HEINL RADIO BUSINESS LETTER

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ELECTION MEANS BIG RADIO CONGRESSIONAL COMMITTEES UPSET

No matter which way the election goes, the reorganization of the new Congress will play havoc with the Committees in the House and the Senate which handle legislation having to do with radio and communications. If the Republicans win control of the House, as they are so confidently predicting, it will mean a change of the Committee chairman. If the Republican lightning should strike the Senate, it will, of course, mean a similar upheaval there.

All members of the House Committees are up for re-election. Members of the Senate Interstate Commerce Committee, whose fate will be settled one way or another next Tuesday, are Senators Bob Wagner (D), of New York; Alben W. Barkley (D), Kentucky; Lister Hill (D), Alabama; Charles W. Tobey (R), New Hampshire; Clyde M. Reed (R), Kansas; and Chan Gurney (R), of South Dakota. There have already been two casualties on this Committee, both Democrats - "Cotton" Ed Smith, of South Carolina, and Senator D. Worth Clark of Idaho, who were defeated for re-nomination. Senator Clark's successful opponent was Glenn H. Taylor, a cowboy, radio entertainer of Station KSEI at Pocatello. Another vacancy has been created on the Committee by the appointment of Senator Homer T. Bone (D), of Washington State to a Federal judgeship. If Senator Trumen, who is also a member of the Committee, is elected Vice-President, that naturally would also leave a vacancy.

If the Republicans should win theHouse, the veteran Representative Schuyler Otis Bland (D), of Virginia, who has been in Congress for almost 30 years, would lose the chairmanship of the Merchant Marine and Fisheries Committee. First in line as his successor would be Representative Richard J. Welch (R), of California. Representative Welch, however, is also ranking minority member of the House Labor Committee. If he should take that Committee in preference to the Merchant Marine and Fisheries, then the next Republicans in line would be Representative Joseph J. O'Brien, of New York, Fred Bradley, of Michigan, and Gordon Canfield, of New Jersey, respectively. Two certain vacancies on this Committee are Representative Louis J. Capozzoli, of New York, and Delegate Anthony J. Dimond, of Alaska, both Democrats, who are not seeking reelection.

If the Democrats retain control of the Senate, Burton K. Wheeler, of Montana, who has been conspicuous by his failure to be heard in behalf of President Roosevelt and the New Deal in the present campaign, will most likely continue as Chairman of the Senate Interstate Commerce Committee. With the defeat of Senator "Cotton" Ed Smith, however, Senator Wheeler would also be eligible for the chairmanship of the Senate Agriculture Committee. The belief is that he would stick to the Interstate Commerce Committee.

If the miracle should happen and the Republicans captured the Senate, Senator Wallace White (R), of Maine, would be at the head of the line to succeed Senator Wheeler as Chairman. Senator White, co-author of the Communications Act and #1 radio man in Congress, who has added importance as Senate minority leader, might also be in line for the all important Foreign Relations Committee chairmanship as successor to Senator Tom Connally of Texas. His chance for this would be whether Senator Vandenberg, of Michigan, would prefer the chairmanship of the Rules Committee and if the health of Senators Hiram Johnson, of California, and Capper would prevent their undertaking the heavy responsibility of the Foreign Relations Committee direction.

If Senator White didn't take the Senate Interstate Commerce Committee chairmanship, in case of a Republican victory, the next man on the eligibility list would be Senator Warren Austin, of Vermont. However, Senator Austin is ranking member of the Military Affairs Committee and might prefer that to the Interstate Commerce Committee. Next high men on the Interstate Commerce Totem Pole would then be Senators Shipstead, of Minnesota; Tobey, of New Hampshire; Reed, of Kansas; Gurney, of South Dakota; Brooks, of Illinois; Hawkes, of New Jersey; and Moore, of Oklahoma.

Senator White would also be in line to head the Patents Committee in which the radio and communications industries also have an interest. Of its present eight members, none has positive chance of serving in the new Congress. All the rest besides Senator White are up for reelection or for some reason are not continuing in Congress.

If the Republicans are successful in the House, Representative Fred A. Hartley, Jr., of New Jersey, would be eligible for chairmanship of the Patents Committee and if he didn't take it, Representative Arends, of Illinois, would be next.

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BRICKER SERVES NOTICE ON ALLEGED REDS IN FCC

If the Republicans get in, Governor Bricker, Vice-presidential candidate, declared that they would make it hot for the alleged Communists in the Federal Communications Commission and elsewhere in the Government service. It was his prediction that fellow-travellers would likewise be routed out.

Governor Bricker referred particularly to the cases of Dr. Goodwin Watson, $6,500 a year Chief Analyst of the Foreign Broadcast Intelligence Service of the FCC, Dr. William E. Dodd, Jr., $3,200 a year Assistant News Editor of the same service, and Dr. Robert Morss Lovett, Executive Assistant to the Governor of the Virgin Islands.

These men were denounced by a House Committee a year ago as subversive. Subsequently the House as a whole attached a rider to an urgent Deficiency Bill cutting off the pay of the employees after November 15th of that year unless by that time President Roosevelt had renominated them and their nominations had been confirmed by the Senate. The Senate acceded to the rider in order to get the appropriation measure enacted. The President, refusing to renominate the men was compelled to sign the bill in order to make funds available for various agencies and termed the measure "not only unwise and discriminatory but unconstitutional". Chairman James L. Fly and Secretary of the Interior Ickes likewise protested loudly and even allowed the men to hold their jobs without pay after November 15th in their effort to establish certain legal claims.

Therefore if Governor Dewey is elected or even if a Republican House is elected - for all appropriations must originate in the House - and the threat of Governor Bricker is carried out, a wholesale exodus of crackpots and radicals now firmly entrenched in lucrative Government jobs may be expected. And very likely without quite so much formality.

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WHAT WOULD DEWEY DO TO REP. COX IN GEORGIA RADIO CASE?

Drew Pearson speculates at some length as to the change of policy there might be in the Justice Department if Dewey were elected saying:

"Meanwhile, however, it has not acted in certain political cases, one being that of Congressman Eugene Cox of Georgia, Democrat, who was shown to have received $2500 in compensation for getting a new wave length for a radio station in Albany, Georgia.

"This column is now in possession of certain hitherto unpublished official documents in the Congressman Cox case.

"One document, a report signed by Wendell Berge, then Assistant Attorney General in charge of the Criminal Division, categorically recommended that criminal action be taken against Congressman Cox for violating Section 203, Title 18 of theU. S. Code, which provides that a Congressman cannot receive payment for representing anyone before a Government agency.

"Assistant Attorney General Berge recommended to his superiors as follows:

"'The case is quite complete now; we are prepared for, and I recommend, immediate presentation to the Grand Jury in Washington.'

"Berge reported:

"'Receipt by registered mail of compensation in Washington in the shape of a certificate for 25 shares of stock in the Herald Broadcasting Company of the par value of $100 per share is likewise established.'

"'Venue, in my opinion, consequently lies in Washington, although there is a "wash" transaction involving the exchange of $2500 checks between Cox and the radio station in Georgia, which the defense may argue demonstrates payment was made in Georgia.'

"Berge also transmitted to his supervisors a long report prepared by an assistant, Raoul Berger, giving the detailed evidence against Congressman Cox. Among other things, it stated:

"'The documentary evidence leaves no doubt that Cox's clients regarded him as their legal representative, that they believed Cox "compelled" the Federal Communications Commission to grant the license - as, in fact, he did - and that he was paid for his services.'

"However, Congressman Cox, an intimate poker-playing friend of Speaker Sam Rayburn, was never prosecuted. Should Governor Dewey be elected, the statute of limitations will not have run on this case. It would be interesting to see what Dewey would do.

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NO EASING UP ON 2-WAY RADIO EQUIPMENT ORDERS

There has been no relaxation of restrictions that would allow the sale of two-way radio communication equipment on unrated purchase orders, the War Production Board said last Saturday. Certain manufacturers who have erroneously informed their customers that they could make deliveries on unrated orders have been asked to correct this impression, WPB continued.

Two-way emergency radio communication equipment is available only in limited quantities for essential use by police departments, public utilities, railroads and other essential industries when the equipment is vital to their operation, WPB said.

Those who have need of such equipment should make application for priority assistance to WPB. Public utilities should use Form WPB-2774, which is filed in Washington. Other applicants should use Form WPB-541, which should be filed in the nearest WPB field office, from where it will be sent to Washington for processing, according to WPB.

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Herbert S. Moore, President of Transradio Press Service, Inc., is among those signing a plea in New York asking citizens to vote for Roosevelt, Truman and Wagner on the Liberal Party line.

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COL. MITCHELL, R.C.A. COMMUNICATIONS, GETS LEGION OF MERIT

In the presence of Lieut. Gen. James G. Harbord, U.S.A. retired, Chairman of the Board of the Radio Corporation of America, Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Communications Service, presented Lieut. Col. Thompson H. Mitchell, Vice-President and General Manager of R.C.A. Communications, Inc., with the Legion of Merit medal for "conspicuous achievements" and contributions of "lasting benefit to the military service" when Colonel Mitchell served in the Army Communications Service.

Colonel Mitchell, a graduate of Annapolis, had previously been in Washington as Chief of the Traffic Operational Engineering Section of the Army Communications Service. He was assigned to inactive duty after serving 26 months in the Signal Corps, two of which were spent in the European Theater.

First employed by RCA 17 years ago, Colonel Mitchell has since served as RCAC Superintendent at Honolulu, as engineer in charge of construction at Radiomarine's coast station at Torrance, Cal., and at RCAC's stations at Marshall and Bolinas. He had been Manager of our operations in Southern California, with his office at Los Angeles, for 7 years when he went on Military Leave on May 21, 1942.

Colonel Mitchell last July succeeded the late William Winterbottom as Vice-President and General Manager of R.C.A. Communications, Inc.

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SHOUSE, OF CROSLEY, IS NEW NAB DIRECTOR

James D. Shouse, Jr., Vice-President in charge of Broadcasting at Station WLW, Cincinnati, Ohio, was unanimously elected Director of the Seventh (Ohio-Kentucky) District of the National Association of Broadcasters in Louisville, Kentucky. October 28. Mr. Shouse, a veteran broadcaster and several times member of the NAB Board, comes to the directorate now for the first time as a District Director. His previous terms were as Director-at-Large, representing large stations. He was unopposed for the District job.

Nathan Lord, Manager of Station WAVE, Louisville, Kentucky, is the retiring Director of District Seven.

The Ohio State Broadcasters' Association, in a meeting preceding the District session, elected Robert T. Mason, WMRN, Marion, Ohio, President; Arch Shawd, WTOL, Toledo, Vice-President and Carl Everson, WHKC, Columbus, Secretary-Treasurer.

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MUTUAL ELECTS EDGAR KOBAK PRESIDENT

The appointment of Edgar Kobak as President, effective November 20th, was announced Tuesday by the Board of Directors of the Mutual Broadcasting System to succeed Miller McClintock, who resigned last week.

Mr. Kobak was formerly Executive Vice President of the Blue Network and before that Vice President of the National Broadcasting Company and played an important part in their development. His career started as a member of the Electrical Engineering Department of the Georgia Railway and Power Company of Atlanta, following his studies at Georgia Tech.

After five years with the utility company, he spent 18 years with the McGraw-Hill Publishing Co. in the circulation, editorial and advertising departments. Later he became publisher of electrical and radio publications, as well as a Director and Vice President in Charge of Sales of all McGraw-Hill publications.

In 1934, Mr. Kobak joined the National Broadcasting Company as Vice-President in Charge of Sales. Then followed four years as Vice-President of the advertising agency, Lord & Thomas. He was called back to NBC to assist in setting up the Blue Network as a separate division of RCA, early in 1942, becoming its Executive Vice-President and General Manager. To Mr. Kobak goes much of the credit for building that organization and developing it to its present position.

On accepting his new duties, Mr. Kobak stated, "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. We have a free radio - it is up to us to keep it free in order to make America a stronger and better informed nation. The challenge is there - I will do my best to help Mutual become the leader - to work to make all broadcasting service better and build the industry. The listener is my boss. I want to be a good servant. Our immediate job is to help win the war."

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FM NOT YET CLEARED WITH SIDNEY

Someone asked Sidney Hillman, who was speaking at the National Press Club in Washington, if the CIO intended entering the FM field.

"Probably something should be done about it", Mr. Hillman replied. "We have no program for it."

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FCC ALLOCATIONS HEARINGS NEAR CLOSE; EARLY DECISION

Great pressure is being exerted to wind up the Federal Communications Commission allocations hearings. Also it is expected that contrary to its usual custom, the FCC will come through with a prompt decision. Presumably this burst of speed has been caused by the reported retirement of Chairman James L. Fly week after next who, if he is going, naturally wants to dispose of any unfinished business between now and then.

Former FCC Commissioner George Henry Payne, Vice-President of Finch Telecommunications, testifying with regard to facsimile, stated that his company was not seeking any bands of frequencies in the spectrum.

Mr. Payne said: "Our position is rather unique in that we believe that separate and additional frequencies need not be allocated for facsimile operation and that facsimile may be multiplexed on existing frequencies allocated to existing services. If the frequencies assigned to existing services are changed and if new services are authorized, the situation with regard to multiplexing of facsimile will not be altered."

Maj. Frank R. Brick, Jr., Vice-President, Finch Telecommunications, stated that multiplexing, or the transmission of both sound programs and facsimile on the same frequency without interference one with the other, is entirely feasible. He urged that the present band width of 200 kc for FM be maintained.

R. J. Rockwell, Technical Director of the Broadcast Division of the Crosley Radio Corporation, supported the Finch recommendations to continue facsimile multiplexing. Mr. Rockwell said that shortly before the war, Crosley manufactured facsimile receiving equipment for Finch and set up a news editing department by facsimile during the time WLW was not sound broadcasting. Fifty facsimile receiving sets were installed in the Cincinnati area and on the basis of this experiment, Crosley got an experimental license for a 1 KW transmitter and used it for tests.

Former Commissioner T.A.M. Craven, Vice-President of the Cowles Broadcasting Company, held that since no one now can estimate with precision the future of facsimile broadcasting, radio spectrum space should be reserved to permit its development.

"We believe that facsimile broadcasting should not superimpose on FM or television broadcasting but should stand on its own feet and be allotted its own space", he said.

John V. L. Hogan told the Commission that the demands for facsimile by police, fire departments, public utilities, school districts and others can be met by permitting transmission over frequencies assigned for other uses, without interference.

Additional statements were made by George Lewis of the Federal Telephone and Radio Corporation and J. E. Brown, Assistant Vice-President and Chief Engineer of the Zenith Radio Corporation of Chicago. Mr. Lewis said his company considered facsimile an important medium for transmission of words and pictures.

Space in the spectrum for two-way frequency modulation radio taxicab communication service was requested before the hearing by representatives of the industry, and by Oliver W. Moore, Chairman of the Radio Technical Planning Board's Taxicab Committee.

The Taxicab subcommittee is composed of spokesmen from the National Association of Taxicab Owners, operating about 17,000 cabs; the Cab Research Bureau, Inc., which has a membership of non-competing operators in thirty cities; the American Taxicab Association of Chicago, representing nearly 5,000 cabs, and representatives of three manufacturers, the General Electric Company, the Galvin Manufacturing Company and the Radio Corporation of America.

Raymond M. Wilmotte, consulting radio engineer, who appeared on behalf of the National Association and Cab Research Bureau said that six channels at least were required to meet its present needs, although this number would not take care of special conditions existing in New York, Chicago and Washington, where service is largely on the pick-up basis and if, owing to the advantages of radio which have never before been available, the dispatching type of operations were to be adopted in those three cities, then thirty channels would be required.

