RCA Products, Sales and Distribution Manager of the Chicago Region for the RCA Victor Division, and James W. Cocke has been appointed Manager of the Dallas, Atlanta Region, with headquarters in Dallas.

Prior to his appointment, Mr. Finn was Sales Manager for the RCA Industrial and Sound Department. From 1934 until 1941 he held the positions of Assistant Manager, and then Manager of all RCA Victor's advertising and sales promotion activities.

Mr. Cocke directed sales activities for RCA in Dallas and Atlanta for many years.

Unique characteristics of British journalism and radio are set forth in a program titled "How Britain Gets Informed" on the CBS-BBC exchange series "Transatlantic Call: People to People", Sunday, Oct. 15 (WABC-CBS, 12:30-1:00 P.M., EWT). The part played by the British Broadcasting Corporation, a Government monopoly, and its world-wide news services and war reports, are discussed on the program. The tone of British newspapers is compared with that of U.S. papers. Also analyzed are the roles of the British Ministry of Information and the official British Army film units in bringing news to the British. The program is written and produced by Geoffrey Bridson.

X X X X X X X X X

FTC CRACKS DOWN ON THE BOOK "RAPE OF RADIO"

Robert West, trading as Rodin Publishing Co., and Rodin Publishing Co., Inc., 205 West 57th St., New York, selling and distributing books and publications, including a book entitled "The Rape of Radio", has stipulated with the Federal Trade Commission to cease and desist representing that "Neville Miller (former President, National Association of Broadcasters)", "Saturday Review of Literature", and "Clifton Fadiman, New Yorker", or any of them, have stated that the publication entitled "The Rape of Radio" is the most revealing book on radio since the advent of broadcasting, is "An inspiring work, - constructive, helpful, worth its weight in gold", or that "No broadcaster or radio performer can afford to be without it"; representing that the book or any other publication sold by him has received the approval, endorsement or opinion of any individual, association, organization or other entity, until such approval actually has been given.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, Inc.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

RECEIVED
OCT 21 1944
FRANK E. MULLEN

INDEX TO ISSUE OF OCTOBER 18, 1944

Radio-Radar Labor Group Seeks To Cushion Reconversion.....	1
CBS Orders New High-Frequency Television Transmitter.....	3
Tom Joyce, RCA, Paints Rosy Post-War Television Picture.....	4
FDR Hooted On Belatedly Trying To Dig Up Petrillo Law.....	5
9 Out Of 10 G.E. Stockholders-Dealers Would Buy FM Sets.....	7
Gen. Harbord Points To RCA's Quarter Century Success.....	7
Inland Daily Press Association Rouses Members About FM.....	9
Majestic Radio Registers 297,500 Stock Shares With SEC.....	9
Fly Now Scheduled To Leave After Election; Muzak Post.....	10
Willoughby Made FCC Assistant Chief Engineer.....	10
Give Tele Green Light While Public Interested - Weiss.....	11
Scissors And Paste.....	13
Trade Notes.....	15

No. 1652

October 18, 1944

RADIO-RADAR LABOR GROUP SEEKS TO CUSHION RECONVERSION

Doing everything possible to absorb the shock of postwar reconversion, the Radio and Radar Advisory Committee has made the following recommendations to the War Production Board:

That a special task committee of the Advisory Committee be appointed by Harold Sharpe, of Radio and Radar Division, the Government presiding officer, to investigate labor shortages in plants producing tubes, transformers and other critical radio and radar components.

That prior to "V-E" Day, the WPB Industry Division, in cooperation with the military, consider equalizing loads and attempt to solve any spot unemployment situations that may develop.

That the Army and Navy cutback procedure provide for a 30-day advance notice of labor layoffs.

That plans of the Army and Navy with respect to requirements after the defeat of Germany be made available to the national labor organizations as soon as possible.

That the Industry Advisory Committee and the Labor Advisory Committee exchange summaries of their meetings.

The Committee endorsed the principle of protection for small and medium-sized plants during the reconversion period by retaining certain WPB controls to the extent necessary to assure equitable distribution of components and raw materials in short supply.

The Committee also endorsed the proposal of the Radio and Radar Industry Advisory Committee that a central clearing house for surpluses be created.

Hiland G. Batcheller, WPB Operations Vice Chairman, told the Committee he was confident that the radio and radar industry and labor groups would cooperate in meeting military requirements. He said he believed this could be accomplished despite the low labor supply and without interfering with other programs. Completion of war schedules, he indicated, will make possible earlier and quicker reconversion with minimum impact on industry when the war slows up or contracts are terminated.

Recalling that electronics production is not yet up to requirements, Mr. Batcheller said that there could be no relaxation of WPB controls until Army and Navy orders were filled or guaranteed. He asked that industry and labor continue to offer suggestions to WPB for completing the war program and planning for peacetime production.

Mr. Sharpe said the large backlog of orders amounts to about 13 months, partly because some equipment will not be suitable for use in the Pacific theatre, and new types will have to be produced.

The radio and radar production program, despite exertions of industry, is still lagging, Louis J. Chatten, Director of WPB's Radio and Radar Division, said. Although production is four per cent above the August figure, it is still 13 per cent behind military requirements.

Fabricators of components will be heavily pressed to fulfill the requirements of the few large electronics prime contractors, Mr. Chatten pointed out.

WPB wants to direct some of this work to plants able to take it up, and will make every effort to redistribute the load in cooperation with the military in order to meet military requirements, he said. The military job must be done before any serious consideration can be given to reconversion for civilian production, Mr. Chatten said. Limitation orders are being studied, he added, and manufacturer will be relieved of unnecessary controls as soon as possible.

Pointing out that certain essential components, such as tubes and condensers, will be very scarce, Mr. Chatten doubted that industry could start civilian production very soon, especially because component manufacturers may be required to meet many emergency demands for both military and civilian electronic products.

As a result of the lack of labor, manufacturers anticipate difficulties in supplying an adequate number of receiving tubes during the remainder of the year. Production of receiving tubes must be increased by improved efficiency and more labor, Mr. Chatten declared. On "V-E" Day electronic requirements will be far higher than the requirements of most industries, it was indicated. They may approximate 73½ percent of peak production and will probably remain at 70 percent for sometime. However, 30 percent of facilities will not be available because many plants now manufacturing electronic equipment will not continue to do so but will return to their own peacetime products, officials said.

Current requirements for the next nine months will necessitate the operation of electronic plants at 94 percent of their estimated capacity, WPB officials said.

Following "V-E" Day, there will be shortages in tubes, electronic condensers, loudspeakers and wire-wound resistors, it was stated. On the more optimistic side, however, it was reported that in all probability there would be adequate raw materials and tools, and a gradual return of labor to the industry, depending on the termination of hostilities in Europe and Japan.

The tube shortage was brought about partly by the demand for new and special types, changes in types in production and

unexpected essential demands, officials explained. Changes in tube types are increasing in both heavier types and in the new miniature tube fields. Seven radio tube manufacturers are now producing all receiving tubes, according to WPB officials, and most of these are located in tight labor areas.

Despite many wartime improvements in radio equipment no new models of radio broadcast receivers are expected to be produced in the first few months following the war in Europe, it was predicted, but some pre-war or similar types will probably be offered to the public. Eventually, frequency modulation and television features will be incorporated in standard receivers, officials said.

Committee members were told that WPB would summon both industry and labor to Washington for a conference after "V-E" Day to formulate plans for an orderly reduction of controls and resumption of peacetime production.

X X X X X X X X

CBS ORDERS NEW HIGH-FREQUENCY TELEVISION TRANSMITTER

Joseph H. Ream, Vice President of the Columbia Broadcasting System, told the FCC Allocations Hearings in Washington that the Federal Telephone and Radio Corporation had accepted a CBS order for a wholly new type of television transmitter to be delivered within eight months. In accepting the order, the Federal company - a subsidiary of the International Telephone & Telegraph Corporation of New York - stated that the equipment would be manufactured in its Newark, N. J. factories.

When completed, the new transmitter will be installed atop the Chrysler Building in New York, nearly 1,000 feet above the street. Its programs will originate in the studios of WCBW, Columbia's New York television station, in the Grand Central Terminal Building, below the Chrysler Tower. Within the circle of service from WCBW live an estimated 11,000,000 people, approximately one-twelfth the nation's population.

"We know now", said Mr. Ream, "not only that the fine picture quality that secret war research has made possible is feasible to broadcast, but that just as soon as the new CBS transmitter is installed, it actually will be broadcast. And while CBS manufactures no receiving apparatus, we have complete confidence in the energy, ingenuity and know-how of the receiver manufacturers to prepare suitable home sets in time to receive the new fine-screen pictures first broadcast from WCBW. To this end, also, CBS is actively cooperating with Zenith Radio."

The fine-screen high-frequency picture has two marked improvements over the coarse-screen picture currently broadcast under prewar standards, according to CBS: the new picture will have more than twice the detail of the pictures hitherto possible, and the resulting effect in full natural color will mark a complete innovation from anything yet seen by the public.

X X X X X X X X

TOM JOYCE, RCA, PAINTS ROSY POST-WAR TELEVISION PICTURE

Thomas F. Joyce, of the Radio Corporation of America, painted a great picture to the Boston Conference on Distribution yesterday (Tuesday) on what a nation-wide television service could do to stimulate after-the-war employment. In discussing the sales possibilities of television, Mr. Joyce became so enthusiastic that he said that perhaps the only thing, at present, that television could not do was to put an order form in the customers' hands.

"But", he added, "with the addition of facsimile to television, electronics, some day, promises to overcome even this handicap."

"Television", he declared, "has the power to create consumer buying of goods and services beyond anything that we have heretofore known. This means jobs."

The immediate postwar development of sight-and-sound broadcasting can, and will, contribute forcefully to a sound economic structure in two ways, said Mr. Joyce, who is General Manager of the Radio, Phonograph and Television Department of the RCA Victor Division.

Most important, he declared, is television's potential power to stimulate the demand of all consumer goods, and thereby to create more jobs.

It will contribute directly to additional employment and increased purchasing power in the radio industry itself, he contended. In this connection, he expressed a conviction that if television is permitted to go ahead immediately after the war ends, employment in the radio industry at the end of the third full production year will be approximately 600,000 as compared with the 300,000 prewar peak, an estimated increase in this industry alone of 300,000.

Mr. Joyce pointed out that if television is given the "to-ahead" now and, assuming that its production gets underway in 1945, it can be confidently predicted that three-fourths of America's families - 30,000,000 - will own sight-and-sound home receivers by the end of 1955. Estimating the average cost of the receiver to be \$200, he declared this would represent a ten-year market for over six billion dollars worth of television receivers.

"In order to provide full employment during the postwar period without the use of extensive 'made' work projects", the RCA executive told the assembled business leaders, "the production and consumption of consumer goods must be increased a minimum of 60 percent over the prewar peak."

As a measure of what television can do to bring about a 50 percent increase in production and consumption of consumer goods, the RCA executive pointed to the fact that American business had invested several billion dollars in showroom and show window display

facilities for the 1,770,000 retail establishments needed to market the nation's food and goods in prewar times.

"If, as I estimate, we have thirty million television-equipped homes by the end of 1944", he continued, "American farmers, manufacturers and service industries will have thirty million show-rooms where personal, dramatized demonstrations can be made, simultaneously, under the most favorable and convenient conditions."

X X X X X X X X X

FDR HOOTED ON BELATEDLY TRYING TO DIG UP PETRILLO LAW

About as many newspaper brickbats were hurled at President Roosevelt for starting at this late date to find a law to deal with Petrillo as were heaved at the President for getting down on his knees to Petrillo (in contrast to Montgomery Ward). It is proving to be one of the most embarrassing incidents in Mr. Roosevelt's campaign for re-election.

Says the New York Times, which only the day before had come out for Roosevelt:

"President Roosevelt announces that he will begin a study of whether there is any legal action that can be taken to compel James C. Petrillo, head of the American Federation of Musicians, to comply with his request to lift the ban on recordings for the major recording companies. The President's curiosity on this point surely seems belated. It is now more than four months since the War Labor Board 'ordered' Mr. Petrillo to lift his ban on the making of phonograph records and transcriptions. The study of the legal status of the Board's order should have been begun at the latest immediately after Mr. Petrillo refused to comply. The legal study, in fact, should have been made before the order was ever handed down. For that matter, Mr. Petrillo began his boycott of the record companies in August, 1942. The study that the President is just beginning of what can be done about it legally, therefore, should have been started no less than twenty-six months ago.

"If Mr. Roosevelt can find no law to do anything about Mr. Petrillo now, if it is perfectly legal for a union to put firms out of business by a boycott, to restrict production, to force the creation of needless jobs and to hold up the public by forcing excessive prices, it is because that is the state of the law that the Administration has sanctioned."

Frowning upon President Roosevelt's coddling of Petrillo, the Washington Star declares:

"Since he has already told James C. Petrillo that his musicians' strike was not unduly interfering with the conduct of the war, it is not quite clear what the President hopes to accomplish by looking up the law on the subject at this late stage of the game.

"Certainly, he is not going to frighten Mr. Petrillo, who has turned down the President's request that he call off the strike, and who took that occasion to express his gratification at the President's statement that the strike was not obstructing the prosecution of the war. Nor does it seem likely, if the strike is not interfering with the war, that any wartime legislation with reference to strikes can be brought to bear against Mr. Petrillo. This leaves the possibility that Mr. Roosevelt was thinking of the anti-trust laws, but in view of the lengths to which the Supreme Court has gone in granting labor unions immunity under this legislation, it is difficult to see how any antitrust proceeding against Mr. Petrillo could be effective.

"Once upon a time, when the shoe was on the other foot, the advocate of such a project would have been roundly denounced as a 'prince of privilege', or perhaps as a 'robber baron'. But in these days there is no one to call a spade a spade. Instead, there is only a wringing of hands and a thumbing through of the law books."

"Why Not a New Law?" asks the Washington Post:

"We cannot help thinking that it is late in the day for the President to be looking up the law in the Petrillo case. As long ago as last June Mr. Petrillo was ordered by the War Labor Board to end the strike of musicians under his dictatorship against the making of recordings and transcriptions. He has repeatedly defied the WLB and last week he turned down a sugared request from the President to comply with the WLB's order. If the Department of Justice is only now looking up the law on the subject (of course the President has no time to do it himself), the case has been rather grossly mishandled.

"It seems more probably, however, that the President was merely turning away an embarrassing question by a noncommittal reply.

"The real mistake of the Administration has been in trying to deal with the Petrillo affair as a wartime emergency. Since the production, mining or manufacture of goods for war is not directly involved, it does not appear that the War Labor Disputes Act can be invoked. But that is beside the point, for no monopoly should be permitted to tax consumers by coercive means for its own benefit in time of either war or peace. The weakness of the President's position is that the Supreme Court he appointed has emasculated the antitrust laws that might otherwise have been employed against monopolies of this sort and his Administration has consistently frowned upon any corrective legislation in this field. Certainly this is no time to begin rummaging around in the statute books for law that does not appear to be there. The only forthright and courageous thing the President can do, in our opinion, is to send a stiff message to Congress, on its return, asking that monopoly and rackets be curbed in the ranks of labor, as well as those of industry and business."

X X X X X X X X

9 OUT OF 10 G.E. STOCKHOLDERS--DEALERS WOULD BUY FM SETS

Nine out of every ten General Electric 16,635 stockholders and 1,538 radio dealers who replied to a recent post-war radio survey conducted by the company would like to buy an FM (frequency modulation) radio receiver. This interest in FM radio reception was indicated in replies to a questionnaire.

Almost half of those who replied were undecided as to when they would buy their new radios, which was interpreted by H. A. Crossland, Manager of Sales, Receiver Division, as an indication that many post-war receiver customers are awaiting the appearance of FM stations in their localities before they make a selection. As soon as receivers become available, 26.9 percent of those answering stated that they will buy a new set.

The replies to the questionnaire also showed that 80 percent knew about FM and that one out of every 10 had already bought an FM receiver.

The survey also disclosed that about 15 percent of all the radios owned by those making replies were out of order because of war shortages on parts and tubes. Twenty percent stated that they have one set currently out of order, while 10 percent showed that they had two or more sets idle for lack of service.

The replies also revealed a distinct change in trend in the selection of models. They pointed out that 38.9 percent now owned table sets while 13.5 percent said they had floor radio-phonograph combinations. However, in giving their preferences as to post-war sets, the table sets were listed first by only 22.2 percent, while the floor radio-phonograph combination claimed the choice of 33.8 of the respondents.

Almost 85 percent of those replying stated that they plan to buy a portable radio after the war. The popularity of this type of receiver was seen in the responses of 2,268 stockholders who stated that they use a portable 75 percent of the time indoors.

X X X X X X X

GEN HARBORD POINTS TO RCA'S QUARTER CENTURY SUCCESS

Lieut. Gen. James G. Harbord, Chairman of the Board, Radio Corporation of America, said, in part, commemorating the observance this month of RCA's twenty-fifth anniversary:

"For the use of our armed services, RCA has developed more than 150 new electron tubes and approximately 300 types of apparatus not manufactured by anyone before the war. A vast amount of new knowledge about short waves is being gained. Research and an opportunity for field testing, which would ordinarily require years, have been compressed into months. The demand on the radio industry for millions of electron tubes of all sizes, great numbers of trans-

mitters, receivers, antennas and other essential equipment can be realized only when we think of the size of our 7,000,000-man Army and two-ocean Navy. They are fighting what almost might be called a 'radio war', because the science of radio-electronics is playing such a conspicuous part for victory."

According to General Harbord, RCA's production of radio, electronic, and sound equipment for the armed forces of the United States and of the United Nations increased nearly 100 percent in 1943 over 1942. In 1943, production amounted to \$222,000,000. On July 1, 1944, unfilled orders totalled \$300,000,000. RCA personnel now numbers more than 42,000, of which 48 percent are men and 52 percent are women.