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SHORTAGE OF WOMEN IN RADAR PLANTS

There is a critical shortage of women workers in the 12 major plants producing radar tubes, the War Manpower Commission said today (Wednesday).

WMC officials said they had been informed by the War Production Board that tubes were the "bottleneck" in the lagging radar program. A need for additional workers has been developing for months, but did not become acute until September, when the 12 plants reported 2,100 separations, chiefly women. The percentage of women in the plants is from 75 to 80 percent. The work is comparatively light and working conditions are excellent, two factors that have served to attract women, WMC said. The plants made only minor restrictions as to age and physical abilities to encourage the employment of women.

Recently, however, women have been leaving in increasing numbers. The majority, in giving their reason for leaving, say they have home duties or merely that they are tired of working, WMC said. Battle successes have made them over-optimistic, WMC said.

Radar is on the production urgency List, the agency pointed out, and it is vital to victory. The services of these women are still desperately needed, WMC said. The loss of women workers has been made doubly serious by the additional loss in September of students and teachers returning to school.

Total employment in the 12 plants on October 1 was 25,600 and of these 20,100 were women. WMC officials said that an additional 3,300 workers must be found by December 1 if radar production is to be brought up to schedule.

The plants are situated in New Jersey, Kentucky, Massachusetts and Pennsylvania, but not all are in tight labor areas. Inter-regional recruitment is not entirely practical since the need is for women. As a rule, women do not always find it possible to leave their home areas.

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RADIO CANDIDATES COMING DOWN ELECTIONS HOME STRETCH

Candidates who in one way or another are being watched by the radio industry are now on the last lap.

The eleventh hour charge that was made against Hal Styles, radio columnist of Los Angeles, Democratic nominee for Congress, that he was a former Kleagle of the Ku Klux Klan and that he was once in Sing Sing for perjury, has now been hooked up with the charge that the Democratic Vice-presidential nominee was also a Ku Kluxer. The Chicago Tribune had a front page cartoon by Orr in color captioned "The Man Who Might Become President Endorses a Candidate". It shows Senator Truman pointing to a Klansman saying, "We're for him". The Klansman is designated: "Hal Styles, Ku Klux Klan Ringleader and New Deal candidate for U. S. Congress in California supported by Harry S. Truman."

Senator Bob Taft, of the Ohio broadcasting and publishing family, is encountering stiff opposition for re-election. Homer Capehart, Republican candidate for Senator in Indiana, is reported to be having a tough fight against Governor Schricker, one of the most popular men in the State. Republicans are counting on a Dewey trend to pull Mr. Capehart through.

The return of Representative Eugene Cox (D), of Georgia, foe of the Federal Communications Commission, appears to be certain. Representative Lea (D), of California, age 70, Chairman of the House FCC Investigating Committee being the nominee of both the Democratic and Republican parties (as he has been for the past 24 years) is in a unique position.

Charles H. Garland, Assistant Sales Manager of WBBM, Chicago, who resigned after having been there 19 years, to accept the Republican nomination for Congress from the 7th Illinois Congressional District, is making the fight of his life. His district, said to be the largest in the U. S. is normally Republican but during the New Deal it has been Democratic in a lessening degree each election.

Senator Clyde Reed (R), of Kansas, of the Senate Interstate Commerce Committee, has the CIO on his neck, but reports are that he is leading in the race by 3 to 2.

Nothing has been heard from Glenn H. Taylor (D), cowboy broadcaster, of Station KSEI, Pocatello, Idaho, who beat Senator D. Worth Clark for the nomination by only 203 votes.

Luther Patrick (D), former commentator of WBRC, Birmingham, for two terms Representative from the 9th Alabama District is apparently assured of return.

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ROOSEVELT AND DEWEY TRAINS EQUIPPED WITH RADIO

Both President Roosevelt's and Governor Dewey's campaign trains had special radio installations.

The recent installation of sound equipment on Governor Thomas E. Dewey's private train makes the fourth national presidential campaign in which RCA has provided sound-equipped train service. The first RCA installation was made on President Roosevelt's private train in the 1932 campaign. A similar installation was made for the late Wendell L. Willkie.

Sound equipment services of RCA have ranged from the installation and supervision of publis address systems at both Democratic and Republican conventions to the installation and operation of electronic sound equipment for the private trains of presidential candidates on tour.

On September 19, when Governor Dewey's train was in the wreck of the Great Northern Railway near Castle Rock, Washington, two RCA service engineers on board met the most challenging sound problem to arise on a presidential tour. Considerably shaken by the wreck themselves, they received first aid for bruises and lacerations, and turned at once to the job of reassembling the sound equipment, which had shaken loose. They found damaged cases and dented mechanisms which at first sight looked rather hopeless. Nevertheless, it was still in operating condition and the two engineers were able to quickly reassemble and readjust the apparatus.

Another engineering problem encountered by RCA sound engineers on the Dewey campaign trips was the frequent necessity for changing the sound equipment from one car to another. The train used by Governor Dewey on his West Coast trip could not be kept intact for the West Virginia trip, which meant that RCA engineers had to dismantle the equipment and make new installations. The same problem arose again in connection with the St. Louis-Pittsburgh trip.

The sound equipment installed on the Dewey campaign train provided for amplifying or broadcasting speeches from the rear platform; and for transmitting speeches throughout the train to enable

press representatives on board to obtain the full story, and for stenographers to take down the speeches. Facilities were also installed for the transmission of radio programs through the public address system in order to give train coverage of any special broadcasts desired. During the trip, news broadcasts were frequently picked up and broadcast throughout the train.

On the rear platform of the Dwewy train, the new RCA Varicoustic microphone was used to pick up rear platform programs. The system was one capable of covering the groups which assembled to hear Dewey speak. The largest audience served was estimated to be 14,000 persons.

Six RCA loudspeakers were installed on the roof of the rear platform, two facing the rear and two on each side. In the first compartment back of the observation lounge a motor generator and a 50-watt amplifier was installed, with a second 50-watt amplifier as a spare. Throughout the train, six accordion-edge loudspeakers were installed; one in Governor Dewey's private dining room, one in his private observation car, one in the press car and another in the lounge area of the press car, one in the club car, and a monitor in the amplifier room.

Governor Bricker's campaign train had a similar system as that on the Dewey train with the exception of one additional feature, a recorder which enabled Governor Bricker to play back his speeches for study after delivery.

On several occasions, Governor Dewey expressed appreciation for the excellent performance of the RCA sound equipment on his campaign trains, and gave the RCA field engineers special commendation for their quick work in reassembling the sound system following the railroad wreck at Castle Rock, Washington.

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RADIO EDITOR NORM-N SIEGAL VS. ELLERY

Norman Siegel, radio editor of the Cleveland Press, and a syndicated radio columnist, will be the guest armchair detective for Ellery Queen's "The Adventure of the Election Day Murder", Saturday, Nov. 4 (NBC, 7:30 P.M., EWT).

The mystery begins late on Election Night at the headquarters of a successful candidate with the Queens joining in the celebration. But tragedy strikes in an adjacent Turkish bath with Inspector Queen (Santos Ortega) in somewhat of a jam, and Nikki Porter (Marian Shockley) a not too helpful assistant.

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SCISSORS AND PASTE

Appeal For Money To Broadcast Roosevelt Speeches

A spontaneous movement to raise special funds for the Democratic National Committee's use in broadcasting President Franklin E. Roosevelt's campaign addresses has spread to Indiana. It costs $650 a minute if he uses only one network.

The movement started in New York had wide-spread and popular appeal. Up to noon last Friday over $17,000, mostly in contributions of one dollar each, had been received in the "Radio Fund Room", of national headquarters in New York.

Contributions to the fund in Indiana should be addressed to Eugene B. Crowe, Democratic National Committee Finance Director for Indiana, Room 525, Claypool Hotel, Indianapolis. Checks should be made payable to the Roosevelt Radio Fund. Corporation checks cannot be accepted. All donations must be personal. While small contributions are suggested, the committee, of course, will appreciate donations in any amount.

- (New Harmony (Indiana) Times)

Almost 2,000 Radio Distributors

1750 Distributors - that's our answer to recent request for jobber statistics. These include 1000 radio-set distributors, and 750 parts jobbers.

- (Radio Retailing)

An S.O.S. For His Friend Petrillo

A cartoon in the Washington Daily News (Scripps-Howard) by Talburt showing a phonograph grinding out Dewey speeches labelled "Facts and figures" from President Roosevelt's "record" and the President appealing to Petrillo by telephone saying: "Listen, Jimmy, can't you pull a strike on this fellow?"

Dewey Aims At Radio Audience

As a further indication that Mr. Dewey is counting on the radio, over which his voice is widely regarded as quite effective - those covering at the halls have no direct way of knowing - the Republican National Committee has embarked on a novel method of introducing him. Instead of having the real announcement of Mr. Dewey's address come from the hall, the radio audience is presented first with a commercial announcer, hired by the Republican National Committee (Ford Bond). The announcer gives about a one-minute introduction, the mike is switched to the hall, Mr. Dewey delivers his speech, and any time left over is consumed by the commercial announcer reading telegrams of congratulations, or other Republican campaign material. Before and after the commercial announcer goes off the

air the listening audience is told that the entire program was sponsored by the Republican National Committee.

Mr. Dewey is deliberately keeping his speeches on the air short. He makes it no secret that he regards anything after twenty minutes as wasted. No one is converted from that time on. This is smart, and so are many other things about the trip.

- (Warren Moscow in the New York Times)

Laugh On FCC For Giving Out Stale Jap War News

With Reuters News Service of London scoring one of the war's greatest news beats with its exclusive pickup of General MacArthur's broadcast proclaiming defeat of the Jap fleet, FCC officials blamed the weather for their own failure to make the news known to the American public first.

But, even as Paul A. Walker, Assistant to James Fly, FCC Chairman, disclaimed responsibility by saying "FCC doesn't try to give out news" and, contradictorily, said the fault lay with the Army Signal Corps, one fact leaked out which, apparently placed the responsibility for the British "scoop" squarely in the lap of the Commission.

The disclaimer of responsibility seemed particularly strange in view of the fact that under the act creating the Commission, it "regulates interstate and foreign commerce in communication by wire and radio so as to make available to the people of the United States rapid, efficient, nationwide and worldwide wire and radio communications."

- (Washington Times-Herald)

"No Time To Coast" - Gen. Harbord

In the remarks of General James G. Harbord at the recent annual meeting of the New York Chapter of the Red Cross there was a pointed suggestion for all Americans. Said General Harbord, "We can't afford to coast now on the comfortable theory that with victory assured the need for real sacrifice has passed."

- (New York Times)

Facsimile For Railroad Train Orders

Radio-facsimile may find important use in railroad signalling where written train orders are required by law. Already, near Chicago, the Rock Island is carrying on extensive experiments.

- (Radio Retailing)

Senator Snort's Pauses

"Ah - this radio time is costing the Party 150 bucks a minute, Senator - stop making those significant pauses in your speech!"

- (From a cartoon in the Chicago Times by Lichty)

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Trade Notes

The Engineering Department and Parts Divisions of the Radio Manufacturers' Association, have prepared for extensive standardization of radio components for postwar civilian prodution. Arrangements have been made for cooperation between company executives of the Parts Division and theEngineering Committees which have been reorganized for the postwar standardization work.

A. R. Buckles has been appointed by Emerson Radio and Phonograph Corporation to the newly created post of Chief Inspector. Mr. Buckles was with the War Department as Supervisor in charge of the installation and maintenance of radar equipment and more recently as field engineer responsible for the design and development of radar equipment.

During the first nine months of 1944, the Blue Network added 33 new national advertisers, as a result of which 92 percent of all evening network optional time and 71 percent of all daytime network optional time is sold.

Foreign markets and promotion for American radio - sets, tubes, parts and transmitting equipment - will be canvassed at a meeting of RMA export managers which has been arranged for Thursday, November 16th in New York City.

Ejnar O. Sandstrom has been appointed Controller of National Union Corporation, cathode ray and electronic tube manufacturers. He was elected Assistant Secretary of the Corporation in 1935 and Assistant Treasurer in 1937. He will continue to serve as Secretary, to which position he was elected in 1941.

As further proof of the existence of the One Thousand Club, a letter was revealed from Representative Kefauver, of Tennessee, to a Tennessee business man, a paragraph of which read:

"I don't know if you have heard much about the One Thousand Club, but the idea is this - we want to get one thousand people willing to give $1,000 for the re-election of our President. The money will be used for radio time to put him on the air. The suggestion came from the President himself. He said he would like to have one thousand business people who would show their interest in his re-election by giving $1,000 and that he would like to counsel and advise with them through the rest of his term, if he were re-elected*** Each member receives a copper-plated identification plate and certificate which is all the pass they need here in Washington to go anywhere."

With the armed forces demanding approximately 300,000 miles of communications wire a month, the prospects are that manpower in the producing plants will continue to be a problem indefinitely, Paul V. McNutt, Chairman of the War Manpower Commission said.

Nine members of the Overseas Branch of the Office of War Information have been assigned to cover theInternational Civil Affairs Aviation Conference in which delegates from 55 nations will participate beginning today (November 1), in Chicago.

The OWI group will obtain material for short-wave radio broadcasting and for newsreels for distribution outside the Western Hemisphere. Developments will be reported by a direct telegraph line to the New York headquarters of the Overseas Branch.

OWI personnel assigned include the following: J. Arthur Lazell, Assistant Chief, Special Events Section, Radio Program Bureau; Louis Danis, Multilingual Radio Producer and Sam Felsinger, radio engineer.

Appointment of James H. Rasmussen as General Sales Manager of the Manufacturing Division of The Crosley Corporation was announced yesterday by R. C. Cosgrove, Vice-President and General Manager. Mr. Rasmussen has been with Crosley since 1941 and had been Commercial Manager of the Manufacturing Division before promotion to his present post.

Lucien Fernand Felignes was sentenced to 20 years at hard labor in Paris on a charge of collusion with the German occupants as a radio commentator. Felignes repeatedly had urged exchange of prisoners of war for French workers. Phonograph records made by a patriotic engineer helped to convict him.

Any postwar prices above the 1942 level must be approved first by OPA Administrator Bowles and afterward by Economic Stabilization Director Vinson. This new procedure applies to radio products.

At the recent meeting of the Set Industry Advisory Committee, R. C. Cosgrove, of Cincinnati, RMA President, was elected Chairman and Paul V. Galvin of Chicago, Vice Chairman. Others appointed include E. E. Lewis, Camden, N.J.; Chairman of the subcommittee, as well as Ben Abrams, New York and A. S. Walls, Chicago, to draft suggestions for a price formula, for submission to OPA as a basis for further consultation.

Senator Harry S. Truman, of Missouri, Democratic vice-presidential candidate, had this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of theOld World will find no place in our way of life."

Part 4 of the report of the hearings of the House Committee investigating the Federal Communications Commission of which Representative Lea (D), of California, is Chairman, has just been published. It is entirely devoted to the investigation of the sale of Station WFTL at Fort Lauderdale to Commander George B. Storer.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF NOVEMBER 8, 1944

No. 1655

November 8, 1944

NEW CONGRESS WILL REVAMP 10-YEAR-OLD COMMUNICATIONS ACT

One definite result of the election will be an up-to-date radio law. Among the most important things facing the 79th Congress will be the task of streamlining the old 1934 Communications Act. Such an explosion followed the introduction of the Wheeler-White bill last May that it was decided to wait until after election and then put the baby on the doorstep of the new Congress.

The thing that almost blew the lid off the Capitol Dome in the Wheeler-White bill was the proposal to prohibit commercial sponsorship of news broadcasts and radio commentators. This was based on the charge that some commentators were secretly backed by unscrupulous interests. However, there was an immediate denial that there had been proof that any radio news reporter or commentator had been unduly influenced in what he said by association with commercial interests.