General Harbord listed these achievements of RCA:

In the first year of its existence, RCA, operating only as a radiotelegraph service, handled 7,000,000 paid words of telegraph traffic; in 1943, R.C.A. Communications, which now operates more than 50 circuits between the U.S. and foreign nations of the world, handled 130,000,000 paid words, and the estimate for this year is 145,000,000 words. Since May, 1940, more than 2,300,000 EFM, or Expeditionary Force Messages, have been sent and received by RCA. It is conservatively estimated that rate reductions initiated by the company have saved Americans and other users of international telegraph \$100,000,000 since 1920.

Approximately 21,777,000 RCA radio and phonograph instruments have been put into use throughout the world; 452,000,000 RCA electron tubes have been sold since 1930. In the same period of the last fourteen years, the RCA Victor Division produced 294,000,000 phonograph discs of recordings by the world's great artists. Today, 325 broadcasting stations in the United States have RCA transmitters, and hundreds of others use RCA studio equipment, electron tubes and microphones. More than 2,000 industrial plants are equipped with RCA sound systems; 6,000 theaters use RCA theater sound reproduction equipment.

In the marine field, the Radiomarine Corporation of America, through its system of coastal radiotelegraph stations, operates a message service to and from ships at sea which is world-wide in scope. It also specializes in manufacturing marine radio transmitters, receivers, direction finders, automatic SOS alarms, and lifeboat equipment.

The National Broadcasting Company, organized by RCA in 1926, operates America's No. 1 nation-wide broadcasting network, comprised of 145 stations from coast to coast. It operates New York's pioneer television station WNBT. It also operates the first FM station to be established in New York City by any network broadcaster.

During the 25 years it has been a part of the company, RCA Institutes has trained more than 20,000 radio operators and technicians.

The RCA Laboratories, located at Princeton, N.J., are a gateway into the future for all RCA divisions as well as for the Company's 215 licensees.

X X X X X X X

INLAND DAILY PRESS ASSOCIATION ROUSES MEMBERS ABOUT FM

Proof that the interest of the newspapers is growing in FM is a special bulletin issued by the Inland Daily Press Association to its members on that subject with some current information on facsimile and television thrown in for good measure.

The leading article "The Newspapers and FM Radio" is by Ernest L. Owen, publisher of the Syracuse, (N.Y.) Post Standard. There is a list of the 50 FM stations licensed in the inland States of which 6 are newspaper-owned, and a list showing that of the 218 FCC FM applicants, 94 are by newspapers. The bulletin states that of the 9 television applicants approved, one is for a member of the Inland Press Association. Facsimile post-war prospects are discussed and also FM construction and operating expenses. Of the latter the bulletin says:

"The General Electric Company estimates the cost of operating a 250-watt FM station at as little as \$5,500 a year; a 1,000-watt station at \$9,500 a year. We are informed that a 50,000-watt station operated by the Zenith Radio Corporation in Chicago costs approximately \$45,000 a year to operate. This is an exceptionally high grade station and has a reputation for fine programs."

The Inland Daily Press Association is composed of smaller newspapers and is one of the oldest organizations of its kind in the country, having been founded in 1885. Its President is L. Mitchell White of the Mexico (Mo.) Ledger, and the Association's offices are located at 7 South Dearborn Street, Chicago, 3, Illinois.

X X X X X X X X X

MAJESTIC RADIO REGISTERS 297,500 STOCK SHARES WITH SEC

The Majestic Radio and Television Corporation, Chicago, registered last Friday with the Securities and Exchange Commission 297,500 shares of one cent par value common stock. Of the total, 200,000 shares are authorized but unissued; 95,000 will be issued to three officials upon exercise of options and resold publicly, and 2,500 will be sold by William R. Harrison of Canton, Ohio, a Director of the company.

Upon receipt of the shares through options, Eugene A. Tracey, President of Majestic, will resell 82,500; Dudley E. Foster, Vice-President, will resell 8,000, and Parker H. Ericksen, Director of Sales, will resell 4,500.

From the sale of the 200,000 new shares, not more than \$170,000 will be used to call the 26,016 outstanding shares of no par value preferred stock at \$10 a share. Holders of more than 9,000 preferred shares, including British Type Investors, Inc., and Empire American Securities Corporation, "have stated that such stock will be converted into common stock", the prospectus said.

Not more than \$200,000 is to be applied to the recording, manufacture and sale of phonographic records, either directly or through a wholly owned subsidiary to be formed. The balance will be added to working capital, as will the \$112,499 proceeds from the sale of 95,000 shares to selling stockholders.

X X X X X X X X X

FLY NOW SCHEDULED TO LEAVE AFTER ELECTION; MUZAK POST

The dope now is that James L. Fly, FCC Chairman, will resign from the Commission about a week after election. It is further reported that he has engaged offices in the RCA Building in New York City.

There was confirmation by William Benton, President, that Mr. Fly had been offered a position as General Counsel to the Muzak and Associated Music Publishers Corporation, a transcription concern. Mr. Benton made a fortune in the advertising business, and told of a proposed FM radio net to offer listeners programs which did not carry advertising and which would be paid for at the rate of 5¢ a day by subscribers. It would be on the same principle that Muzak now supplies non-advertising musical programs to restaurants and hotels.

The continuous radio service would be transmitted over three frequency modulation channels, application for which was filed last week with the Federal Communications Commission. Persons would be unable to hear the broadcasts unless they had a special attachment that the new concern would rent to subscribers, according to Mr. Benton. Classical and dance music and news programs of all types would constitute the service, he added.

Mr. Benton stated that Beardsley Ruml, Chairman of the Federal Reserve Bank of New York, author of the famous "Ruml tax plan" would serve as a member of the new company's Board. Also Chester Bowles, of OPA, advertising partner in Mr. Benton's former agency - Benton and Bowles.

X X X X X X X X X

WILLOUGHBY MADE FCC ASSISTANT CHIEF ENGINEER

John A. Willoughby has been appointed Assistant Chief Engineer and Chief of the Broadcast Division of the Engineering Department of the Federal Communications Commission.

In August 1930, Mr. Willoughby entered the services of the Federal Radio Commission, predecessor to the FCC, as Senior Radio Engineer in the Broadcast Division. He was Assistant Chief of the Broadcast Division of the FCC's Engineering Department from December 1941 to August 1944, when he was made Acting Chief of that Division.

He was born in Florence, S. C., July 26, 1893. He attended Clemson College, Clemson, S. C., and George Washington University, specializing in electrical engineering. He also took a special course in communications engineering at Harvard University.

Mr. Willoughby spent his early days in radio work with the Bureau of Standards from 1916 to 1922. During this period he made

several inventions, the most important being the submarine loop antenna for transmission and reception of radio signals on the surface and submerged, which invention was installed on all of our submarines during the latter part of World War I. In 1919 he was detailed by the Bureau of Standards to the Post Office Department to take charge of all experimental work, which included the development of an airplane signalling system to enable pilots to land in weather of poor visibility.

From 1923 to 1924, he was employed with the Army Air Corps at McCook Field, Dayton, Ohio. From 1924 to 1928 he was with the Naval Research Laboratory at Bellevue, D.C., and did considerable work with high frequency and high power transmitters and had several patents issued on anti-fading systems.

At the same time, the Commission named Clure H. Owen as Assistant Chief of the Broadcast Division, Engineering Department.

Mr. Owen was born in Aldrich, Mo. in 1904 and was graduated from Georgia School of Technology with the degrees of B.S. and M.S. in Electrical Engineering in 1930 and 1936 respectively. During the years which he attended Georgia Tech, he served as an operator at Station WSB, Atlanta, Ga.

From 1931 to 1932, he served in the Radio Division, Commerce Department, when that Division was transferred to the Federal Radio Commission. He continued with the FRC and the FCC, and from 1941 to date has been Chief of the Hearing Section, Broadcast Division of the Engineering Department.

X X X X X X X X X

GIVE TELE GREEN LIGHT WHILE PUBLIC INTERESTED - WEISS

Unless television proceeds promptly, it will fail to meet the peak of public interest and lose its opportunity for giving employment, Lewis Allen Weiss, Vice-President and General Manager of Don Lee of Hollywood, which has been operating a television station on the West Coast for the past 15 years, told the Federal Communications Commission at the Allocation Hearings on Monday.

Mr. Weiss said there were between 250 and 300 receivers. There were no "ghosts" and no complaint of eyestrain at their picture size of 10 x 12 inches since the reflector type of receiver came in. The witness regarded color as remote. He could operate station on dual system (of high and low television). Mr. Weiss said it takes a city of half a million population to support one television station and costs \$150 per hour running costs aside from programming.

Viewers like actual events rather than staged productions - particularly sport events, he pointed out. Televising such events is "amazingly simple".

In reply to a query from Commissioner Case, Mr. Weiss said he thought television would be a luxury service for a few years.

"Go up, young man, go up". This, in substance, was the recommendation of Peter C. Goldmark, Chief Television Engineer of the Columbia Broadcasting System on television's place in the spectrum. Mr. Goldmark said:

"We believe we can prove that the new system will be superior to any yet utilized". He proposed to widen present four mc video band to 10 mc, which would require a maximum channel of 16 mc, to be utilized for transmission in black and white at 735 lines per picture or in color with 525 lines. This picture would have definition of average professional 16 mm film. The witness proposed a 13½ x 18 inch picture which can be viewed from five and three quarter feet. (RTPB has recommended 9 channels 6 mc wide between 60 and 114 mc., 17 channels 6 mc wide below 250 mc, with channels 20 mc wide between 460 and 1060 mc.)

The CBS color system, he said, is 95% electronic only about 5% mechanical.

There are several types of transmitting tubes operating at the Ultra Highs which have been developed and used in military equipment during the past few years. One of these in particular shows real promise for television. There is indication that vacuum tubes of even higher power, ensuring a satisfactory high definition television will be available commercially immediately after the war.

CBS expects to have a transmitter for this new system on the air a year from now, Mr. Goldmark stated, speaking in reference to the UHF television service.

G. R. Town, of Stromberg-Carlson, testified that a receiving set for Ultra High Frequency television would cost about twice as much as for the lower television, or \$300. Such a set would include standard broadcasting, Frequency Modulation and Television.

James D. McLean, Sales Manager of Television Transmitting Equipment for General Electric affirmed that GE endorsed RTPB. He cited estimated costs of transmitters, exclusive of buildings, land and antenna towers:

Master television station	\$250,000 to \$300,000
(Buildings, land, towers would cost from \$200,000 to \$300,000 more).	
Operating Expense for Master Station per year	- \$350,000
Intermediate Station	\$140,000 to \$165,000
Operating expense of Intermediate Station	- \$231,000
Satellite Station	
Unattended	\$ 48,000 to \$ 51,000
Attended	\$ 55,000 to \$ 58,000
Attended with film origination facilities	\$66,000 to \$ 69,000
Operating costs for Satellite Stations	
Unattended	\$15,000
Attended	\$45,000
Attended with film facilities	\$65,000

X X X X X X X X

:::
 ::: SCISSORS AND PASTE :::
 :::

Plea For Money For More FDR Radio Broadcasts Foreseen

Democratic campaign managers are cheered by heavy registrations reported in most industrial States, think it favors them. If final total reaches 42,000,000, they think they've won.

Money's started to come in to Democratic headquarters too, though not in big amounts. Look for more FDR newspapers to ask readers for funds if they want to hear more speeches by President.

- (Washington News)

Sinatra Seen As Master Mind Behind F.D.R.-Petrillo Plea

There are people in the trade who believe Frank Sinatra's tea with President Roosevelt a fortnight ago influenced latter's wire to James C. Petrillo, head of American Federation of Musicians, requesting settlement of the recording controversy. They feel The Voice copped the plea that did the trick.

Sinatra is under contract to Columbia Records, which is still arguing with Petrillo.

- (Variety)

Commentator Congress Candidate Political Expose Victim

In a signed story by Reporter Carl Greenburg, the Los Angeles Examiner charged that Hal Styles, Democratic nominee for Congress, who conducts a radio program "Help Thy Neighbor", had the militant support of the CIO Political Action Committee in defeating Dies Committee Member John M. Costello for the nomination, is a former Kleagle of the Ku Klux Klan and that he was once under sentence to Sing Sing Prison for perjury.

A photograph of Styles at time of his alleged indictment and conviction on the perjury charge was secured. (A new trial was subsequently ordered and the indictment eventually dismissed, it was said.)

The Examiner story stated that Styles headed the K.K.K. in 1927 and 1928 and there led a demonstration which flared into a riot and fight with the police. His alleged indictment and conviction in a lower court of perjury were the outgrowth of his testimony at the bribery trial of two political figures there.

The Examiner expose was quickly taken up by the Times and Herald-Express and caused consternation among the ranks of his supporters. Styles has not specifically denied the charges, refuses to be interviewed by reporters. On his radio program he has complained he is being "smeared".

- (Editor & Publisher)

A Sitting Campaign

War and radio have made this a "sitting" campaign.

- (New York Times)

Engineer Offered Jap Radar To U.S.

Evidence that Harold N. Landon, an American engineer, in 1938 offered President Roosevelt a radar-like device which he said he had been hired to build for a foreign power, later identified as the Japanese government, was introduced in court in Los Angeles.

Mrs. Elma Phillips, Mr. Landon's former wife, offered a copy of a letter she testified Mr. Landon wrote the President. It urged that he "cut the usual red tape and delay" if the United States Government was interested in forestalling the efforts of the foreign government to buy the device.

Mr. Landon denied he had ever worked for the Japanese government, but his former wife testified he was under the direct supervision of the Japanese Army.

-(Associated Press)

Politics By Platter

Last Monday night, Assistant Secretary of the Interior Oscar L. Chapman got a phone call from Salt Lake City. Heinrich Guss, high-up Utah Democrat, was on the phone.

"We've just been listening to Secretary Ickes speak in Los Angeles", Guss told Chapman.

"But you promised that Ickes would be in Salt Lake City at 9:30 tomorrow, and he can't possibly make it. It's nearly midnight now, and there's no possible way he could get here unless by special plane."

"No, the Secretary doesn't use special planes", replied Chapman, puzzled. "You say you have been listening to his speech tonight?"

"Yes. He just finished", came the reply.

"What night is it out there in Utah?" asked Chapman.

"Monday night."

"All right", reassured the Assistant Secretary. "Secretary Ickes spoke in Los Angeles Sunday night, and you're listening to a rebroadcast of his speech Monday night. He'll be in Salt Lake on time tomorrow."

- (Drew Pearson)

FDR-Dewey Held First Rate Radio Battlers

President Roosevelt and Governor Dewey are "first rate radio combatants", Prof. Joseph F. O'Brien of Pennsylvania State College stated while comparing the speaking style of the presidential candidates.

Characterizing Mr. Roosevelt a master of the conversational style, O'Brien described his manner as "warm, earthy and informal", while Dewey is the typical court-room prosecutor - "striking hard, making heavy use of his facts, and pressing for an indictment."

X X X X X X X X X X

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

The fact that Phil Spitalny "Hour of Charm" all-girl orchestra concert tour grossed \$101,000, with a net of \$52,500 in ten personal appearance performances, is a tremendous ballyhoo for radio advertising because it was the General Electric Sunday night broadcasts that put Phil and his girls on the map.

On a product that experiments have shown can be used to replace at least 50 percent of the natural shellac required in manufacturing sound-reproduction records, John M. DeBell, of Long Meadow, Mass., has been granted Patent #2,359,972. This patent designed particularly for use in making phonograph records has been assigned to Hercules Powder Company, Wilmington, Delaware.

Ralph D. Palmer, 43 years old, feature editor of the United Press Radio News Division, died suddenly in New York of a heart attack.

C. M. Campbell, Advertising Manager of the Chicago Tribune will succeed the late W. E. Macfarlane as head of WGN Tribune radio station and as Tribune representative in the Mutual Broadcasting System.

Volume 3 of the printed hearings of the House of Representatives Committee, headed by Representative Lea of California, to investigate the Federal Communications Commission, has just been published. This covers the period from March 7 to June 21, 1944.

Having concluded the verbatim report of the WFTL hearings before the FCC last week, the National Association of Broadcasters Legislative Bulletin this week carries the stenographic account to date of the FCC Allocations Hearings. In addition members are furnished with reprints of the following addresses delivered at the recent NAB Chicago Convention: Opening address by President J. Harold Ryan, "Women's Role in Radio" by Miss Ruth Chilton, Pres., Association of Women Directors, the Radio Council Plan Symposium, and "Radio: Our Newest Freedom" by Gov. Bourke B. Hickenlooper, of Iowa.

Four out of ten persons plan to purchase television sets as soon as they are available after the war, according to a survey made by Buchanan & Company, advertising agency for the Allan B. CuMont Laboratories.

Zenith Radio Corp., Chicago, has applied for a construction permit for a new experimental television broadcast station to be operated on 488,000 to 504,000 kilocycles, power of 250 watts (1 kilowatt peak) for visual and 1 kilowatt for aural.

A high degree of freedom from noise and from interference from undesired stations in the reception of FM (frequency modulation) radio programs is made possible by a new advance in the design of FM receivers, described by its inventor, George L. Beers, of the Radio Corporation of America at the First National Electronics Conference in Chicago recently.

The principles and methods involved in changing television image dimensions were likewise described at the Conference in a paper by I. G. Moloff and David W. Epstein of RCA.

Bakers of the tastiest cakes, to be presented to servicemen and women and the military hospitals, will be awarded a total of \$100 in cash prizes by WTOP as part of the 12th Anniversary Celebration of Washington's Columbia outlet. All entries must be delivered to the WTOP studios by 5:00 P.M. Friday, October 20. Mrs. Dwight D. Eisenhower is to be one of the judges.