"Most radio commentators were schooled in newspaper city rooms", Editor and Publisher argued in their defense, and it is only fair to say that "as a group they still retain the high ethics of good newspaper reporters and editors."

Angered by the shower of brickbats which greeted the news commentators clause, Senator Wheeler washed his hands of the entire bill declaring that the broadcasting industry itself didn't know from day to day what it wanted. "They don't want free speech", the Senator charged. "They want to control free speech. They don't want any regulation at all except regulation of interference with the industry."

Senator Wheeler laid the blame on "a little handful of people in New York". It was apparent, however, that others in the Senate, also the House "had it in for" the commentators, notably Walter Winchell, Drew Pearson, Fulton Lewis, Jr. and others. The result was that several bills were introduced aimed solely at the commentators, one of them by Senator Johnson (D), of Colorado, which provided that every sponsored commentator would have to get a license from the Federal Communications Commission and be subject to a code of ethics written into the law. The Johnson bill likewise hasn't been heard of since.

Unquestionably news commentators and sponsored news broadcasters and what to do about them will come up heatedly when the question of the new Radio bill is discussed.

Likewise numerous other features of the Wheeler-White bill are apt to be reconsidered by the new Congress, some of which are also liable to kick up quite a row. One of them will be the provision which limits the power of standard broadcast stations on clear

channels to 50,000 watts. If so, the clear channel people will again hurl everything they have at that one.

With Chairman Fly out of the picture, there probably would not be much opposition to the proposal to the rotation of the chairmanship. The Chairman would serve for one year and would be elected by his fellow members.

Among the other provisions of the Wheeler-White proposal which may find their way into the new Radio Bill are:

The clause which abolishes the present organization of the FCC and creates a Commission of five (instead of seven as now). Two separate autonomous divisions - one for broadcast matters and the other for common carriers - which would be composed of two Commissioners each, with the Chairman as ex-officio member on each Division.

A provision which would provide equal time for both parties involved in controversial radio discussions.

A provision which would nullify the Supreme Court ruling which caused consternation to the industry. It forbids the FCC to regulate the business of broadcasters, or to control or affect the substance of the material to be broadcast.

A clause empowering the FCC to furnish uniform financial reports for all classes of station operation but preventing it from procuring from licensees detailed data as to business agreements or other information not directly related to license qualifications.

In the Wheeler-White bill, the method of granting licenses, the procedure in adversary proceedings, and the whole process of court review, was spelled out more exactly. It also provided for cease and desist orders of rules and regulations so that a licensee would not be in jeopardy of losing his license. Thereafter violation of a cease and desist order would be grounds for revocation, but only under court procedure on appeal.

The Wheeler-White bill also would have written into the law the substance of the FCC's much discussed network monopoly regulations by banning exclusive affiliation contracts; limited network affiliated contracts on a non-exclusive to three years; limited stations to optioning of not more than 50% of total license hours (12 out of the 24 for network programs for fulltime stations); provided that not more than two hours in any consecutive three-hour period may be optioned for network programs (presumably other time could be devoted to network programs without option); specified notice of at least 56 days on option time; limited network ownership to one network in a single broadcast band, which would permit one network organization to maintain standard, FM, television and other networks.

Those and numerous other question will be the problems the new Congress will have to worry about in framing an up-to-the-minute fair and workable radio law.

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"NEWSPAPERS O.K.; MAY HAVE TO THROW PRESSES AWAY" - KOBAK

"I believe there will always be newspapers - but", Edgar Kobak, President-elect of the Mutual Broadcasting System, smiled, "they may have to throw the presses away.

"A little electronic tube, with more than a million men in the Army and Navy trained to use it, is bound to change the publishing business."

Thus Mr. Kobak was quoted as saying by Jerry Walker, in the Editor and Publisher of November 4th. It was one of the first interviews Mr. Kobak gave after being chosen to head MBS and he said he believed that the whole radio picture is a challenge to the good business judgment of newspaper publishers. They are the proper ones to be "broadcast publishers", the opportunities are here, and "there are going to be a lot of surprises" in the whole publishing industry after the war.

Broadcasting, Mr. Kobak believes, is just another form of publishing and he gave reasons why newspaper publishers should regard broadcasting as an adjunct to their business.

Radio ruled out editorial policies from the very beginning said Mutual's new chief, "because radio uses property that belongs to all the people - the air." The newspaper publisher, by contrast, may do as he wishes with his own property. Except for second-class mailing privileges, Mr. Kobak remarked, the newspaper operates without any government regulation, whereas broadcasting is subject to licensing.

Through the years, as an executive of McGraw-Hill Company, as Vice-President of Lord & Thomas advertising agency, as President of the Advertising Federation of America, as Vice-President of the National Broadcasting Company and as Executive Vice-President of the Blue Network, Mr. Kobak has sized up newspaper publishers as "good businessmen" - "just the men", he said in the next breath, "who are the best-equipped to operate radio stations."

He was aware, he said, that many newspaper publishers laughed at radio in its early days, then worried over the advertising competition, but today nearly all of them are getting interested in the business because it's so closely related to their own. He recited the names of Mutual stations owned and controlled by newspapers - "the ones", he said, "who have both feet in radio."

"All you have to add to the newspaper business to make a successful operation in radio", Mr. Kobak described, "is showmanship." A publisher faces little difficulty, he said, in getting a smart radio man to run his station.

"The publisher knows thekind of stuff that satisfies his readers: it follows that he will be as good in judging the kind of broadcasts that win and hold listeners", he ventured.

Mr. Kobak, who revamped the Blue Network's programs to the extent that he washed out "soap operas" and tickled the audiences with "giggles" and news, offered some "inside" information that the secret of many well-liked news periods is "a good voice".

One-time announcers, who have the gift of gab, the ability to stand up to a microphone and tell stories, have become the more popular news broadcasters, even from the war fronts, Mr. Kobak revealed.

"We can always give the news as compiled from the wire dispatches - quicker than we can get broadcasts through sometimes - but the listeners like a good voice and an easy story-telling style", he commented.

Mr. Kobak disclosed how the pressure is on the radio time salesman to build up the cooperative broadcasts, thus tapping retail stores for sponsorship of big time programs.

However, he warned publishers who might be thinking radio is an easy way to plug in the cash register, the local stations will have to get on their toes after the war if they hope to stay in a worthwhile network, for there will be plenty of competition - FM will see to that.

Frequency modulation...television...and facsimile...those are the opportunities knocking at publishers' doors, according to Mr. Kobak. He describes himself as "bullish" on facsimile, taking issue with those who say the little machine in the closet will be just a gadget, instead of something bringing the newspaper into the home while the readers sleep.

When the paper problem is solved, then facsimile will have arrived, he predicted. The technical side is well advanced in the laboratories, and "we know it will work".

Television cries for publishers' adoption as a medium for advertising where the voice and the printed page are inadequate to describe the product, Mr. Kobak declared. In his view, the automobile merchants will clamor for television when they turn out new models.

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SERVICES DEMAND MANY MORE MINIATURE RECEIVING TUBES

The production of 9,100,000 miniature receiving tubes for the Army, Navy and Lend-Lease in the first quarter of 1945 will be necessary if present requirements are to be met, officials of the War Production Board's Radio and Radar Division revealed.

Also military requirements for miniature vacuum tubes for airborne radio and radar equipment during the first quarter of 1945 will increase considerably, War Production Board officials informed the Bolybdenum and Tungsten Wire and Rod Industry Advisory Committee at its meeting last week, WPB reported.

Current production of miniature radio receiving tubes, at approximately 2,600,000 tubes per month, indicates a serious shortage of this type of tube used extensively by both the Army and Navy, members of the Radio Receiver Vacuum Tube Industry Advisory Committee were told at a meeting here November 2nd. The total shortage was placed at 250,000 tubes per month, while monthly production of battery type miniature tubes was said to be 200,000 a month short of essential requirements, Radio and Radar officials reported.

Demands for these tubes have increased instead of fallen off, largely as a result of battle losses and the development of new electronic equipment for use in the war effort.

Representatives of WPB indicated that the reduction in tube requirements for Army electronic equipment after "V-E" Day would be only about 26 per cent, instead of about 50 per cent, as formerly predicted. In view of continuing Navy equipment requirements, the reduction in military tube demands after "V-E" Day is expected to be very slight.

Army officials also pointed out that the Army was in short supply of five important types of miniature tubes at its depots where replacements are stored, and that current inventories showed far less than the normal supply.

Members of the committee endorsed a plan for the organization of a sub-committee to meet in Washington each month with officials of the Radio and Radar Division to study production and scheduling of orders for all receiving tubes to maintain a free and even flow of the necessary tubes to meet wartime demands. This committee will be representative of the seven receiving tube manufacturing companies, and M. E. Lauer of WPB will be Chairman. The first meeting is scheduled for November 17, 1944.

When war demands for miniature receiving tubes are materially reduced, WPB will authorize their manufacture for civilian use, WPB officials said, emphasizing the belief that there is little hope for such action in the near future in view of new requirements and continued demands for established standard tubes used by the Army, Navy and for Lend-Lease.

The desirability of having a standard post-war AC/DC miniature tube complement was pointed out. In view of the fact that the 25 kinds of miniature tubes used in military equipment are not applicable for civilian sets, it was indicated that some engineering standards should be worked out for post-war civilian use.

Attention was called to the recent issuance of new joint Army and Navy Contract Termination Regulations, available from the distribution section of the Industrial Readjustment Branch of the Navy, 90 Church Street, New York.

A WPB Radio and Radar Division spokesman said emphasis now is on construction of more complicated electronic equipment requiring finer wires and rods. Requirements for airborne radio and radar

will remain high even after the defeat of Germany, he said. At most, an over-all 15 per cent reduction in electronic production would then result on "Vicetory-in-Europe" Day as compared with a 40 per cent cutback predicted six weeks ago. The present rate of tube attrition is twice the production level, he emphasized. Military cutbacks will be replaced by a civilian demand for at least 115,000,000 radio receiving tubes, and wire and rod requirements for these will not decrease for 18 months after "V-E" Day, he said.

Supplementary allocations, filed with WPB by suppliers rather than by producers, would overcome time lags in securing material, WPB pointed out.

Retention of Order M-369, which establishes allocation controls over tungsten and molybdenum products, was recommended by industry members because only minor cutbacks are expected in fine wire products after "V-E" Day.

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BROADCASTERS' DIRECTORS POST-ELECTION MEETING IN CHICAGO

Results of the Presidential and Congressional elections will be carefully gone over when the Board of Directors of the National Association of Broadcasters meet in Chicago next Tuesday and Wednesday, November 14th and 15th. Also there will be further discussion of a candidate for President of the Association to succeed J. Harold Ryan at the expiration of his present term.

On the formal agenda is the Association's 1945 budget. Creation of a bureau to measure station circulation, voted unanimously by the membership and approved by ANA and AAAA, will receive further attention.

Preliminary plans for a series of district meetings in 1945, as well as the next annual membership meeting, will be considered by the Directors, who will also hear a report on the recent FCC allocation hearings from Mr. Ryan.

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BACK FROM THE WAR, BROOKS WATSON AGAIN AT WMBD, PEORIA

Edgar L. Bill, President of Station WMBD, Peoria (or Peoriarea as the station calls it) can take things a little easier as Lieut. Col. Brooks Watson is returning after two years in the armed services. Colonel Watson was Chief of the Radio Department, Public Relations Section, European Theatre of Operations in London.

"Colonel Watson's return ushers in a new era of news service to prosperous Peoriarea", the station announces. "WMBD programs already command more than twice the average listening audience of the second most popular station in Illinois' leading market outside Chicago."

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SOME THINGS G.E. HAS LEARNED IN 5 YEARS OF TELEVISING

Explaining that after five years the television honeymoon is over, the newness is worn off, and their audience in the Schenectady-Albany-Troy area no longer looks and listens because of the novelty of the new medium, Robert L. Gibson, Vice-President, Advertising and Publicity Department, of the General Electric Company, got down to cases with regard to the results when he addressed the American Marketing Association in New York last week. Mr. Gibson said the general conclusion reached was that the public likes television even after the newness has worn very thin.

"During these past five years, we have put on over 900 different programs; we have tried everything that we could possibly think of, and almost everything that anyone could suggest to us", Mr. Gibson told the Marketing Association. "Each week, we send the audience (there are only between 300 and 400 receiving sets in our area) a business reply card and ask them to check those programs to which they listen and indicate to what extent they like or dislike each show. We get about a 20 percent return from these cards each week. Last Winter we drafted a four-page questionnaire and had one of our Market Research interviewers make personal interviews with 10 percent of our set owners; then we mailed a questionnaire to the remaining 90 percent and received a 58 percent return. Three weeks ago, we made a telephone survey.

"Here are some of the things we have learned:

Question: "How does the effectiveness of advertising over television compare with newspapers and magazines?"

Answer: "This shows that the public believes that advertising over television will be considerably more effective than in newspapers and magazines. I wouldn't place much stock in this particular information, since I don't think people are in a position to know the answer, but I am showing it to you for whatever interest it might be."

Question: "What proportion of the receiving sets are tuned in for the average broadcast?"

Answer: "This information was obtained during coincidental telephone surveys. It is interesting that when we asked people the general question, 'What percentage of the time is your television receiver tuned on during the shows?', they answered 90 percent. The actual figure is nearer 60 percent. In comparing this with radio, we should bear in mind that we only have programs four evenings a week, which would tend to make this a high percentage, but on the other hand, we are, of course, unable to give the kind of programs which will likely be available after the war."

Question: "What is the average home attendance for television programs?"

Answer: "In each of three surveys, the results showed an average audience of between four and five persons per receiver."

Question: "What proportion of the television audience consists of children?"

Answer: "In two coincidental checks, we asked how many boys and girls under 17 years old were listening, with this result (26 percent). When we made a personal interview study, some months ago, we frequently found that the adults could not answer the questions as well as the children - television has a tremendous appeal for children, as you would expect. Not long ago we were trying to put on a show for children - it was 'Tom Sawyer'. Everything went along fine in rehearsals until about a week before the show was to go on, when the boy playing the part of Tom was sent to reform school."

Question: and Answer "What time of day is preferred for programs? We put on afternoon programs two days a week for more than a year and found the afternoon audience to be about 1/5 of the evening audience. We cannot tell you exactly what evening hours are best, but accept without question the 8 to 10 P.M. period as the best time to get to the largest audience. Sunday evenings, though, we start at 7 P.M. to please the children."

Question "Does the audience prefer motion pictures or live talent shows?"

Answer: 52 percent say they prefer live talen shows and 27 percent say motion pictures. But during the past six weeks the average audience rating for about 25 motion pictures has been but slightly less than the average rating for about the same number of live talent shows (2.13 to 2.20), but I hasten to add that this is not a necessarily true reflection as to what the situation may be as time goes on. Although the pictures we are getting are good, and I personally enjly them very much, they, of course, are not first-run pictures. This reply is also partially explained by the reply to the next question."

Question: "What type of program comes through most clearly?"

Answer: "67 percent tell us that the studio programs are received more clearly than motion pictures - this is due to the fact that motion pictures were not made especially for television. If the pictures were made especially for television (that is, with more close-ups and better contrasts), there is no reason why they should not be received fully as well, and in many cases, better than live talent shows. We have had fair success with serials - we have had 8 serials, usually 12 or 15 episodes, and with one exception the average rating has increased over the previous serial. The fact that there is less turnover in the television audience than in the motion picture theater audience may mean that serials will gain in popularity."

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DEMOCRATS WIN CONTINUED RADIO CONTROL IN NEW CONGRESS

Early returns indicate that the Senate and the House will continue Democratic which means that the heads of the Committees having to do with radio in the new Congress will remain the same if they desire to do so. Senator Burton K. Wheeler (D), of Montana, will doubtless continue as Chairman of the Senate Interstate Commerce Committee with Senator Wallace White (R), of Maine as ranking Republican member.

Representative Schuyler Otis Bland (D), of Virginia, who seems assured of re-election, will continue as head of the House Committee on Merchant Marine and Fisheries, with Representative Richard J. Welch (R), of California, as top man for the minority. Representative Frank W. Boykin (D), of Alabama, will likely go on as head of the House Patents Committee. The only change in Chairmen in sight apparently - and this not due to the election - will be the possibility of Senator Pepper ascending to No. 1 man on the Senate Patents Committee due to Senator Homer T. Bone (D), of Washington, being appointed a U. S. Judge.

Senator Bone will likewise be missing from the Senate Interstate Commerce Committee as will Senator "Cotton Ed" Smith (D), of South Carolina, and Senator D. Worth Clark (D), of Idaho, who were not renominated. Senator Truman's elevation to Vice-President will necessitate his resigning from the Interstate Commerce Committee. Otherwise, its personnel will probably remain about the same as Senators Wagner (D), of New York; Alben W. Barkley (D), of Kentucky; Lister Hill (D), of Alabama; Charles W. Tobey (R), of New Hampshire; Clyde Reed (R), of Kansas, and Chan Gurney(R), of Idaho, all seem to have been re-elected. Senator Donaher (R), has evidently been defeated.

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KEN BANGHART BRINGS ANNOUNCER HONORS TO CAPITAL

In a list of prize winners headed by Ben Grauer, Kenneth Banghart, of WRC, Washington, D. C., was one of the four regional winners of the 1944 H. P. Davis Memorial Announcers Awards. Mrs. S. B. Rockwell, daughter of Mrs. Davis and Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, made the presentations.

Mr. Banghart has been with WRC for three and a half years. In addition to his news reports, he is extensively scheduled on the network as a special events broadcaster. He covered the campaign of the Republican presidential candidate, after acting as a staff commentator at the National Conventions this Summer.

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FDR'S VICTORY CLINCHES DEMOCRAT AS FCC CHAIRMAN

The reelection of President Roosevelt will insure the appointment of a Democrat as Chairman of the Federal Communications Commission to succeed James L. Fly, whose resignation takes effect next week. Also the appointment of a Democrat as a member of the Commission to take the place of Tam Craven, now Vice-President of the Cowles Broadcasting Company.

This will again bring up the names of J. Leonard Reinsch, Radio Director of the Democratic National Committee, and Paul A. Porter, Publicity Director, of the Committee, both of whom have been mentioned for the chairmanship. Mr. Reinsch is on leave from his post as Managing Director of the stations of former Governor Cox of Ohio - WSB, Atlanta, Ga., WIOD, Miami, Fla., and WHIO, Dayton, Ohio. Mr. Porter was formerly counsel for the Columbia Broadcasting System in Washington. The name of Steve Early, President Roosevelt's No. 1 Secretary, has also been added to the list of probabilities.

Among others who at one time or another have been proposed to succeed either Mr. Fly or Commander Craven have been Charles D. Denny, General Counsel of the FCC, Leighton H. Peebles, Chief of WPB Communications, John D. Biggers, Libby-Owens Co., Toledo, Ohio, and "Cap" Krug, Chairman of the WPB and former common carrier expert.

FCC Commissioners Durr and Jett have likewise been spoken of to succeed Mr. Fly in the FCC chairmanship.

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CAPT. HARRY BUTCHER IN MOVIES; EISENHOWER GETS STATION

Friends had the pleasure of seeing Capt. Harry C. Butcher, U.S.N.R.F. in a Pathe News Reel this week with General Eisenhower greeting Gen. George C. Marshall and War Mobilization Director James F. Byrnes, when the latter arrived in Paris on their non-stop plane trip from Washington recently. Captain Butcher, aide to General Eisenhower, and former Vice-President of the Columbia Broadcasting System, looked as natural as life and apparently was in the best of health and spirits.

General Eisenhower is about to receive one of the biggest and most practical gifts he ever has been given, according to a recent broadcast by NBC war reporter Merrill Mueller. The present comes from General Charles DeGaulle in the name of France, and is a radio transmitter station installed in two railway cars. It was built to German specifications by "Vichy engineers" prior to the liberation of France. According to Mr. Mueller, the station will be coupled to General Eisenhower's special train.

If the gift is forthcoming, General Eisenhower will have a made-to-order manager for the new station as Captain Butcher for years was in charge of Station WJSV in Washington (now WTOP) and knows the business from the group up.

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FRENCH REPORTED TO HAVE PROGRESSED IN TELEVISION

Edward R. Murrow, Chief of the European Staff of the Columbia Broadcasting System, in his regular weekly broadcast from London last Sunday, expressed the belief that great strides had been made in France in the development of wide-band, high-frequency television.

"Paris today is a city of rumors", Mr. Murrow said. "I encountered one, rather more incredible than most, and it turned out to be true. The story was that even during German occupation, one of the great arts of peace - television, had made surprising strides and while television had more or less stood still in every other belligerent country, it had gone swiftly forward in France. I've not myself seen a demonstration of this development, but I have talked with reliable observers who have seen it in Paris, and I've had access to detailed, though confidential technical reports.

"I don't know what the Germans have done with television nor do I know what may be waiting to emerge from the laboratories in the allied countries, but there has been developed in Paris television in which the picture is clearer, sharper, and larger than any that was being transmitted in America or in Britain before the war. The rumors turned out to be true, and it is mildly encouraging to find evidence of progress in the midst of all the dying and destroying that is going on in Europe."

This brought forth the following comment from Columbia:

"When CBS first announced its postwar television policy (April 27), a brochure that accompanied the announcement included a summary of reasons for moving television into wider bands and higher frequencies. One of these reasons concerned foreign developments, and was stated as follows:

"There is every possibility that television in foreign countries will at least equal the postwar television standards proposed (by CBS)."

Although further information is not yet available, Mr. Murrow's findings strongly indicate that the CBS prediction made over six months ago may be confirmed before the end of the war.

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CBS ISSUES BOOK "U.S. RADIO OWNERSHIP BY COUNTIES"

The columbia Broadcasting System has issued in book form the elaborate compilation of its research department, "U. S. Radio Ownership by Counties - 1940-44". This includes an estimate of radio homes by States, the total number of families by counties and the total number of radio families by counties.

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EVERITT, NEW IRE PRESIDENT; VAN DER BIJL, OF SOUTH AFRICA, V-P

Dr. William L. Everitt of Washington has been elected President of The Institute of Radio Engineers for the coming year, it was announced last week by the Board of Directors of that society. Dr. Everitt, who is Chief of the Operational Research Branch, Office of the Chief Signal Officer of the United States Army, succeeds Professor Hubert M. Turner of the Department of Electrical Engineering at Yale University, New Haven.

Dr. Everitt, who has been directing important research for the Army at Washington since 1942, was recently appointed Professor and Head of the Department of Electrical Engineering at the University of Illinois, Urbana.

Dr. Everitt, a Fellow and a Director of the Institute, is the author of several books and numerous technical magazine articles on subjects relating to radio engineering, electronics and communications. His experience includes research and consulting-engineering work with the American Telephone and Telegraph Company and various manufacturing organizations. He is also the inventor of a number of radio and electronic devices.

The election of Dr. Hendrik J. Van der Bijl of Johannesburg, Union of South Africa, as Vice-President, was announced simultaneously. Dr. Van der Bijl, Fellow of the Institute since 1928, is Chairman of the Electricity Supply Commission and other industrial corporations as well as Director of the S.A. Board Barclays Bank, Director-General of War Supplies, and Chancellor of the University of Pretoria, all of Johannesburg.

The three Directors elected for three-year terms, 1945-1947 were Stuart L. Bailey, Consulting Radio Engineer of Jansky and Bailey, Washington, Keith Henney, Editor of "Electronics" magazine, New York, and Dr. Benjamin E. Shackelford, Engineer-in-Charge of RCA Frequency Bureau, Radio Corporation of America.

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TWO PARTIES SPENT AT LEAST 1½ MILLION DOLLARS ON RADIO

At least 1½ million dollars was spent for political broadcasts on the four major networks during the presidential election campaign. This was the estimate of Larry Wolters of the Chicago Tribune. "The total may be much higher when the final tabulations are in", Mr. Wolters went on.

"CBS reported expenditures of $291,000 on behalf of the major presidential candidates, including $181,000 for President Roosevelt and $110,000 for Governor Dewey.

"The Mutual Network, pending a full compilation, estimated its share at $400,000 split about equally between President Roosevelt and Dewey.

"The Blue Network reported its figure, through November 1 only, as $263,868, with the Republicans spending $134,370 and the Democrats $129,498. These figures did not include amounts spent by groups other than the national committees.

"NBC reported that its figures were not available."

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SCISSORS AND PASTE

Sees Chairman Fly's Departure A Public Loss

At times Mr. Fly has been criticized for exercising too much control over the bipartisan FCC. The line between effective leadership and dictation is a delicate one. In attempting to draw it we must not lose sight of the virtue of keeping governmental agencies operating smoothly in spite of difference of views, and in this respect Mr. Fly must be put down as an extraordinary public servant whose resignation will be a real loss.

- (Washington Post)

New Radio Servicing Tools

Servicing electronic equipment will in future require special apparatus not common on the average radio repairman's bench. For example, instruments for measuring high values of current, light intensity, motor speed and other quantities, will be necessary in order to do a job in keeping the electronic equipment in many plants operating satisfactorily.

- (Radio Retailing)

La Guardia Gives His Radio Audience The News Breaks

Mayor La Guardia's Sunday broadcasts generally contain news for the Monday A.M. papers and he is not averse to withholding from the newspaper reporters important announcements for his broadcasts.

- (Editor & Publisher)

Sylvania Gives Its New Research Lab Campus Atmosphere

The Sylvania Electric Products Company, which is commercially exploiting developments in the field of electronics, and especially fluorescent lighting, has determined to establish its research laboratory in Queens, one of New York's five boroughs. They are building not only the laboratories and other buildings of the research center on a plot of twenty-eight acres but they have acquired as well a nice little six-acre estate, including a house, which is to become a small country club for their plan. Provisionally, there is a further plan. Twenty-two more acres included in the plot and now in woodland must be kept, the company feels, as a barrier against encroachments on the campus type of development, which they are determined to have for their research organization. However, there is a disposition, if the people who work there so desire, to let them buy that land and develop it as a kind of self-contained village, a neighborhood of their own where they would be entirely free from all the usual harassing transportation problems of city life and work. The company wanted the laboratory in New York so it would be not too

far from its main offices in Manhattan, and also because of the character of the workers, most of whom will be scholarly people. They hope to create for them and their families something like a campus existence * * *

In order to permit the establishment of a kind of garden community for this company, the existing street pattern of parallelograms had to be washed out. Moreover, the city had to make a number of other concessions.

New York has hopes now of attracting many other pay rolls into the city by means of the advantages it has to offer, as against the inconveniences of commuting. They believe that this tendency of wartime can be fostered during peacetime by the attractiveness of such places as the Sylvania Electric Products Company development andStuyvesant Town.

-(From "Can Cities Come Back?" in the Saturday Evening Post of Nov. 4, 1944)

McDonald Looks to American Boy to Develop Gliding

That glorious, incredible, creative young animal, the American boy, will take up gliding on a large scale soon after the war is over, and will maintain for us the leadership in aviation that has cost so much effort.

Foremost among gliding pioneers is Col. Edward S. Evans. So outstanding was his work that I felt impelled to call him the "Father of American Gliding and Soaring" in my book "Youth Must Fly". I take this occasion to pay my respects to his early and continuing vision and foresight.

- (E. F. McDonald, Jr., President of Zenith Radio Corporation in Glider Magazine)

Television Wrist Watch

David Sarnoff, RCA President, predicts for the future a television gadget that will be worn on the wrist like a watch but containing a practical television screen.

-(Washington Times-Herald)

Radio Also Uses Newspapers!

Isn't it a strange anomaly that radio which practically guarantees the power to build listening audiences of millions has to use other media, including newspapers, to tell the people about new programs and program changes?

- (Editor & Publisher)

The Unseen Audience

Man to Wife (as he searches his library shelves) "Be sure to get the repair man over here tomorrow. With the radio busted I'm so desperate I've got to read a book."

- (From a cartoon by Webster)

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Postwar employment for an estimated 26,000 musically-trained personnel as plant broadcast directors in the expanding field of industrial music was forecast by Philip J. Jacoby, of the RCA Industrial Music Service, in a public lecture in New York University's School of Education auditorium.

Robert M. Felsenthal has been named Manager of the Radio, Phonograph and Appliances Division of the International Department of the RCA VictorDivision, Radio Corporation of America.

Hubert H. Kronen, formerly an RCA Victor Regional Manager and Export Specialist, was named Sales Manager for the Division.

Mr. Felsenthal, a merchandising executive for Sears, Roebuck & Company, and its export organization, Sears International, before joining RCA in 1942, will direct distribution abroad of the company's radio receivers and record-playing instruments and household appliances.

Efficient production of radio waves many times the frequency of the shortest "short waves" used a few years ago, has been one of the most important electronic developments of the war, said William C. White, head of the Electronics Section of the General Electric Research laboratory, speaking recently before the Philadelphia section of the American Institute of Electrical Engineers.

The Federal Communications Commission in ten years has been built up (largely through political patronage rather than necessity for such a tremendous organization) into a bureau of 2,319 employees calling for an annual appropriation of $7,610,000. It has proved to be one of the New Deal's most richly laden political Christmas Trees.

Admiral Corporation, Chicago, manufacturer of radios, filed last week in Philadelphia with the Securities and Exchange Commission a registration statement covering 216,000 shares of $1 par value capital stock to be offered by Dempsey & Co., Chicago,

Proceeds from the 150,000 shares of previously unissued stock will be added to working capital to finance the company's expansion into the refrigerator, range and home freezer field, as well as its radio business, the prospectus said.

The Defense Supplies Corporation has recently held three meetings at which manufacturers of radio and radar end equipment were invited to participate in the DSC plan for disposal of surplus war products through companies acting as agents for the Government. The first meeting was held in Washington last Wednesday, November 1; in New York on November 3rd and yesterday in Chicago, at which the surplus property disposal plans were explained by Stuart K. Barnes, Vice President of the DSC and by his assistant, Charles A. Jostes.

Officials said that the same general DSC plan for disposition would apply to end products as to components and tubes but that there probably would be some modification in the proposed contract for end equipment. Discussions have been going on for some time with manufacturers of components and tubes, and officials say that approximately 60 companies have already signed a contract to act as agents for the DSC.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

INDEX TO ISSUE OF NOVEMBER 15, 1944

No. 1656

November 15, 1944

FEELING IS THAT PETRILLO PUT OVER A FAST ONE ON FDR

Although James C. Petrillo is said to have worn one of the largest Roosevelt campaign buttons in Chicago on Election Day, there is a distinct impression that Petrillo did more to embarrass President Roosevelt than anyone in the labor industry ever has except John L. Lewis. Also there was a general feeling that sooner or later the President, who has a long memory, would in some way get back at Mr. Petrillo. However, just about the time a good many people thought Mr. Roosevelt might be again getting around to Mr. Petrillo, the latter, allowing no grass to grow under his feet, four days after the election took the recording industry into camp. It was one of the fastest and boldest moves Washington has ever seen. Even yet nobody has found any definite legal measure to keep Petrillo from getting away with it nor to block any other labor union which desires to use Petrillo's coup as a precedent.