Production of parts for the repair or renovation of used automatic phonographs and used amusement or gaming machines is again permitted, but only to the extent that the use of materials for the purpose is permitted by materials conservation orders, the War Production Board reports.

Automatic phonographs, commonly called "juke boxes", include any coin or token-operated phonograph.

Restrictions on the use of copper, nickel, stainless steel, and other critical materials will be maintained through the materials conservation orders, which still apply to the production of automatic phonographs and amusement and gaming devices. L-265, administered by the Radio and Radar Division of WPB, restricts the production of electronic components.

The Commanding General, Army Service Forces, has accepted an offer of national network time for a series of radio broadcasts, "Assignment Home", involving the preparation of soldiers for return to civilian status, the War Department has announced. The program will cover every aspect of Army Service Forces activities in this field.

The offer of radio time was made by Douglas Coulter, Vice President of the Columbia Broadcasting System, following conferences with Lieut. Gen. Brehon Somervell, Commanding General, ASF, and members of his staff. It will be heard over CBS stations from 4:30 to 5:00 P.M., EWT, each Saturday beginning December 9th.

Gilbert Seldes, CBS Director of Television Programs, will address a meeting of the Women's Advertising Club of Washington Monday, October 23rd at 12:30 P.M.

So large has been the registration and attendance at the new radio and television courses given jointly by University Extension of Columbia University and the NBC University of the Air that two new instructors have been added to the teaching staff.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

RECEIVED
OCT 27 1944
FRANK E. HULLER

INDEX TO ISSUE OF OCTOBER 25, 1944

Radio's 100 Men Of Science; New Book By Dunlap.....	1
Asks Sen. Wagner Not To Send Tele To Radio Siberia.....	3
Brewer Bucks Senator Green On Pearl Harbor Editorial.....	4
Fly Flies Nov. 15 If President Accepts Resignation.....	5
McClintock Resigns As Mutual Head; Kobak From Blue.....	6
Crosley Gets Ready To Go Into Television In A Big Way.....	7
Zenith To Re-Employ All Employees Returning From War.....	8
RCA Opposes Moving Television Upstairs.....	9
Civilian Tube Output May Loosen A Little.....	10
"Give Radio Advertiser A Chance" - McKay Tells Club Women.....	11
Sees Sign Of FDR's Fatigue In Dealing With Petrillo.....	12
Broadcasters' President Raps WHKC In CIO Case.....	12
Hope And Clapper Represent Radio In Kip's "Little Men".....	13
Applications Received By FCC.....	13
Scissors And Paste.....	14
Trade Notes.....	16

October 25, 1944

RADIO'S 100 MEN OF SCIENCE; NEW BOOK BY DUNLAP

The future of radio and its unlimited opportunities for discovery and invention, mirrored against the background of the past, are graphically revealed in the new book "Radio's 100 Men of Science" by Orrin E. Dunlap, Jr., just published. In 100 biographical narratives, each in itself an individual story of achievement, Mr. Dunlap interweaves the lives of the scientists with their discoveries and interprets the significance of their contributions to the advance of radio.

The history of radio, electronics and television unfolds as a progressive story extending from Thales of Miletus, who first observed "elektron sparks" on through Faraday, Maxwell, Hertz, and Marconi, from Fessenden and DeForest to Zworykin and other contemporaries of television fame.

Although many pre-Marconi men experimenting in the realm of electricity believed that they had found clues to wireless, history discloses that they failed to recognize radiation as the key to success in signaling through space. Marconi grasped the idea and made electromagnetic radiation a practical means of electrical communication thereby gaining the title "Inventor of Wireless".

Selecting from radio's 100 pioneers in science, the most outstanding according to the importance of their contribution to the advance of radio, Mr. Dunlap names the "Big Ten" as follows: Faraday, Henry, Maxwell, Hertz, Marconi, Fessenden, Fleming, DeForest, Armstrong and Zworykin.

Having met and talked with many of the radio pioneers and having corresponded with others, Mr. Dunlap recalls numerous anecdotes and gives his impressions of their personalities. To mention briefly several as he saw them:

Marconi - reserved, modest, punctual and neat; always the diplomat moving within a small circle of his own choice, keeping his thoughts and observations much to himself, wondering when he might find a few leisure hours.

De Forest - restless, enthusiastic; in his shirt sleeves testing some new idea in a maze of wires, oblivious to those waiting for him at the doorway; a good letter writer - a man who enjoyed the strife of life.

Zworykin - quiet, daring, an outstanding scientist in electronics, telling of new wonders in television and no more excited about it than when relating his experience of being lost in the fog, skimming New York Harbor while flying his own plane; a genius with a good sense of humor. Ask him if he ever dreamed about electrons and he would answer, "I sleep soundly!"

Tesla - tall, mysterious octogenarian, seemingly disappointed with much of the past, looking with a cynical eye on the future, in his frock coat delivering a sermon-like talk on the ether, on light, on transmission of power by wireless, and on immortality.

Edison - tireless, endowed with fine simplicities, broadcasting in an improvised glass studio in Madison Square Garden, throwing up his hands over his head as if surrendering to the mystery of it all, then smiling bashfully like a boy caught talking to himself as he hurried away from the microphone to sit alongside Mrs. Edison and his cronies, Henry Ford and Harvey Firestone.

Sir Robert Watson-Watt - England's radar expert, visiting Radio City as the head of a distinguished British Scientific Commission; extremely friendly, radiating a quick sense of humor, most gracious in manner, the short, spectacled Sir Robert appearing more as the typical professor than a warrior of science who had done so much to save Britain from being blitzed to defeat.

Inventors are recognized as having their own individual styles as do artists, authors, composers and songwriters. Mr. Dunlap places inventors in two classes - those who create systems and those who invent devices. Maxwell and Marconi are classified as systemic. They dealt with a broad general field, or association of things into vast functional aggregations. Edison and De Forest were device inventors, whose achievements greatly stimulated systemic developments - Edison, electric lighting, the phonograph and the motion picture; De Forest, broadcasting.

In the Foreword it is pointed out that the men on the roster of "Radio's 100 Men of Science" have played important parts to effect in radio a radical change or entire change. The story records how they drove stakes along the pathways of progress; they erected mileposts. They built stairways, not merely steps, from floor to floor in the mighty and towering structure of radio. Their charm was and is in their simplicity; their fame in electricity, radio and electronics.

"Of "Radio's 100 Men of Science" forty-six were born in the United States. Eighteen others came from foreign lands to seek freedom and opportunity under the Stars and Stripes; the majority, including Tesla, Pupin, Steinmetz, Alexanderson and Zworykin, became naturalized American citizens.

Out of the Second World War, Mr. Dunlap sees scientists marching into the boundless realm of microwaves in which radio is used not only for signaling but for new applications of communication, including television, collision prevention, navigation, radiothermics and industrial services.

In his study of the lives and accomplishments of the scientists who have made radio, Mr. Dunlap offers a great encouragement to youth when he points out that nothing is new in radio for

long; what is new today is old tomorrow. The ethereal spectrum is described as still unexplored.

"The realm of the microwave is a wide open and mysterious empery across which will be blazed the trails of the future of radio", Mr. Dunlap predicts. "No barrier is there to block the alert young man enthusiastically interested, with an aptitude for science and an ardor for work. For him radio-electronics is a field that will be forever new and unlimited as the lives and achievements of radio's men of science attest.

"Limitless in its scope, infinite in its opportunities, the future of radio is an unfathomed and uncharted as the boundless space in which it performs. Its past is as if measured by seconds, and its wonders are as if worked within a passing moment compared to the vastness of its future and the miracles to be expected in the years to come. In the infinitesimal electron is found the great promise of radio's future; the electron is to radio what a second is to time and what time is to the future. It has been called the cornerstone of a billion-dollar wartime industry traveling on a meteoric path brilliant with prospects."

Harper and Brothers in New York are the publishers and the price is \$3.50.

X X X X X X X X

ASKS SEN. WAGNER NOT TO SEND TELE TO RADIO SIBERIA

Appealing to Senator Robert Wagner (D), of New York, a member of the Senate Interstate Commerce Committee, which handles radio and television legislation, O. H. Caldwell, editor of Radio and Television Retailing wrote:

"The present threat to delay television by banishing it to a sort of radio-Siberia, is actually a threat to delay employment - to hold up jobs for half a million people, postwar, at a time when jobs will be so vitally needed.

"Let us look at radio's past record as a producer of employment. The radio broadcasting industry since 1920 has produced at least 18 million dollars worth of employment - or 30 billion man-hours of jobs - all created out 'of the blue'!

"And now television right on its present channels has a potential employment-creating value at least equal, if not double, that of present radio broadcasting. This means that television can shortly be creating 30 to 60 billion man-hours of new employment - spread among half a million men and women, beginning immediately after the European hostilities cease, when four million workers will be in search of jobs.

"Television is ready now, and I hope your own influential aid may be exercised on the side of making available the jobs that television is all ready to provide."