Petrillo thus makes history in forcing an industry to pay a fee directly to a labor union on each piece of merchandise it produces. This is expected to bring into his union $4,000,000 annually, based on fees ranging from a quarter of a cent on a record priced at 35 cents to 2 cents on a record priced at $2.00. This is to be done, however, without any increase in pay for the musicians. Up to now over $100,000 has been received from the companies who previously signed and this pool, along with the more important money which will come in from the record manufacturing subsidiaries of the Radio Corporation of America and the Columbia Broadcasting System will be put into a special fund until Mr. Petrillo and his associates decide what they will do with it. It was here that Jimmy declared, "We will never make a WPA out of it."

Edward Wallterstein, President of the Columbia Recording System, pointing a finger at the Administration, declared that the economic pressure was such that the companies could no longer wait on Washington and therefore they had to come to Petrillo's terms or go out of business. "We are finally accepting", Mr. Wallerstein declared, "because of the Government's unwillingness or incapacity to enforce its orders."

So Mr. Petrillo, instead of being called into the White House woodshed, apparently went to the head of the class. And, as previously mentioned, nobody at this writing seems to know what can be done about it. The only concrete suggestion is that there should be a new law covering such a case and that the whole matter should be put up to Congress.

It remains to be seen after what happened to Senator D. Worth Clark (D), of Idaho, the only man in Congress who really ever

went after Petrillo, just how many volunteers are going to step forward to do the present job if the record and other manufacturers now likewise threatened, decide to seek Congressional relief. Senator Clark is the man who hailed Petrillo to Washington a year or two ago and for two of the most miserable days of the music chieftain's life.

Though he made it hot for Petrillo on the witness stand, nothing particular came of the hearing and it looked like Senator Clark's round until the recent Idaho primaries were held. Then to the amazement of everyone, Senator Clark was beaten for renomination by 202 votes by Glenn H. Taylor, cowboy and later entertainer at Station KSEI at Pocatello and other stations. Later Taylor defeated Governor Bottolffsen and is now Senator-elect from Idaho. Whether Mr. Petrillo had anything to do with Senator Clark's downfall isn't known, but it will not be an inducement to any other member of Congress to cross swords with the diminutive labor leader.

RCA Victor beat the Columbia Recording Company to the draw by making its first record since August 1, 1942, last Sunday a few hours after the agreement had been signed. Columbia followed suit Monday. There is said to be an accumulation of orders for millions of records by both companies and the first of these will be on sale at an early date. The first RCA recording was Vaughn Monroe and his orchestra and for Columbia one by Andre Kostelanetz.

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PETRILLO SARCASTICALLY ASSAILED; CRITICS "HAIL CAESAR!"

One conclusion reached by this writer listening to James C. Petrillo, testifying before the Senate Committee on the memorable occasion that the music czar was put on the grill at the Capitol, was that Mr. Petrillo felt very keenly the criticism of the press. He referred to it time and again and it seemed to irritate him more than anything else. If that is true, Petrillo, despite his assertion that his victory over the record manufacturers is "the greatest for a labor organization in the history of the labor movement" will almost have to be put into a strait-jacket when he reads what some of the leading newspapers have to say about it.

"Hail Caesar!" cries the Washington News (Scripps-Howard):

"Petrillo has established for the first time the principle that employers can be compelled to collect money from the public and pay it, not to employees in higher wages, but into the treasury of a union which does not have to account even to the union's members for what is done with it. In so doing, he has defeated -

"1. The entire record-making industry of the United States.

"2. The National War Labor Board, which ordered the union to rescind its ban on musical recordings, and Mr. Petrillo defied.

"3. The President of the United States, who asked Mr.

Petrillo pretty-please to obey the War Labor Board as a wartime contribution to industrial peace, and to whom Mr. Petrillo said no.

"4. The public interest. The annual $4,000,000 or more in fees now to be received by the union treasury will be, actually, a tax on the public - taxation without representation. Under his union's constitution Mr. Petrillo can spend the money, as he says he will, to 'spread musical culture' and make jobs for unemployed musicians, or he can use it for any other purpose that pleases him. In any case, the public has nothing whatever to say about how it shall be used.

"What Mr. Petrillo has done officials of other unions can do, and many doubtless will. The result may well be that hundreds of millions of dollars a year will be taken from the public, in higher prices for goods, and paid into union treasuries."

Says the New York Times:

"If one union can force employers to supply the funds for a private relief scheme, why can't other unions? If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, must inevitably spread. * * *

"The Petrillo record is not simply one of Government weakness or inaction. Mr. Petrillo's irresponsible private dictatorship has been made possible by positive Government help. Congress and the Supreme Court between them have put into effect sweeping immunities which make it perfectly legal for union officials to commit anti-social acts which would be illegal if committed by anyone else. As long as this situation lasts, the Petrillos will move from victory to victory."

Comments the New York Herald-Tribune:

"Meanwhile, a bit of rosemary for remembrance. When Montgomery Ward & Co. refused to comply with a War Labor Board order the President promptly sent in Federal troops to seize the plant. The elderly Mr. Avery, its head, was ejected from it physically. When Mr. Petrillo said no to the same agency, nothing happened for some time, and then the President wrote him a personal letter asking him please to obey the Board 'in the interest of orderly government.' Petrillo, who is nobody's fool, simply said no again, so now he has his reward.

"The contrast needs no elaboration. It epitomizes the egregious favoritism with which the Roosevelt administration from the very beginning has treated labor, in the laws it has jammed through and in their enforcement. The present Supreme Court has added its own contribution to a situation in which, as Petrillo has dramatically demonstrated, the country is helpless against the arrogant behavior and demands of a labor czar."

The Washington Post declared:

"The American people have a right to demand protection against exactions of this sort, because it is they who pay in the end in the form of higher prices. Moreover, we now have a system of social insurance that requires employers to make contributions to funds for the unemployed. If there is to be an extension of that system, it should be effected by legal process, not through the bludgeoning methods of labor czars who indirectly tax the consuming public without being under any obligation to render an accounting.

"Since there appears to be no way to thwart the activities of Mr. Petrillo under existing law, the duty of Congress is plain. It should act promptly to suppress anti-social rackets that can now we worked with impunity, provided they do not interfere with prosecution of the war."

Says the Washington Star:

"If the American Federation of Musicians, under the determined leadership of Mr. Petrillo, can levy what amounts to a tax on the public, so can any other union possessed of sufficient economic power. And if Mr. Petrillo's success remains unchallenged, the strong probability is that other unions will follow his example.

"The remedy, if there is to be a remedy, lies with public opinion and the Congress. The present Supreme Court has conferred a virtually total grant of immunity on unions in matters of this kind, and it is not in the least surprising that the President found nothing in the law books that would be useful against Mr. Petrillo. The court, in effect, has nullified the laws which formerly might have been invoked in a situation of this kind. And this means that nothing can or will be done unless and until an aroused public demands that Congress enact legislation to forbid or to regulate union practices that are inimical to the public interest but which, nevertheless, are steadily gaining ground."

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NEWSPAPERS CONSIDER ADOPTING NETWORK ADVERTISING PLAN

A Committee representing 16 large newspapers in the country is studying the feasibility of selling advertising on the same principal as radio networks. As yet no newspaper network has been formed but a study of the situation is being made which will cost between $35,000 and $40,000 and take six months to complete.

Another big newspaper sales plan is an expansion of the Bureau of Advertising of the American Newspaper Publishers' Association which calls for the establishment of a Sales Committee and a Retail Advertising Department and an overall enlargement of the Bureau's activities with a budget of $1,000,000 a year.

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FLY RESIGNING HINTS INTERNATIONAL FIELD; FDR "FURLOUGH"

One of the best things they do at the White House is to write the letters to be signed by the President kissing the boys good-bye. Some Presidents write their own letters, some only write certain ones of these. Outside the inner circle, it is never known exactly any more that is known who writes a President's speeches, now much is ghosted or how much is the real thing.

Regardless of who actually writes the letters, reading between the lines there is often a story in them. Sometimes they mean good-bye forever, and frequently are for home consumption and to hang framed in the office; other times, they forecase coming events. An exchange causing more than passing attention was letters made public between Chairman James L. Fly, Chairman of the Federal Communications Commission, and President Roosevelt. Mr. Fly's reference to the fact that there was still much work to be done in the Communications field and especially to international communications and that he stood ready in a "private capacity to assist in any manner possible" and Mr. Roosevelt's response saying that Mr. Fly was "only on a furlough", occasioned considerable speculation.

Chairman Fly wrote the President:

"I hereby submit my resignation as a member of the Federal Communications Commission, effective at the end of the fifteenth day of November, 1944.

"Despite the personal reasons calling for this step - and these you have recognized - I make the move only with great reluctance. The forward movement of electrical communications is freighted with problems of broad and deep significance. In some real measure the landmarks of principle have been established and the path rough hewn. Yet much work remains to be done. The most urgent task is in the field of international communications. In this regard I shall stand ready from time to time and in a private capacity to assist in any manner possible.

"I need hardly remind you of the deep gratitude I feel for the faith you have held midst all the ill-winds of doctrine. My deep personal regard and great confidence go with you in the most significant work which lies ahead."

In accepting Mr. Fly's resignation, the President wrote as follows, addressing the letter "Dear Larry":

"With great personal reluctance, I accept your resignation as a member of the Federal Communications Commission.

"We have had long discussions of the personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy, after the last war, I feel I cannot deny you the 'furlough'.

"You have given five years to the prosecution of monopolies in the anti-trust division of the Department of Justice, five years to your brilliant defense of the Tennessee Valley Authority as its General Counsel, and five years to the reorganization of the Federal Communications Commission as its Chairman. These were all extraordinarily difficult tasks - calling for technical competence and strength of heart of the highest order - against powerful opponents who did not always take your victories lightly. Few men have so proud and effective a record in public service.

"Indeed, it is a tribute to the call of public service upon young men that you were willing to persist for fifteen years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most your opponents for requiring them to face, for the public good, the need of adjustments necessary to protest their own long-range interests.

"The importance of the work of the Federal Communications Commission is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission, working as a team under your chairmanship, has made notable advances in safeguarding freedom of speech and information and in protecting competitive enterprise in the field of communications.

"But much work remains to be done and in the doing of it, I shall want your advice and counsel. You are only on 'furlough'. I shall have to have your help from time to time, particularly in the field of international communications, and know I can expect you to respond."

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ELLERY STONE TO BE CHIEF U.S. COMMISSIONER IN ITALY

Advancement for Commodore Ellery Stone, U.S.N.R., former Vice-President of Mackay Radio, All America Cable and Radio, and former President of the Postal Telegraph Company, was indicated in the following State Department bulletin:

"As already announced, the President of the United States and the Prime Minister of Great Britain recently reviewed the situa- in Italy and agreed on a general policy to meet the many economic and other difficulties of that country. In order to facilitate the task they have agreed that the Right Honorable Harold MacMillan, M.P. British Resident Minister at AFHQ, Mediterranean, should, in addition to his present post, become responsible head of the Allied Commission. In order to effect this, General Wilson will delegate to Mr. MacMillan his functions as President of the Commission. Commodore Ellery Stone of the United States Navy, at present Acting Chief Commissioner, will be appointed Chief Commissioner. Mr. MacMillan, as Acting President, will be specially charged with the duty of supervising development of new measures together with any change in structure of commission necessary to carry them out."

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CAPEHART, SENATOR-ELECT, PROPOSES PHONE WIRE TELE NET

Homer E. Capehart, who was elected Republican U. S. Senator from Indiana last week with a majority believed to be between 20,000 and 30,000, though the count is still incomplete, has announced the development of a new method through which he says television can be transmitted over a standard telephone circuit and recording made of television programs. The technique, known as "video transmission", not only solves one of the major difficulties which have stood in the way of television development but also brings widespread domestic television entertainment years nearer.

Capehart engineers are also said to have made an important advance in another phase of the commercial development of television, the company announces - a method for recording television programs for rebroadcast as sound programs are now transcribed.

"It will enable advertising sponsors to prepare television programs with professional talent and elaborate staging in entertainment centers for rebroadcast anywhere and at any time", Mr. Capehart said.

In a television transmission demonstration in Indianapolis last week, Mr. Capehart, who is President of the Packard Manufacturing Company of Indianapolis, displayed for newspapermen and other observers a mockup transmission system employing standard No. 19 gauge telephone wire.

It was reported that the transmission was carried over 10 miles of such landlines, and that there was no discernible difference between the result and that presented by a corollary transmission over a shorter length of coaxial cable.

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C O R R E C T I O N

We are indebted to B. J. Rowan, Assistant Manager of Broadcasting, of the General Electric Company, Schenectady for this correction:

"I have noted the following quotation from your Heinl Communications Letter of October 15:

> "'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.'

"I felt sure the figures quoted were incorrect and called the matter to the attention of our Electronics Department, and have received from them the following information:

"'It is probable that the estimates attributed to General Electric were obtained by a misreading of an article beginning on Page 7 of "Editor & Publisher" for February 26, 1944. The amounts quoted cover only the estimate of the salary expense of a station manager, announcer and stenographer. The author has conveniently omitted the estimates for other operating costs and program production expense.'

"I am passing on the above information to you with the thought that you may want to correct your earlier release."

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PHIL CARLIN LEAVES BLUE; REPORTED HEADED FOR MBS

There was another resignation at the Blue Network with that of Phillips Carlin, Vice-President in Charge of Programs, a radio veteran whose career in the industry began in 1922. Known to be very close to Edgar Kobak, Blue Network Vice-President, who becomes head of the Mutual Broadcasting System next Monday, November 20th, Mr. Carlin was likewise reported to be headed in that direction.

Accepting Mr. Carlin's resignation, Mark Woods, President of the Blue Network, wrote:

"Now that you have finally determined to leave the Blue Network, I wanted to tell you again how sorry Ed Noble, Chet LaRoche and I are.

"We had hoped you would continue in your present position as a member of what we believe will be an outstanding network program and production department, or accept the role of chief officer in charge of television, facsimile, and frequency modulation. Your considered decision not to accept either of these important positions is indeed a disappointment to all of us.

"We wish you great success and happiness in the future."

Mr. Carlin became Manager of WEAF in New York in 1927, and later assistant to the NBC Vice-President in Charge of Programs. When the Blue Network was organized, Mr. Carlin transferred to it as Vice-President in Charge of Programs.

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A new television program titled "The World In Your Home", sponsored by the RCA Victor Division of the Radio Corporation of America, will start Friday, November 17th, over NBC's television station WNBT. The new series will bring to television set owners in the metropolitan area a well-rounded program of science, education, entertainment, sports news and special events.

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HOLLYWOOD RADIO ARTIST DEFEATED; ALSO WBBM EXEC.

Although he had been warmly endorsed by Vice-President-elect Harry S. Truman, Hal Styles, radio entertainer and Democratic nominee for Congress from Hollywood, was badly beaten by Gordon L. McDonough (R). Styles had defeated John M. Costello (D), of California, present incumbent. Shortly before the election, the Los Angeles Examiner charged that Styles, who conducts a radio program "Help Thy Neighbor" and had the support of the PAC, was a former Kleagle of the Ku Klux Klan and that he was once under sentence to Sing Sing for perjury.

Charles Garland, former Assistant Sales Manager of WBBM, Chicago, Republican candidate for Congress in the 7th Illinois Congressional District, was defeated by William W. Link (D). The 7th, which is said to be the largest district in the United States, is normally Republican but during the New Deal it has been Democratic to a lessening degree in each election. The former incumbent, Leonard Scheutz, who died sometime before the election, won by only 890 votes out of a total of 374,000 in the 1942 election. Thus had it not been for the Democratic tidal wave, Mr. Garland, who put up a strong fight, would doubtless have been elected.

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AGRICULTURE, INDUSTRY AND LABOR MUST COOPERATE - MULLEN

The foundation of America's post-war economy will be secure only to the extent that agriculture, industry and labor cooperate to their mutual advantage, it was declared in Chicago on Monday by Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, in an address before the Chicago Agricultural Club.

According to Mr. Mullen's thesis, agriculture, industry and labor are the three major sources of the nation's economic power, and the welfare of each depends on the welfare of the other.

"Farmers", he said, "who clamor for high prices of farm products while complaining about high wages paid to their best customers, the factory workers, labor leaders who contend for wages or restrictive arrangements which boost manufacturing costs to uneconomic levels; employers who seek high prices or high profits by paying subnormal wage scales - these are the individuals who need education as to where their own best interest lie in the future."

In seeking to build an economically strong America, the lesson must be learned that class legislation obtained by a pressure group with a single eye to its own immediate advantage, is the most dangerous of all solutions to the nation's economic problems, he indicated. Mr. Mullen further stated his belief that it would be disastrous for any two or more of the three basic groups to engage in

a tug-of-war strife for advantage over one another. "In a tug-of-war the strength on one side cancels an equal amount of strength on the other side. Team work is vitally necessary, for in a team strength is added to strength and the pull is doubled", he stated.

With an eye to the future world, Mr. Mullen predicted that television will provide the most effective means for mass communications ever created. He stated a belief that it would rank at the top of new industries that will create jobs for men and women and capital. Mr. Mullen pointed out that television is not just a better form of an old product or a better way of doing a thing. That has been done before.

"Television is something totally new. It will grow on soil where nothing ever grew before. From the employment standpoint it will create new jobs without abolishing any old ones. It will add to employment without subtracting from it", he declared.

During his visit to the Middle West, Mr. Mullen will deliver talks before the Chamber of Commerce at Des Moines, Iowa, and at Purdue University, Lafayette, Indiana.

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RADIO TO HAVE MANY NEW USES IN TELEPHONY

In an address "Telephone Regulatory Problems in the Transition from War to Peace", Commissioner Ray C. Wakefield of the Federal Communications Commission, addressing the War Conference of the National Association of Utilities Commissioners in Omaha, said:

"Many new uses of radio for urban and long distance telephony were suggested at the allocation hearings both by the Bell and independent telephone companies and by various interested industries. Proposals were made for the adaptation of the walkie-talkie radiophone for services between motorists and their homes or offices. Mobile radiotelephony was proposed for reaching physicians and ambulances, for dispatching and controlling taxicabs, for delivery services of department stores, and for services now carried on by public utilities in reaching their repair trucks and coordinating emergency operations.

"Whether such services should be carried on by the individual industries involved or as one general common carrier service conducted by a special company or the local telephone company remains to be determined, but the probability of uses of radio to furnish telephone service of this nature is very great. Similarly, more distant calling to control the movement of buses and trucks on the highways, either directly by the industries involved or by the telephone companies in conjunction with their land lines service, was suggested."

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WOULD MODIFY SOUND EQUIPMENT CONTROLS

The Industrial Sound Equipment Industry Advisory Committee believes that electronic equipment controls should not be revoked until all military requirements can be met, but that controls should be modified as war demands decrease and materials become more readily available, officials of the War Production Board's Radio and Radar Division said last week.

Revocation or modification of Limitation Order L-265 was considered by the Committee, which met recently in Washington. Equipment used in public address systems, inter-communication systems and other industrial sound amplifying equipment falls within the category of electronic equipment involving the use of vacuum of gaseous tubes, under L-265.

An amendment adopted last Saturday to the Electronic Equipment Limitation Order L-265 exempts industrial instruments, and their associated circuits, used for measuring or controlling temperature, pressure, flow, liquid level, relative humidity, specific gravity, acidity, alkilinity, speed, and power load or frequency of electric power generating stations from controls of the order. None of these instruments is ordinarily considered to be within the field of radio or electronic equipment, officials of the Radio and Radar Division of WPB said.

The issuance of a pamphlet entitled "Guide of Industrial Sound", designed to explain the uses and value of sound equipment, was announced. This document will soon be put on sale by the Superintendent of Documents.

The Committee will meet again during the second week of January, it was announced.

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RCA TRANSMITTER FLOWN FROM ITALY TO FRANCE

A complete commercial short-wave radio station, weighing twenty-five tons, has been transported hundreds of miles by air for the first time in history, from Italy to "Somewhere in Southern France", according to word received by R.C.A. Communications, Inc.

Moved at the request of the U.S. Army, the equipment was transported within a few hours by the coordinated efforts of the Army Signal Corps and RCA technicians. When the station goes into operation, service will be limited to Government, Press, and EFM (Expeditionary Force Message) traffic. No straight commercial messages may be accepted.

In a radiogram describing the station's movement by air, Merrill Mueller, National Broadcasting Company correspondent said:

"Fourteen C-47's moved entire twenty-five tons of equipment, which included generators so heavy it took heavy cranes to load and unload them, in a few hours, whereas surface transportation on both sea and land would have taken days and, perhaps, weeks. Thus, another important step has been taken to facilitate communications with Southern France within a few weeks through the day and night-long work of all concerned."

This is not the first time that this station has met an important wartime communications need, according to RCA officials. It was shipped from New York last Winter, and went into service at Naples transmitting Government and press messages. Its location was then identified as "Somewhere in Southern Italy." More than twenty RCA men, working with Mr. Thomas B. Meola, went along to install and operate it.

On June 13, a second RCA station which had been shipped from the United States, went into operation at Rome, first of Europe's war capitals to fall to Allied armies. Its installation and operation also were handled by the RCA staff working in cooperation with the U.S. Signal Corps and the Board of War Communications.

Still another fast, direct communications link with the European war front was established by R.C.A. Communications on September 16, when a radio circuit between New York and Paris was reopened after being closed since June,1940, by the German occupation.

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GE AND IBM GRANTED NEW VISUAL EXPERIMENT PERMITS

The Commission last week granted the applications of International Business Machines Corporation for construction permits for two new Experimental Class 2 radio stations, and of General Electric Company for construction permits for three such stations.

The applicants propose to develop a new system of point-to-point communications, employing high-speed pulse transmissions in connection with the operation of business machines as well as standard emissions for the relaying of television and FM programs. They propose a program of experimentation directed toward the development of an ultra-high frequency, wide band, communications system involving the operation of a chain of experimental radio relay stations extending from Washington, D. C. to New York City, and from New York City to Schenectady and New Scotland, N. Y.

The International Business Machines Corporation applications cover the terminal station at Washington, D. C., and the combined terminal station at New York for both links of the system. Three transmitters and a directional antenna are to be installed at Washington to be located on the roof of the Mayflower Hotel, and the station will be operated by remote control from 1111 Connecticut Avenue, N.W. The New York station is to be located at 490 Madison Avenue, where six transmitters are to be installed, and the remote control point will be located in the same building.

The General Electric Company applications cover the terminal station at Schenectady and the relay station at New Scotland, N. Y. At New Scotland four transmitters are to be mounted in the existing towers of television relay station W2XI, where directional antennas will be installed for maximum radiations toward New York City and Schenectady. The Schenectady station and remote control point will be located at 60 Washington Avenue, where two transmitters and directional antenna systems will be mounted on the existing tower of television relay station W2XGE.

Any and all frequencies within the following bands may be used experimentally by the applicants: 1,900-1,960; 1,960-2020; 2020-2080; 2120-2180; 2180-2240, and 2240-2300 megacycles, with 15 watts power, using A2, A3, A4, A5 and special emission for experimental radio communication, provided that all emissions shall be on frequencies within one or more of the above authorized bands.

In acting on these applications, the Commission considered Western Union Telegraph Company objections to any commercial operations by the I.B.M. and the G.E. The authorizations issued are expressly limited to purely experimental operations and prohibit "the rendition of any communication service for hire" by means of the facilities authorized.

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PROGRAM FOR FIRST TELE BROADCASTERS CONFERENCE DEC. 11

Revealing the program arranged for the First Annual Conference of the Television Broadcasters' Association, Inc., which is scheduled to be held at the Hotel Commodore in New York City on Monday and Tuesday, December 11th and 12th, Jack R. Poppele, Chairman of the Conference, indicated that the various sessions planned will be of interest not only to those now operating, or who are planning to operate television stations, but to manufacturers of television and radio equipment; motion picture companies, newspapers, advertising agencies, stage, screen and radio entertainers and the public in general.

Thousands of invitations for the Conference are in the mail the Chairman stated, adding that the affair is open to everyone. Advance registrations are now being accepted at the Association's offices, 500 Fifth Avenue, New York City, he said, with a fee of $15 covering all Conference activities.

The opening general session at 10 A.M. on December 11th, will feature six talks by leaders in the television industry. "New Horizons in Television" will serve as topics for talks by Dr. W.R.G. Baker, Vice-President in Charge of Electronics for the General Electric Company, and by E. W. Engstrom, Director in Charge of the RCA Laboratories at Princeton, N. J.

"Television Programming", exploring the possibilities of the new art, will be discussed in talks by John F. Royal, Vice-President in Charge of Television at the National Broadcasting Company;

by Robert L. Gibson, a Director of TBA and Assistant to the Vice President in Charge of Advertising and Publicity for the General Electric Company, and by Thomas H. Hutchinson, in charge of production for the RKO Television Corporation.

Harold S. Osborne, Chief Engineer of the American Telephone and Telegraph Company will conclude the opening session when he speaks on the subject: "Establishing Television Networks".

The afternoon of Monday, December 11, 1944, will be devoted primarily to Panel meetings. These meetings are being arranged by Dorman D. Israel, Vice-President in Charge of Engineering for the Emerson Radio and Phonograph Corporation, and will be conducted by executives in various branches of the television, motion picture, theatre, talent and newspaper industries. Mr. Poppele declared that the purpose of these "individualized meetings" will be to provide information on the role television will play in the future plans of a host of industries.

Highlighting the Tuesday morning, December 12th session will be a Round Table discussion by technical experts of the television industry. The discussion will be led by Dr. Alfred N. Goldsmith, consulting engineer and Vice Chairman of the Radio Technical Planning Board. Questions about television are being solicited from all those planning to attend the conference, and these questions will be answered by the following engineering experts:

O. B. Hanson of NBC; Allen B. DuMont, President, of TBA and head of the Du Mont Laboratories; Dr. C. F. Jolliffe, of RCA; F. J. Bingley of Philco; J. E. Keister of G.E.; Harry Lubcke of Don Lee; Jack R. Poppele, WOR; A. H. Brolly of Balaban & Katz, and Klaus Landsberg of Television Productions, Inc.

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ACTION BY THE FCC

Central Valleys Broadcasting Co., Sacramento, Cal., granted construction permit for new station to operate on 1340 kc., 250 watts, unlimited time, subject to January 26 policy; Lincoln Dellar, Sacramento, Cal., granted construction permit for new station to operate on 1490 kc., 250 watts, unlimited time, subject to Jan. 26 policy; Harrisburg Broadcasting Co., Harrisburg, Pa., granted construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time, antenna site to be determined, subject to Jan. 26 policy; American Colonial Broadcasting Corp., Arecibo, P.R. granted construction permit for a new station to operate on 1230 kc., 250 watts, unlimited time, pursuant to January 26 policy; WDGY, Dr. George W. Young, Minneapolis, Minn., designated for hearing application for modification of license to decrease night power from 500 to 250 watts, and change hours of operation from limited to unlimited time; KFI, Earle C. Anthony, Inc., Los Angeles, Cal., granted petition requesting grant of application for renewal of station license (main and auxiliary) on a regular basis, and application dismissed from hearing docket.

Also, WLIB, WLIB, Inc., Brooklyn, N. Y., granted permission to identify station as a "New York" instead of "Brooklyn" station; KQV, KQV Broadcasting Co., Pittsburgh, Pa. (Licensee), granted consent to transfer of control of KQV Broadcasting Co., licensee of Station KQV, from H. J. Brennen, H. K. Brennen, Sara A. Brenne, Margaret M. Brennen and Thelma B. Bregenser, to Allegheny Broadcasting Corp., for a total consideration of $575,000 for 1000 shares, or 100% of the no par issued and outstanding capital stock of licensee; KWBU, Century Broadcasting Co., Corpus Christi, Texas, on consideration of petition to modify permit to specify 1030 in lieu of 1010 kc, the Commission authorized issuance of Special Service authorization for a period of 6 months on conditional basis, for operation of KWBU on frequency 1030 kc., daytime hours.

Also, KEEW, Brownsville, Texas, granted consent to voluntary assignment of license of Station KEEW from Eagle Broadcasting Co., Inc., to Radio Station KEEW, Ltd., a newly formed limited partnership composed of E. E. "Jack" Wilson and Ernest E. Wilson (sole owners of stock of licensee corporation) and T. Frank Smith; T. Frank Smith to have 60% interest for a cash consideration of $8,500.

Applications Received: Nied and Stevens, Warren, Ohio, construction permit for a new High Frequency (FM) broadcast station to be operated on 49,100 kc., with 262 square miles; Wyandotte News Company, Wyandotte, Mich., construction permit for a new High Frequency (FM) broadcast station to be operated on 46,100 kc., with coverage of 775 sq. miles; KXOX, Sweetwater Radio, Inc., Sweetwater, Texas, acquisition of control of licensee corporation by J. S. and Mittie Agnes McBeath by purchase of 75 shares of common stock (50%) from Wendell Mayes; Valley Broadcasting Co., Eugene, Oregon., construction permit for a new standard broadcast station to be operated on 1400 kc., 250 watts power and unlimited hours of operation.

Also, Rebel Broadcasting Co., Jackson, Miss., construction permit for a new standard broadcast station to be operated on 620 kc, power of 1 KW night, 5 KW daytime, unlimited hours of operation, employing directional antenna at night; Pennsylvania Broadcasting Co., Philadelphia, Pa., construction permit for a new commercial television broadcast station to be operated on Channel #4 (78000-84000 kc), ESR 1,760; Southern Minnesota Broadcasting Co., Rochester, Minn., construction permit for a new High Frequency (FM) broadcast station to be operated on 43,700 kc., with coverage of 15,400 sq. miles; Johnson Kennedy Radio Corp., Chicago, Ill., construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.) ESR 2,150.

Also, Scripps-Howard Radio, Inc., Washington, D.C., construction permit for a new commercial television broadcast station to be operated on Channel #1 (50000-56000 kc), ESR 1,650; same, Cincinnati, Ohio, construction permit for a new High Frequency (FM) broadcast station to be operated on 47,900 kc. with coverage of 13,700 sq. miles; KFRE, J. E. Rodman, Fresno, Calif., construction permit to change frequency from 1340 to 1060 kc., increase power from 250 watts to 1 KW and install new transmitter; same, Bakersfield, Cal., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

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TRADE NOTES

Announcement has been made by Rear Admiral Edward L. Cochrane, U.S.N., Chief of the Bureau of Ships, that Lieut. Comdr. James L. Middlebrooks, U.S.N.R., former engineer for the Columbia Broadcasting System, has been awarded the Bronze Star Medal.

Commander Middlebrooks supervised the building of the WTOP transmitter at Wheaton, Maryland, and the construction of the transmitters for the Columbia stations - WABC in New York, and KNX in Hollywood.

Because of expanded production schedules and employment declines, more than 11,000 jobs are now open in plants manufacturing radar equipment for the armed forces, Paul V. McNutt, Chairman of the War Manpower Commission, estimated.