X X X X X X X X

BREWER BUCKS SENATOR GREEN ON PEARL HARBOR EDITORIAL

Apparently Senator Green (D), of Rhode Island, Chairman of the Senate Campaign Expenditures Committee, will not get to first base in his effort to make a political issue out of the full-page paid editorial "The Truth About Pearl Harbor", widely circulated recently by Basil Brewer, New England publisher and broadcaster.

Replying to an inquiry by the 77-year old Senate Chairman, who called attention to the fact that expenditures of \$50 or more made to influence the outcome of an election and reaching voters in more than two States, was reportable to Congress under the law, Mr. Brewer said there was no violation because the editorial did not mention any candidates for Congress and because its purpose was not to influence the election of any candidate.

The editorial was placed in other newspapers, Mr. Brewer said, because his New Bedford paper has a limited circulation and he thought it was "of such significance as to deserve wider dissemination". Any law which could be construed as preventing this procedure, he wrote, "would be in violation of the First Amendment, and would seem to me to raise grave implications affecting the freedom of speech and of the press."

Declining to answer questions asked by Senator Green about financing of the republication of the Pearl Harbor editorial, whether it was paid for personally by Mr. Brewer, the latter wrote that he found nothing in the resolution creating the Senate Committee which gave it "authority to investigate or request information regarding this matter."

The editorial was published in the Washington Star, Washington Times-Herald, New York World-Telegram, New York News, San Francisco Chronicle, San Francisco Call-Bulletin, San Francisco Examiner, Columbus (O.) Citizen, Boston Herald-Traveler, Chicago Tribune, St. Louis Star-Times, in addition to the New Bedford Standard Times.

Mr. Brewer in a front page editorial in the Standard-Times, stated that the New York Times "long a willing publisher, in its advertising columns, of this newspaper's editorials - refused to publish 'The Truth About Pearl Harbor', a non-political demand that the people be told the truth of this historic debacle." Mr. Brewer charged political reasons were controlling in the Times' decision.

X X X X X X X X X

Every NBC man and woman in the armed forces will receive a check and a personal letter from Niles Trammell, President of the National Broadcasting Company, as the network's 1944 Christmas gift.

X X X X X X X X X

FLY FLIES NOV. 15 IF PRESIDENT ACCEPTS RESIGNATION

An excellent source of information states definitely that the resignation of Chairman James L. Fly, now on President Roosevelt's desk, is dated November 15. As previously reported, Mr. Fly expects to engage in the practice of law with offices in Radio City, New York City, and an offer from William Benton, President of Muzak as his No. 1 client.

Several reasons have been attributed to Mr. Fly's timing his departure immediately after election, in addition to his wanting to get out and make some real money. They are (a) the cooling of relations between the President and Mr. Fly; (b) the possibility of Mr. Roosevelt's defeat; (c) even if FDR were re-elected, the fear of a Republican House of Representatives. The present House, in what was believed to have been a rebuke to Mr. Fly, almost eliminated the FCC and on another occasion lopped off more than \$2,000,000 of its appropriations; (d) to go while the going is good in an effort to take the sting out of an adverse report by the House Committee investigating the FCC.

With regard to the Benton proposition, Drew Pearson had this to say:

"Forthright Chairman Larry Fly of the Federal Communications Commission was listening to testimony by New York lawyer Joe Weiner, former OPA official, regarding a new subscription radio service.

"Weiner proposed an FM radio service with no support from advertisers. Instead of commercial plugs, listeners would pay a small charge - estimated at 5 cents a day - to subscribe to this special service. A patented device to eliminate noise would be given each subscriber. Without this device a nonsubscriber attempting to tune in the service would get noise, not news.

"Behind the idea is William Benton, former President of ad-agency Benton ' Bowles, now Chairman of Encyclopedia Britannica. With him will be Weiner, Taxman Beardsley Ruml and OPA Head Chet Bowles.

"Suddenly as Weiner began to testify, Chairman Fly got up and left the room. This is the tip-off on Fly's new job. He is planning to join the Benton firm, and doesn't want it charged that he used his Government position to enable the new subscription service to get approval for frequencies.

"Big question is: Who will succeed Fly in about the most thankless job in Washington? Logical successor is straight-thinking FCC Commissioner Cliff Durr, who has won universal respect. Paul Porter, now public relations chief of the Democratic National Committee, could probably get Fly's job but doesn't want it. Likewise Captain Krug of the War Production Board. Durr has made no overtures, but the betting is strong he will be next Chairman of the FCC."

X X X X X X X X X

McCLINTOCK RESIGNS AS MUTUAL HEAD; KOBAK FROM BLUE

The big news of the week was the resignation of Miller McClintock, President of the Mutual Broadcasting System, and closely following, that of Edgar Kobak, Executive Vice-President of the Blue Network.

Mr. McClintock will retire January 1st at the termination of his present two year contract. Alfred J. McCosker, Chairman of the Board of Directors of the Mutual Broadcasting System said, "Mr. McClintock's retirement is in accordance with terms of the original agreement and the Board of Directors will announce a successor in the near future."

Mr. Kobak's resignation becomes effective October 28th. Mr. Kobak has been in charge of future developments for the Blue Network, including Television, Facsimile and Frequency Modulation. Mr. Noble stated that no successor had been selected to Mr. Kobak.

The following was Mr. Noble's letter to Mr. Kobak:

"It was with the greatest regret that I received your letter of resignation. I am extremely sorry that you are leaving the Blue Network.

"Ever since the Blue Network was separated from the National Broadcasting Company in January, 1942, its progress has been guided, in great part, by the talents and abilities of you and Mark Woods. I know something of the difficulties you faced in that task. You did the job with your usual capacity and hard work.

"We, who are newer at the Blue Network, have a deep appreciation of the organization that you built. As you point out, the foundation of the Blue has now been laid and we are moving rapidly to build the type of network that you envisioned.

"I have the greatest faith in your ability and I am hopeful that, in your future activity, you may have even greater success than has been yours at the Blue Network. I know that our friendship will continue, for like you, I value it highly.

"I appreciate more than I can say your expression of confidence in the future of the Blue. We all here will miss you, and Mark, Chet and I sincerely hope that you will find happiness in your future work."

A regrouping and consolidation of the sales activities of the Blue Network Company, with the designation of C. P. Jaeger as General Sales Manager, was announced today (Wednesday) by Chester J. LaRoche, Vice Chairman of the Blue Network Company.

X X X X X X X X X

CROSLLEY GETS READY TO GO INTO TELEVISION IN A BIG WAY

The appointment of Richard W. Hubbell as Broadcasting Production Manager for The Crosley Radio Corporation in Cincinnati is a step in Crosley plans to resume experimental television broadcasts which were interrupted by the war.

Crosley, which may erect a huge television tower in Kentucky that would provide television coverage for metropolitan Cincinnati, is revamping television apparatus in the Carew Tower for possible resumption of broadcasts about January 1st, James D. Shouse, Vice-President and General Manager in Charge of Broadcasting, said.

Mr. Hubbell, a 29-year old native of Mount Vernon, N. Y., is the author of several books on television. Best known of these is "4,000 Years of Television".

His activities have been varied since he worked as an actor in 1936 at the Westchester Playhouse, Mt. Kisco, N. Y., following his graduation from Wesleyan University, Middletown, Conn., with a B.A. degree.

Mr. Hubbell's next job was with WQXR, New York, as announcer and producer for two and a half years. His knowledge of television was enriched during the next three and a half years by his work with the Columbia Broadcasting System, New York, as a director, producer, writer and news editor.

He was with two advertising agencies, N. W. Ayer and Son, Inc., and Buchanan and Company, Inc., as radio writer-director and television consultant.

Mr. Shouse, who believes television has a brighter post-war future than the much publicized Frequency Modulation, declares that "It is my personal opinion, and not necessarily an opinion shared by our manufacturing division, that television may be expected to develop much more rapidly than was generally thought until a few months ago. For the past two or three years Frequency Modulation seemed to be attracting much more attention than television. This I could never fully understand."

Another sign of the return to television experimentation by Crosley is the shift of J. R. Duncan, Crosley engineer in charge of television, and his staff back to television from the manufacturing division, where they had been moved for war work.

Ultimate cost to Crosley of giving Cincinnati television broadcasts is expected by Mr. Shouse to be \$350,000 to \$400,000. When the metropolitan coverage has been established, he believes receiving sets will be available for from \$150 to \$250.

The high tower on a Kentucky hill is under consideration because television waves, unlike regular radio waves, do not go around hills and buildings but bounce off and are lost. Carew Tower

is about 200 feet higher than Cincinnati's highest hill, but a tower in Kentucky would double that leeway.

Before the war 10 to 15 sets received Crosley telecasts. Most of these were in the homes of Crosley executives.

Standards have gone up since the war began so that clearer pictures can be provided in the postwar era.

Besides Television Station W8XCT, the Crosley Corporation operates Station WLW and five shortwave stations, three of which are the powerful 200,000-watt stations at Bethany over which the Office of War Information and Coordinator of Inter-American Affairs carry on psychological warfare to 24 countries.

X X X X X X X X X

ZENITH TO RE-EMPLOY ALL EMPLOYEES RETURNING FROM WAR

In view of the nature of Zenith's orders for war equipment, and its readiness to resume civilian production when authorized, no large scale lay-off of its employees is expected when the European phase of the war is finished, Commander E. F. McDonald, Jr., said in making the company's quarterly report. All members of the organization now in the Armed Services are expected to return to Zenith as they are released from military duty.

Zenith reports an estimated consolidated operating profit for the first quarter ended July 31, 1944, of its current fiscal year, amounting to \$2,533,263, after depreciation, excise taxes and reserves including reserves for voluntary price reductions on war contracts, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at \$1,466,985 net.

Production and shipments during the quarter were the largest of any three-month period in the Company's history. They may be exceeded, however, by that of the present quarter which ends October 31, 1944.

The Company holds large contracts for highly secret and vital war equipment which will be needed by the Services until the final end of the war on all fronts. Therefore, we do not anticipate any severe cancellations or cutbacks while the war with Japan continues. We will be in a position, however, to take full advantage of any authorization for the resumption of civilian production, which will go forward as quickly as materials are obtainable.

"Sales of the Company's new Hearing Aid continue to increase at a steady rate, however, production has not been able to keep abreast of the demand due to our inability to obtain materials in sufficient quantity", Commander McDonald said. "This condition is improving, however."

X X X X X X X X X

RCA OPPOSES MOVING TELEVISION UPSTAIRS

Shifting television from its present channels to a higher range in the frequency spectrum would necessitate the development of a new television system that would take five years or more to engineer, Dr. C. B. Jolliffe, of the Radio Corporation of America, told the Federal Communications Commission at the Allocations hearing Tuesday. He laid the groundwork for further testimony along that line by E. W. Engstrom, Research Director of RCA Laboratories and H. H. Beverage of RCA.

Harold R. Flory of the United Press and Paul Miller of the Associated Press asked the FCC to continue to set aside radio channels for the press so that it could develop use of "walkie-talkies" in gathering news after the war.

Supporting the Radio Technical Planning Board's recommendations to the FCC that television be conducted at a position below 300 megacycles in the wavelength band, which would make sight-and-sound broadcasting a reality for the public as soon after the war as possible, Dr. Jolliffe said:

"RCA now has in the design stage all the equipment that is necessary to provide good television broadcasting service and good television reception in the home. RCA desires to give the public this type of service and is ready to start as soon as war conditions permit."

Describing the vastly improved instruments which his company will have available for the public when television service is allowed to proceed, Dr. Jolliffe, who is Chief Engineer of the RCA Victor Division, said:

"We have now experimental models of projection receivers that reproduce a picture approximately 18" x 24" in size on a translucent screen with adequate brightness to be viewed in a fairly well-lighted room.

"Our experience indicates that this projected picture approaches the maximum size that will be useable in an ordinary living room. It has adequate detail to provide effective entertainment service and can be watched for long periods without eye strain."

For broadcasting, Dr. Jolliffe said RCA is able to manufacture transmitters which will operate on any frequency assigned to television from 40 to 300 megacycles, using present standards specified by the FCC.

In his recommendation, Dr. Jolliffe urged that commercial television on RTPB standards be permitted on adequate frequencies below 300 megacycles and that its authorization should be devoid of physical and psychological limitations which would prevent it from being universal and national in scope.

In addition, the RCA official suggested to the Commission that the frequency area above approximately 450 megacycles be authorized for experimental development of a new television system which would include color broadcasting.

While this experimental work is being conducted in the higher frequencies, Dr. Jolliffe said the present limited system, now operating in New York, Philadelphia, Schenectady, Chicago, and Hollywood, can be expanded and improved greatly if the Commission will reaffirm standards and allocate adequate channels.

"This development will not slow up or hinder development of a new and improved television service for higher frequencies; in my opinion, it will stimulate it", he maintained.

"The primary purpose of going to higher frequencies and wider bands should be to obtain adequate color television. The production of this type of new service is adequate incentive for engineering organizations to do rapid development work. RCA will continue actively its research and engineering to obtain satisfactory service of this kind."

"When color and higher quality monochrome television on higher frequencies is developed", he continued, "it need not obsolete the service on lower frequencies any more than FM broadcasting obsoletes radio broadcasting on the standard band."

"If, in the future, television service is located in the frequency bands below 300 mc and also above 450 mc, it may be possible to build into a single cabinet a receiver which will accept all services - whether they be black and white or color - regardless of the standards which may be used in the different frequency bands. This is no more complicated than many things radio engineers have done in the past."

X X X X X X X X X

CIVILIAN TUBE OUTPUT MAY LOOSEN A LITTLE

A slight increase in shipments of civilian tubes for the fourth quarter of this year, as compared with the third quarter, is predicted by officials of the WPB Radio and Radar Division, following a temporary "freeze" in shipments. Third quarter shipments were said to be approximately 4-1/2 or 5 million.

The freeze of "MR" tubes, used as replacements for civilian radio sets, was ordered in the face of increasing military requirements to permit readjustment of inventories and production schedules. John Creutz, Chief of the Domestic and Foreign Branch of the Radio and Radar Division, explained that this action delayed for a short time October shipments to distributors. A new directive already has been prepared and shipments are being resumed.

X X X X X X X X X

"GIVE RADIO ADVERTISER A CHANCE" - MCKAY TELLS CLUB WOMEN

"If you want a free radio, and not a Government-owned system; if you want fine programs, such as we now have in the United States, then you have to give the advertiser a fair and reasonable chance to sell his wares."

Such was the advice given to the Federation of Women's Clubs of Greater Cleveland by John McKay, Manager of the Press Department of the National Broadcasting Company.

"I see no reason why we shouldn't look the truth in the face", Mr. McKay declared. "Radio is an advertising medium. The advertiser will use radio only so long as it is profitable for him to do so. If he can sell his merchandise through the use of radio, he will use radio. When the time comes when radio can no longer do an effectual selling job for him, he will turn to other media. If that should come to pass, then you no longer have the fine programs we have today.

"I am willing to admit that there is room for improvement in commercials. So will every advertiser and advertising agency. Here and there commercials are irritating and offensive. But in this category, you find a comparatively negligible number. Advertisers are keenly aware of the necessity of making friends for their products, and their advertising agencies, public relations advisers and research departments give the problem their best thinking.

Citing the long list of public service programs the network carries, Mr. McKay continued:

"And who pays the cost of these sustaining and public service programs? The advertiser. It is the advertiser who gives the United States the finest radio in the world. How do these critics want to repay him? They want either a complete elimination of commercials or, if they happen to be in a generous mood, they want him to cut his commercials to a bare mention at the end of the program."

The speaker took up the cudgel for the radio serials, saying:

"The serials vary in quality and in story to the same extent as motion pictures, magazine stories and best sellers. They are entertainment, no more, no less. In big cities, in remote hamlets, fifteen million women listen to them each day. If these programs were dull; if they were unbelievable, this large audience would have dwindled years ago. On the contrary, the listening audience has increased."

Mentioning the Cleveland radio editors, Mr. McKay praised the work of Norman Siegel of the Cleveland Press.

X X X X X X X X X

SEES SIGN OF FDR'S FATIGUE IN DEALING WITH PETRILLO

Charging that the lenient way President Roosevelt dealt with Petrillo is an indication of the President's fatigue, the New York Herald-Tribune said:

"The President is tired, as who wouldn't be in his place? But since he and his supporters bitterly resent the charge, let us cite an indication which more nearly approaches proof than any other recently brought to public attention. At his press conference recently, he said that he would make a study of the law to find out whether he could compel James Caesar Petrillo and his union of musicians to comply with his, the President's, request that they obey the War Labor Board. This admission - namely, that the President, before he made his humiliating appeal to Petrillo, had not familiarized himself with the powers he possessed in the premises - seems to us astounding. Fatigue alone - and not only his but that of his secretariat - offers a reasonable explanation.

"Or perhaps he had a vague presentment of disappointment, that looking up the law wouldn't help him. In view of various decisions of his appointees to the Supreme Court, it probably won't. These jurists, beginning with their ruling in the Hutcheson case and including their discouragement of any anti-trust action against Petrillo, have consistently held that for a boycott by a labor union there is no legal redress. They have carried the New Deal notion that a labor union can do no wrong to its logical conclusion.

"One can be sorry the President is tired and still recognize the poetic justice of his dilemma. Petrillo, this labor dictator who has bluntly told the President to go roll a hoop, is a creature of Mr. Roosevelt's breeding. This chicken of his has come home to roost - and crow."

X X X X X X X X

BROADCASTERS' PRESIDENT RAPS WHKC IN CIO CASE

Harold Ryan, President of the National Association of Broadcasters, took Station WHKC at Columbus, Ohio, to task for the manner in which it interpreted the Broadcasters' Code in the now famous CIO dispute saying:

"The NAB has followed with great interest the hearings in the UAW-CIO - WHKC case.

"Certain statements have been made regarding the NAB Code in connection with the testimony offered in this case which the Association feels should be clarified.