Mr. McNutt emphasized that the majority of radar plants are currently on schedule, but that additional workers are needed to meet rising production requirements. Many plants have met production schedules, he said, by transferring workers within the plant, by increased efficiency and improved manpower utilization methods, and in some cases by overtime work.

Upton Close, veteran radio news commentator, said in Memphis Tuesday that "National Broadcasting Company, pressured by various sources, has served notice on my radio sponsor, Shaefer Pen Co., that it will no longer sell them time on the air if I am not dropped." Mr. Close said "certain radical and communistic elements" were responsible. He was objectionable, he said, because of discussion on "The Dangers of Communism" on the radio.

The Blue Network confirmed that its contract with Henry J. Taylor, commentator, was not being renewed. Chester J. LaRoche, Vice Chairman of the Board of the Blue Network, explained that the decision not to re-engage Mr. Taylor was solely for business reasons and did not have any political significance. He said that the decision was reached before election day.

The election of Andrew C. Jorgensen as Vice-President of Mackay Radio and Telegraph Company, Inc., affiliate of the International Telephone and Telegraph Corporation, was announced by Admiral Luke McNamee, President. Mr. Jorgensen has been General Manager since last April.

Definitions of nine "trade terms" describing mica used by fabricators were proposed by WPB and adopted this week at a meeting of the Raw Mica Fabricating Industry Advisory Committee, the War Production Board has reported. Larger working inventories of mica which is used chiefly as an insulator in electrical and electronic equipment would expedite military procurement of components, the government presiding officer pointed out. However, spot orders, contract terminations and cancellations have made it difficult to anticipate needs. In view of this situation, inventories are often unbalanced being either greatly overstock or deficient in many items.

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HEINL RADIO BUSINESS LETTER

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INDEX TO ISSUE OF NOVEMBER 22, 1944

No. 1657

November 22, 1944

FCC COMMISSIONER WALKER LOOKS AT AFTER-THE-WAR RADIO

Addressing the Third Annual Radio Conference, sponsored by Stephens College at Columbia, Mo., Commissioner Paul A. Walker of the Federal Communications Commission, predicted that radio after the war will revolutionize and improve American industry.

"The post-war expansion of radio should be financially profitable for both industry and labor", Commissioner Walker declared. "In 1937, the total broadcast revenue, including networks and independent stations, was $114,222,906. In 1943, this figure had leaped to $215,317,774, a gain of almost 100 per cent. Net revenue from broadcast service in 1937, after all operating expenses but before Federal income tax, was $22,566,595. Last year it was $66,475,586, almost three times as much. With the tremendous expansion of radio after the war, there is reason to believe that this level of net revenue will be materially increased. Some manufacturers are estimating that 5,000,000 FM receiving sets will be made and sold during the first five years after the war. Some industrialists believe we may have as many as 2000 FM stations operating within that period. The fact that there are already 268 applications for FM stations on file with the Federal Communications Commission tends to confirm this prediction.

"Add to FM broadcasting, the expansion of television and facsimile and the prospects for business enterprise in the radio field are most encouraging. As I have previously mentioned, television is likely to move fast after the war. Some manufacturers are saying that they will be able to sell television receiving sets for as low as $150 and predict that the price may drop even below this figure. If this is true, there should be a good market for television receivers.

"The faith that industry has in television is evidenced by the fact that as of November 15 of this year, there were 87 applications for commercial television stations on file with the Federal Communications Commission."

"As to the place of government in the radio picture of the future, we can travel one of three roads", Commissioner Walker went on. "First, Management can be left free to operate without any public regulation. However, few seriously favor such a system of unrestrained operation. If for no other reason, the problem of electrical interference accentuated by a crowded spectrum would be too great to make such a system feasible.

"The second road which seems attractive to some is that of public ownership. Most countries have this system and private operation in America is the exception rather than the rule. But there

are dangers in this type of operation. We have seen them develop in totalitarian states. It is imperative that we keep a free radio if democracy is to endure. I do not believe that government ownership would be conducive to a free radio any more than I think monopolistic control would be conducive to it. When one segment of society, whether it be government or industry or some other, is vested with unlimited authority over radio, then freedom is threatened and democracy suffers. It is diversification and balance of control that we want in American radio.

"If we are to have this balance, I believe we must have effective government regulation of the radio industry. I believe that this is the road we must travel if the interests of those who operate radio stations as well as the interests of the people are to be served. I believe one of the best safe-guards against political control is effective government regulation.

"This system I favor operates on the principle that the ether and the frequencies belong to the people, that they have a right to set the general standards for the use of this ether and these frequencies, but grants the privilege of management to those persons who have the qualifications and the desire to operate in the public interest, and to give worthwhile public service.

"To be effective, this system must have managers who are more than dollar-minded - who want radio to bring the maximum social benefits. And it must have regulators who are democratic in outlook and who are intensely devoted to the public interest."

Commissioner Walker, whose address ran about 4,000 words, cited the recent Allocations hearings for the assignment of frequencies to the various classes of non-governmental services as the source of many of his conclusions:

"The evidence showed that Frequency Modulation broadcasting will expand rapidly", Commissioner Walker declared. "Better able to avoid static than standard broadcasting, FM is likely to have a stronger appeal generally. Since a number of these stations can operate in closer proximity on the same channel without objectionable interference than is possible with standard stations, can probably be constructed more economically, many more localities will be able to have them. This will provide a greater access to the microphone among the masses of the people. An increase in the number of stations will possibly mean a corresponding growth in the number of networks.

"There was considerable testimony at the hearing regarding the future of television. I do not believe the average citizen is fully aware of the technical progress made in this field in the last few years. The television pictures after the war are expected to be much better than those prior to Pearl Harbor. They are likely to have superior definition, be much brighter and larger and may have color as well. With the use of mobile television units, it will be possible to send pictures of important events from many different places; and with the development of networks, large numbers of people will be able to view these pictures.

"Add to FM and television the possibilities of facsimile and we have a most attractive outlook for communications. The transmission of writing, printing, photographs and other images is now a well-established art according to experts who appeared before the Commission. While we are told there are still technical problems to work out, progress is being made and we may soon have effective simultaneous transmission of sound and facsimile images.

"Out of this development will come new conveniences for the American people. By means of facsimile the man in the office can receive continuously complete and graphic news reports to aid him in his business or profession. The rancher in Montana who now may wait as long as a week to get his newspaper, may get the latest news with pictures directly recorded in his home.

"Application of high frequency radio to industrial operations has had a rapid growth in recent years. As a means of effective, intensive heating, it is highly useful in woodwork, plastic, textile, rubber and chemical industries. Experts urge that it will become increasingly important after the war as an aid to production. In this connection, problems of radiation and interference with communications will call for careful study and may necessitate new legislation.

"The telephone industry will make increasing use of radio. For example, the Federal Communications Commission recently approved conditional grants for the American Telephone and Telegraph Company to construct two experimental stations which are to be used as terminal points for a proposed wide-band, point-to-point radio repeater circuit capable of relaying telephone and other types of communication between New York and Boston. Similar grants have been made to other industries.

"Under the proposed wide bands, many telephone conversations can be carried on simultaneously over the same circuit. The development of such a system may make possible a considerable expansion in telephone service at lower costs."

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I.T.& T. COMES THROUGH WITH A RADIO SYSTEM OF ITS OWN

A new radio development that is said to surpass for certain purposes the now standard amplitude modulation (AM) and fast-growing frequency modulation (FM) methods has been announced by the Federal Telephone and Radio Laboratories, associated with the International Telephone and Telegraph Corporation.

Called "Pulse Time Modulation", the new system's advantages, I. T. & T. says, are simplification of repeaters, avoidance of distortions and more efficient application to multi-channel, coaxial cable, telephone and facsimile transmission systems, television sound channels, and ultra-high frequency broadcasting.

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KESTEN BACK FROM ENGLAND PROPOSES "DECENSORING"

Just returned from England, Paul W. Kesten, Executive Vice-President of the Columbia Broadcasting System, discussed post-war programs, international broadcasting and television. Mr. Kesten said:

"Despite the best job of reporting that any nation at arms has ever received, America is not getting, and cannot get, the real story of its men in action and its machines in action as long as military secrecy is vital. We are determined that this story shall not be lost after the war, as it was in large part after the last war. What I saw and heard from hundreds of GIs, Navy men and merchant seamen, and in conference with the CBS European staff, convinces me that the human story and the scientific story which cannot yet be told contains the real secret of American success in the war. American radio owes the 120,000,000 people who represent the families, relatives and friends of our fighting men a vivid first hand report of much that lies behind the curtain of censorship - as soon as that curtain can be lifted. We are therefore planning a postwar program series, which will reveal as rapidly as Government authority will sanction it, a succession of individual stories which will prove more thrilling than fiction and more informative than anything we have been able to broadcast during hostilities. The tentative title 'Decensored' has been chosen for this series to give some hint of its nature. We intend to invite the full cooperation of the Army and Navy in as much advance planning as is feasible.

"No one can spend even a few weeks outside of the United States without learning at first hand, how important American news and American affairs are to foreign listeners, to say nothing of American entertainment. The most popular American network programs are now available in England and on the Continent, not only to our troops but to civilian listeners.

"Some indication of the vital importance abroad of American thinking and planning was evident in the fact that the United States attitude toward international aviation and world shipping received more time on the air in BBC news broadcasts than any other single item in 24 hours of world news, although it was totally eclipsed in American news broadcasting by events on the war front. There is no question in my mind of the increasing importance to the United States of international broadcasting from this country after the war. I am more than ever convinced that the United States should maintain fully the international broadcasting facilities that have been expanded during the war. The eyes and the ears of the rest of the world will be trained on this country as never before.

"Television, although it has no present international transmission characteristics, has in itself a curious international aspect. Six months ago, when CBS proposed radically improved television standards for the United States, we said, with no notion of clairvoyance, that other countries might well adopt such higher standards, and America should not lag behind. While I was abroad, the extraordinary

news was cleared through censorship that French electronic engineers, under the very noses of their German overlords during the occupation of France, had in fact fulfilled this forecast. Shortly after France was liberated, they were able to demonstrate actual pictures which made our prewar television standards look wholly obsolete. The leverage of this French development on American television planning cannot be ignored. In turn, the combined effect on British television of improved standards here and in France is almost inevitable. The keenest interest exists on the part of independent British engineers in the higher television standards. It is my personal impression that, wholly as temporary measure, in view of the larger number of prewar sets purchased in England, television may be resumed there on prewar standards. But I would not be surprised at all to learn that the British are setting their sights fully as high as the improvements CBS has proposed here, and may emerge with a full-blown television system which, except for one American advantage, might set the pace for the rest of the world. That advantage is color. We seem to be well ahead of any other country in color television. The Germans, who were well advanced in television before the war, apparently lacked the imagination to develop color television. The French, who have been cruelly excluded from the news of developments in other countries, have apparently concentrated all their work on black-and-white pictures.

"The British have shown real interest in color television and have conducted some experiments, but, to the best of my knowledge, have not produced a practical full-color television system. Thus the United States seems to be in the enviable position of having world leadership in television at its fingertips. It would, in my opinion, be deplorable if, in America of all countries, a short-sighted clinging to the status quo should make us falter at this point."

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TELEVISION WILL PEP UP ALL ADVERTISING, SHOUSE BELIEVES

James D. Shouse, Vice-President of the Crosley Radio Corporation of Cincinnati, addressing the Advertising and Sales Promotion Executives Conference at Ohio State University last week, expressed the opinion that television would stimulate all forms of advertising.

Television's ability to sell the manufacturer the style of his merchandise, its appearance, its price and its use in the home cannot fail to bring to the business of advertising more money, because "the business of advertising can perform more functions than it has ever been able to before", Mr. Shouse declared.

"Any business can grow, and does grow, only as it offers more, and through television it is entirely conceivable that the whole business of advertising will receive a tremendous impetus far beyond anything that has been conceived before", the speaker said.

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ELECTRONIC EQUIPMENT NOT UNDER WPB SPOT AUTHORIZATION

Electronic equipment as defined in WPB Limitation Order L-265 is not subject to the War Production Board spot authorization plan, WPB said yesterday.

Electronic equipment as defined in Order L-265 means any electrical apparatus or device involving the use of vacuum or gaseous tubes and any associated or supplementary device, apparatus or component part therefor, and shall include any acoustic phonograph and component parts therefor. The term shall not include: (1) hearing aid devices; (2) Wire telephone and telegraph equipment; (3) electric batteries; (4) power and light equipment; (5) medical, therapeutic, X-Ray and fluoroscopic equipment other than replacement electron tubes therefor; (6) phonograph records and needles; (7) automotive maintenance equipment as defined in Limitation Order L-270 (8) Incandescent, fluorescent and other electric discharge lamps, as definited in Limitation Order L-28, and rectifier tubes, as defined in Limitation Order L-264; (9) Industrial type instruments and associated circuit devices, for measuring or controlling temperature, pressure, flow, liquid level, relative humidity, specific gravity, acidity, alkalinity, speed, power load, or frequency of electric power generating stations.

An amendment to the order provides that no producer shall manufacture any electronic equipment except to fill preferred orders or to fulfill, under Controlled Materials Plan, any authorized production schedule or authorized program as defined in CMP Regulation 1 except a schedule or program authorized under Priorities Regulation 25 covering the spot authorization plan.

The purpose of the amendment was said to be to remove any ambiguity from Direction2 to Priorities Regulation 25, which is also being amended.

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APPLEBY, ASST. U.S. BUDGET DIRECTOR, TO GO INTO RADIO

The White House announced last week that Paul H. Appleby, Assistant Director of the Budget, is resigning to become Vice-President and General Manager of the Queen City Broadcasting Company of Seattle, Washington.

Mr. Appleby, 53 years old, and a native of Missouri, was formerly an editorial writer on the Des Moines Register and Tribune and an Executive Assistant to the Secretary of Agriculture 1933-40 at which time he became Under Secretary of Agriculture. He was Chief of Food Missions to Great Britain in 1941 and 1942, Chairman International Wheat Conference in 1942-3 and Special Advisor to Lend-Lease Administrator in 1942-43.

The Queen City Broadcasting Company operates KIRO, a 50 KW in Seattle. President Roosevelt has accepted Mr. Appleby's resignation effective December 1.

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PORTER YOUNGEST FCC CHAIRMAN; "O.K. - NO STUFFED SHIRT"

Paul A. Porter, 40 years, now up for confirmation by the Senate, will be the youngest Chairman of the Federal Communications Commission. Also if what his colleagues and friends say is true, he may prove to be one of the most efficient and popular Chairmen the Commission has ever had.

"Paul Porter is a New Dealer heart and soul and will jump through the White House hoop as fast as Larry Fly ever did", one friend declared, "but he is not likely to prove to be the trust-buster that Fly was. Paul nevertheless has positive views and if he does decide to wield the big stick, he will have the courage to do it but will do it in a nicer way. He is a man who will always be accessible, open to reason, and I feel confident will give everyone a run for his money. Because of Porter's radio and newspaper background, both the broadcasters and the press will have a friend at court. Unless the White House so orders, there will be no more kicking the newspapers around.

"Paul has plenty of ability and he is no stuffed shirt. He doesn't take himself too seriously. I couldn't imagine him glaring about the hearing room as Fly used to do to see if everybody was standing up until the members of the Commission had been seated. I don't believe there will be any of that Supreme Court stuff as far as Paul is concerned. Nevertheless he is an A #1 lawyer."

"If Porter was such an outstanding lawyer, why is he sticking to the Government service? Wasn't he making more money as CBS Washington counsel?" was asked.

"Sure! Paul was making good money with Columbia. He went into Government work at a personal sacrifice for purely patriotic reasons and because he thought it was the thing to do."