"Station WHKC has sold commercial time to the CIO local of Columbus, Ohio, and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis.

"The Code, however, neither suggests nor implies any release from the responsibility of the station licensee in the case of controversial material to give free time for the purpose of discussing the controversial subject. There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues.

"In the opinion of the NAB, Station WHKC should have considered the propriety of broadcasting this program on sustaining time."

X X X X X X X X

HOPE AND CLAPPER REPRESENT RADIO IN KIP'S "LITTLE MEN"

One doesn't expect seasonal novelties at the staid Smithsonian, but the display of 50 miniature bronze statues of the leading war personalities is an exciting event for the famous old institution. The collection was presented by a group headed by W. M. Kiplinger, business letter wizard and author of a recent best seller, "Washington is Like That". Max Kalish, the sculptor, made the models each about 2 feet high in the remarkably short space of six months.

The only celebrities having anything to do with radio in "The Living Hall of Fame" are Bob Hope; the late commentator and newspaperman Ray Clapper, and C. E. Wilson, President of General Electric. The only woman in the group is Madam Perkins. Among the top-liners are President Roosevelt, Vice President Wallace, Chief Justice Stone, Speaker Rayburn, Admiral Leahy, General ^Marshall, Admiral King, General Arnold, General MacArthur, General Eisenhower, Admiral Nimitz and Admiral Halsey, Jr.

Also Harry Hopkins, James F. Byrnes, Donald M. Nelson, Admiral Land, Chester Bowles, Paul V. McNutt, Marvin Jones, Bernard M. Baruch, William M. Jeffers, J. Edgar Hoover, Elmer Davis, Byron Price, Nelson A. Rockefeller, Thomas E. Dewey, Philip Murray, John L. Lewis, Henry J. Kaiser, Eric A. Johnston, Ernie Pyle and Walter Lippman.

X X X X X X X X

APPLICATIONS RECEIVED BY FCC

Filene's Television, Inc., Boston, Mass., Construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc), ESR, 3,160; Central Broadcasting Co., Inc., Johnstown, Penna., construction permit for a new Standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation; State University of Oklahoma, Norman, Okla., construction permit for a new non-commercial educational broadcast station to be operated on 42,300 kc., power of 3 KW and Special Emission for FM.; Evansville on the Air, Inc., Glenwood, Ind., construction permit for a new developmental broadcast station to be operated on 44,300 kc., power of 50 KW and Special Emission.

X X X X X X X X

:::
 ::: SCISSORS AND PASTE :::
 :::

RCA Set On Dewey's Railroad Car

Inside the Dewey car, RCA has loaded a magnificent amplifying set, radio and listening equipment. Through these, Dewey tunes in on newscasts, likes to listen to good music en route. He also has a telephone in his car, which is connected at lengthy stops, in order to contact GOP headquarters in Albany or New York City.

Dewey still makes few back-platform speeches, even if crowds congregate in the rear of his car. When he does speak, two huge amplifiers mounted over the back end of the platform carry his words to the crowd.

Dewey has studiously avoided giving away the theme of his forthcoming speeches in day-time talks to small audiences. Willkie frequently did this, sometimes expressed himself better in the early part of the day when his voice was good, than he did at night before impressive radio networks.

- (Drew Pearson)

Cites Great Expansion Of Press Wireless

A portable radio station had been shipped across the Channel by Press Wireless, Inc., of Chicago, set up in a Normandy field immediately back of the lines, and was sending copy direct to New York. Before long, it was handling up to 40,000 words a day at the astonishing speed of 350 words a minute. The correspondents who had encountered irritating delays in North Africa, Sicily and Italy hailed the little 400-watt transmitter as another milestone in the history of communications.

During the first six months of this year Press Wireless carried well over half the press business both into and out of the United States.

Organized hardly more than a decade ago, Press Wireless was capitalized at only \$1,000,000 and is a co-operative enterprise rare, to say the least, in so competitive a group of individuals as American editors and publishers.

Press Wireless is owned by the four big press associations - the Associated Press, the United Press, International News Service and the North American Newspaper Alliance, and by seven of the country's largest newspapers. These are The New York Times, the New York Herald Tribune, The Chicago Daily News, the Chicago Tribune, the Christian Science Monitor, the Los Angeles Times and the San Francisco Chronicle.

-(Extract from an article in the Saturday Evening Post of Oct. 21 on Press Wireless by Henry F. Pringle in which he calls it "a lusty young David which challenges the world's communications Goliaths - and wins the first round.")

Heil der FCC!

That twice-a-day stand-at-attention routine when the FCC members enter the hearing room to sit in judgment on the question of allocations has been the cause of some criticism among broadcasters and others in attendance. Latter contend that it runs counter to democratic procedure; that the only thing missing is a salute and a "Heil" as the Commissioners step forth.

Critics of the practice say it's one thing to rise in respect to the dignity of a post or in tribute for someone's notable achievement, but the fact that the FCC boys invariably segue into a relaxed position and are not adverse to dozing off the "Spectrum Doldrums" only points up the absurdity of the situation.

- (Variety)

Says Government Station Would End Congress Twaddle

Franklin P. Adams, scrivener and Information Please luminary, Democratic candidate for State Senator from Connecticut's Twenty-fifth District, has not, for example, advocated wet-sweeping, or campaigned for clearer house numbers, as he did when he ran his newspaper column, "The Conning Tower". But he believes that if a Government radio station were set up in Congress, it might discourage futile Congressional twaddle.

- (New York Times)

Chicago Paper Tries Out Walkie-Talkie Gathering News

(As an experiment in speedier spot news coverage, the Chicago Daily News put to use the new Army Signal Corps two-way radio, known popularly as the "Walkie Talkie", on a regular news assignment.

(Arriving at the North Western Station was a contingent of Hollywood stars - including Carole Landis, John Payne, George Jessel and Roddy MacDowall - to attend the premier of "Wilson".

(What follows is the interview, in part as heard by the re-write man in the newsroom).

REPORTER (with a "walkie-talkie" strapped on his back) - The train is pulling in now. Here they come off the train. Are you ready to take it?

REWRITE MAN - You're coming in fine.

REPORTER - Carole Landis has just stepped off the train.

REWRITE MAN - Will you bring Miss Landis in, please. I want to talk to her.

LANDIS - (Singing into Walkie-Talkie): "Good morning to you". How are you up there, Mr. Editor?

REWRITE MAN - Fine. Tell me, Miss Landis, is this a new experience for you. You sound like a veteran at it.

LANDIS. Not exactly. It's like the intercom radio on a transport plane. We used it going overseas.

REWRITE MAN - How is the crowd taking all this? Are they interested?

REPORTER - Yes, they don't quite know what to make of it. We have a crowd of about 50 people standing around watching us.

The two units were furnished by the Galvin Manufacturing Co., makers of Motorola radios, now engaged in war work.

X X X X X X X X X X

-(Chicago Daily News)

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

Eleanor Patterson, publisher of the Washington Times-Herald has applied for a television station in the capital on Channel #8 (162000-168000 kilocycles). Mrs. Patterson is a sister of Joseph Patterson, publisher of the New York News, and Col. Robert McCormick of the Chicago Tribune.

Others who have applied for television licenses in Washington are the National Broadcasting Company, Bamberger Broadcasting Co., Capital Broadcasting Company (WWDC), Dumont, and Philco.

A 13% increase in production of radio-electronic products is necessary for the remainder of this year to meet war schedules, Director L. J. Chatten of the WPB Radio and Radar Division has advised RMA.

The Federal Trade Commission has issued a complaint charging Stevens Clothing Manufacturing Co., Inc., Menands, N. Y., with misrepresentation in connection with the sale of men's clothing in its radio broadcasts, labels, signs and pictures in its purported factory showroom.

If the radio industry had gone on manufacturing radio sets instead of turning to war work, radio companies since the war began would have produced 41,100,000 radio sets.

Dr. I. Keith Tyler, Director of Radio Education at Ohio State University, in Chicago Monday received the award of merit presented for outstanding service in educational radio by the School Broadcast Conference. Dr. Tyler is Director of the Institute for Educational Radio and President of the Association for Education by Radio.

Sylvania Electric Products, Inc. - Nine months : Consolidated net income \$1,379,431, or \$1.37 each on 1,005,000 common shares against \$1,005,697, or \$1.13 each on 854,474 shares, after preferred dividends last year. Sales of \$68,569,095 for 1944 period increased 64 percent over volume for corresponding period a year ago. This year's figures include operations of Colonial Radio Corporation for four months, the company having been acquired by Sylvania at end of May, 1944.

Rube Goldberg in a cartoon in the New York Sun, showed two towering microphones, personified as Roosevelt and Dewey. They are surrounded by a cloud labelled "Microphone Charm" and the cartoon is captioned "FDR's Own Height."

The Illinois Valley Broadcasting Co., Peoria, Ill., has asked the FCC that its construction permit for a new Standard Broadcast station be amended to 1290 kc., 1 KW power and unlimited hours of operation, install directional antenna for day and night use and specify a transmitter site.

X X X X X X X X X X