There was a pleasant greeting from the Washington Post which said editorially:

"Paul A. Porter, who has been nominated a member of the Federal Communications Commission and will be appointed Chairman when confirmed, is likely to prove a worthy successor to James Lawrence Fly. As a radio lawyer for a number of years, he gained an acquaintance with the broadcasting industry. Yet most of his experience since 1933 has been in Government service. He has done outstanding work in the AAA, the OPA and the Office of Economic Stabilization. Able, hard-working, and amiable, he will take to the FCC a record of substantial achievements in spite of his comparative youth.

"The only unfortunate aspect of the appointment, as we see it, is that Mr. Porter goes directly to the top position in the agency which regulates broadcasting from the job of directing publicity for the Democratic National Committee. The chairmanship of the FCC is an assignment that ought to be far removed from politics. But

no doubt Mr. Porter will quickly shake himself free from the partisan atmosphere of his most recent task. His experience in Government work and his widely recognized ability as an administrator overshadow the element of political debt-paying in the appointment. Nevertheless, it would be a sorry state of affairs for the FCC, the broadcasting industry and the public if the chairmanship of that agency should come to be looked upon as a reward for political publicity directors, as the postmaster generalship has come to be a reward for the chairman of the national committee of the successful party in national elections."

The only protest against the nomination of Mr. Porter came from the Socialist Party National Executive Committee in New York.

In a telegram to Senator Wheeler, (D), of Montana, Chairman of the Interstate Commerce Committee, the Socialist Committee said the protest was based on the manifest impropriety of elevation of publicity manager in bitter political campaign and also former counsel for a network to commission controlling radio and other communications."

On the other hand, there were already signs that Mr. Porter's nomination was causing Congressional hostility to the FCC to quiet down.

Representative Eugene E. Cox (D), of Georgia, probably the most bitter Congressional critic of both the FCC and its former Chairman, expressed approval of Mr. Porter's appointment.

Chairman Clarence F. Lea (D), of California, of the House FCC Investigating Committee, predicted that the Committee's stormy inquiry into FCC activities, which has been underway for almost two years, would end next month when a final report will be filed on the 5000 pages of testimony that have been taken.

There have been discrepancies in some of the biographies printed. Here is the one from the 1944-45 "Who's Who in America" (which is really an autobiography as the information is furnished by the author himself):

"Porter, Paul Aldermandt, govt. official; b. Joplin, Mo., Oct. 6, 1904; s. John J. and Dolly (Carpenter) P.; student Ky. Wesleyan Coll., 1923-26; m. Bessie Edgar Benton, June 14, 1930; children - Betsy Goodloe, Ann Covington. Began as newspaper reporter; city editor Lexington (Ky.) Herald, 1923-26; in practice of law, Central Ky., 1928-29; editor Mangum (Okla.) Daily News and LaGrande (Ga.) News, 1929-32; spl. counsel Dept. of Agr., 1932-37; Washington counsel Columbia Broadcasting System, 1937-42; lecturer on administrative law, Law Coll. of Catholic U., Washington, D.C. since 1941; deputy adminstr. in charge of new rent div., Office of Price Administration, 1942-43; asso. administr. War Food Administrn.; associate dir. Office Economic Stabilization since July 1943. Mem. Nat. Press Assn., Federal Communications Bar Assn., N.Y. Bar Assn., Sigma Alpha Epsilon, Phi Alpha Delta. Democrat. Baptist. Home: 6001 Broad Branch Rd., Address: Federal Reserve Bldg., Washington, D.C.

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DEMOCRATS TO OPPOSE SEATING SENATOR-ELECT CAPEHART

There will be vigorous opposition on the part of the Democrats to the seating of Republican Senator-Elect Homer Capehart, of Indiana, if sufficient evidence is produced by the Senate Campaign Expenditures Committee, whose investigators are now looking into the situation. It is charged that Senator Capehart spent more in his campaign than the legal limit of $25,000. According to official returns, Mr. Capehart only spent $5,630.80.

Mr. Capehart, when visiting Washington yesterday and being asked about his campaign expenditures, said he owed his election to shaking hands with about a thousand voters a day.

It was hard work and organization, he declared, not money, that elected him. He said that during a three and a half months campaign he shook the hands of 100,000 voters - made about 300 speeches, which figures out to three speeches a day.

Regarding foreign policy, he first said he followed the principles laid down by Gov. Thomas E. Dewey, head of the Republican Party, during Dewey's campaign for the presidency. Later, however, he said that he was undecided on delegating power to a U. S. delegate to an international league to authorize use of force without the consent of Congress, a point Dewey accepted.

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PAUL ELLISON, SYLVANIA, NATL. ADVERTISERS VICE-CHAIRMAN

Paul S. Ellison, Director of Advertising and Sales Promotion of Sylvania Electric Products, Inc., was elected a Vice-Chairman of the Association of National Advertisers at its annual meeting in New York last week.

New Directors elected were: Robert B. Brown, Bristol-Myers Company; Ralph Winslow, Libby-Owens-Ford Glass Company; William Connolly, S. C. Johnson & Son; D. H. Odell, General Motors Corporation, and W. B. Potter, Eastman Kodak Company; re-elected as Directors were Hugh Hitchcock, Packard Motor Company, and D. B. Statler, Standard Brands, Inc.

The National Advertisers endorsed the Lanham Trade-Mark Registration Bill, H.R. 82, which has passed the House and is now pending in the Senate Patents Committee. Among the advantages of the Lanham Bill are that it gives advertisers the privilege of registering in the Patent Office slogans, titles, symbols, character names and distinctive features of radio or other advertising used in commerce, and provides for the registration of trade names.

One of the principal purposes of the bill is to establish as complete a file of trade-marks as possible in the Patent Office. "This", he contended, "will be a real improvement because at present a trade-mark user can never be sure that he will be secure in his rights to his trade-mark even though he has thoroughly searched the Patent Office."

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DISCLAIMS INTENTION OF FTC SEEKING TO ENTER FCC'S FIELD

R. E. Freer, Chairman of the Federal Trade Commission, spoke before the Radio Executives Club of New York last Monday on "Truth in Advertising" (with specific relation to the broadcasting industry).

Some of Chairman Freer's references to broadcasting follow:

"Radio advertising, as shown by the recent report of the Commission, now is at a most advantageous position, as to both profits and prestige. Networks and independent stations share in this prosperity. Isn't this a good time to consider whether proper safeguards may not be indicated to protect the whole industry from loss of face through practices of an unethical minority?"

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"Sometimes I wonder why the Federal Trade Commission should be so closely associated in the public mind with the advertising industry, or even why it should occupy the wide horizon it seems to fill in the outlook of broadcasting. The Commission has manifold duties beyond the prevention of unfair methods of competition and unfair and deceptive acts and practices in commerce and the making of general investigations of business conduct under the organic act."

* * * * * * * * * *

"And I want to make a disclaimer -- the Federal Trade Commission does not seek to enter the field in which the Federal Communications Commission and other Government agencies exercise jurisdiction, nor the sphere of the Better Business Bureaus; sufficient unto us is the large field of commercial advertising which is particularly our province."

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"The Commission's report, essentially a study of peacetime advertising methods and costs, was sent to Congress - and a summary thereof published - on October 30th. I invite your reading of this report, which speaks for itself.

"Among other things the report contains an analysis, by media, of advertising expenditures totaling $71,498,607 of 548 corporations in 17 industries for the year 1939. The proportional amount spent on radio advertising, 18.3% of the total, exceeded that for any other media, although only one company out of four used radio.

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"During the year ending June 30, 1944, the Commission's Radio and Periodical Division examined 298,970 advertisements contained in 1792 editions of representative newspapers and 967 issues of magazines and journals. It examined also 627,719 broadcast continuities consisting of network and individual station scripts and scripts representing the built-in advertising portions of transcription recording productions. From these scripts 19,512 advertising

broadcasts were marked for further study as containing representations which might be false or misleading."

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"Advertising marked for legal review by the Radio and Periodical Division during the fiscal year related to 1902 commodities. Of these 55.9% were classed as drugs, 15.4% as cosmetics and 11.3% as food designed for human or animal consumption. Since these percentages add up to 82.6%, commodities other than those within the special Wheeler-Lea provisions accounted for only 17.4% of the total."

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"A very large proportion of newspapers in the smaller cities of our country; virtually all metropolitan journals and the better class of magazines scrutinize their advertising meticulously. They try to anticipate and avoid warnings by Better Business Bureaus or proceedings by the Commission by rejecting any suspicious or shady advertising. There are more than rumors to the effect that many radio executives are as farseeing in this respect as their newspaper competitors."

(Editor's Note - Chairman Freer's speech ran 7 mimeographed pages - single space - but apparently was pretty much a rehash of the Federal Trade Commission's last annual report - R.D.H.)

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NATIONAL PRESS CLUB MAY MAKE RADIO MEN ACTIVE MEMBERS

Radio commentators may be admitted to active membership in the National Press Club when a special meeting called for next Monday night votes on the following proposal for a constitutional change:

"Admission of Radio News Men to Active Membership. - Your committee felt that radio news was a kindred field to published news. In drafting the language which would admit to active membership persons engaged strictly in the radio news field, the committee endeavored to limit such admissions to those persons doing work comparable to news reporters and columnists. It was not the intention of the committee to admit to membership those persons who merely read scripts furnished by press associations or syndicates to radio stations or to admit those whose duties include the reading of commercial announcements. The committee believes that the number of persons eligible to admission, under this proposed revision, would be few, certainly for many years to come."

Government press agents hereafter will be excluded from active membership if the following proposal is carried:

"Government Public Relations Chiefs. - Your committee, after careful study, determined that it would be wise to stop the further admission to Government Public Relations Chiefs and editors to active membership in the club. When such officials first were

admitted, there were only two or three. The number now eligible runs almost to 100 and is growing. Your committee therefore proposes that such officials, in the future, be admitted to the club as Non-Active members (as provided in proposed new Section 3), but that all Government Public Relations Chiefs who now are active members of the club be continued in that status. Their successors would not be eligible to active membership status."

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NBC HEAD DENIES PRESSURE CAUSED COMMENTATOR'S DISMISSAL

Replying to the charges of Upton Close, radio commentator, to the effect that his contract with the National Broadcasting Company had been cancelled because of pressure brought on the network by Communists and other groups, Niles Trammell, President of NBC, countered Mr. Close's assertion with the following statement :

"Recent statements appearing in the press that the cancellation of Upton Close as an NBC Commentator resulted from governmental pressure or outside influence are completely false.

"The National Broadcasting Company notified Mr. Close in October that it would not renew a contract with him which expired December 10th of this year. This notice was given to Mr. Close as a decision of the National Broadcasting Company made during the summer months as a matter of network operation. We decided to use instead one of our full time staff commentators, Mr. Max Hill, former Tokyo correspondent for the Associated Press who more recently has been representing the National Broadcasting Company in the Mediterranean and the Near East, and who has just returned to this country with a wealth of war time experience.

"This decision on our part to replace one commentator with another does not involve, in the slightest degree, the principle of free speech which we have always upheld. As a matter of fact, Mr. Close is currently appearing weekly on a commercial program on a competing network.

"In connection with all commercial commentators on NBC facilities, it is a standing policy of the company which is understood by our clients, that the selection of such commentators rests with NBC, inasmuch as the balanced presentation of news and comments is an obligation and responsibility of the broadcast station or network.

"We take full responsibility for the cancellation of our contract with Mr. Close in accordance with its terms. We shall continue to exercise our best judgment in the selection of newscasters and commentators in order that the listening public be adequately served."

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SCISSORS AND PASTE

Predicts FCC Congressional Investigation Will Fold

The Lea Congressional Committee investigating the Federal Communications Commission, has notified its employees that it is through the first of the year, as Representative Lea doesn't want to continue the probe. Final fireworks will be a blast at FCC for its handling of the WMCA transfer, involving White House favorites.

- (Washington Times-Herald)

Calls Petrillo Coddling "Sellout to Privileged Few"

Let the New Deal apologists cover up, if they can, the method used by the administration to appease Petrillo and his hi-jacking union. This coddling of Petrillo by Mr. Roosevelt is a new low in his appeasement of unions, a sell-out of the masses to the privileged few.

- (Extract of letter to Editor, Washington Star)

India Selling U.S. Radio Sets

Radio sets totaling 40,917 have been imported from the U.S. under Lend-Lease, according to a statement by the member for supply, Sir Ramaswami Mudaliar, in the assembly today.

Of these, 27,701 have been sold commercially and dollars paid for them.

- (Reuter's dispatch from New Delphi, India)

Oh Boy!

Television is grown up - it has on long pants and is just about ready to break into a run.

- (Robert L. Gibson, Advertising and Publicity Department, General Electric Company.)

Sees Fly Headed For $100,000 A Year

Paul Porter predicts his new job as Chairman of FCC will be his biggest headache. The job was a headache to James L. Fly, too, but it was also a stepping stone to what his friends estimate will be a $100,000-a-year law practice.

-(Washington Post)

Ten Postwar FM Networks And 4,000 Stations Forecast

Industry leaders at the recent FCC Allocations Hearings gave agreeing testimony to indicate that the postwar FM structure will embrace as many as ten national networks where four now exist. Paul W. Kesten, Columbia Vice-President, expects his FM network to include 175 stations coast-to-coast. He asked the FCC to provide facilities for 4,000 FM stations.

T.A.M. Craven, of the Cowles Broadcasting Co., asked spectrum space to accommodate at least another time that many stations. These men and others visualize FM stations in every community in the U.S. with as many as 25 or 30 in the larger metropolitan areas.

The American Telephone and Telegraph Co. will be ready to provide wire accommodations. It recently announced that, by changing certain terminal equipment, it is able to pass all the frequencies necessary for full-fidelity FM over an existing network connecting all major cities in the U.S.

There are 46 FM stations now on the air with more than 300 already planned for after the war. A half million sets were sold before the war and industry predicts a post-war demand for as many as 10,000,000 in the first year after the war. Planning already provides listenable FM for 80 percent of the nation's buying power.

- (FM Broadcasters' Association Bulletin)

The Press, Radio And FCC

It's an acknowledged fact that radio did a bangup job on the 1944 elections. It's also more than clear by now that the influence of the press has waned considerably in the past few decades. Witness, for example, the overwhelming support thrown by the nation's newspapers to the Republican Party in the past few general elections. Radio, as the chief competitor of the press, would do well to stop and take note of where the publishers made their mistake.

Thus far radio stands solid with the public. So far, the public knows that it can turn to radio to hear both sides of every argument, without radio projecting itself as anything but a carrier.

As long as radio retains its position of presenting facts, that is, all the facts, and steers clear of any prejudice or bias, it will retain the respect of the public.

The Federal Communications Commission has kept radio ownership from exercising the rights of "freedom" in the manner delineated by the press. Any tendency toward a tightening of monopolistic practices in radio has been curbed under the regime of James L. Fly. With the latter's departure from the FCC, it becomes obligatory on broadcasting's officialdom, even without the benefit of such a mentor, to self-discipline the industry so that it does not stray from the path that, thus far, has given radio the public's confidence.

If radio becomes too greedy and its biggies lack the vision to take a long-range view, the industry can be stunted in the very flower of its growth.

- (Variety)

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TRADE NOTES

WPB officials have disclosed that the production of radio and radar transformers is being maintained at high levels. They urged the industry to continue holding this production pace. Eight power and distribution transformer shops have been producing close to $1,500,000 worth of radio and radar transformers per month since July.

FM Broadcasters, Inc. is listed by the Office of Defense Transportation among 20 additional organizations that have acceded to OTD's request to cancel its annual meeting which was to have been held in New York next January.

"Frequencies For Television", a statement by Niles Trammel, President of the National Broadcasting Company before the FCC in Allocations Hearings, has been reprinted by NBC in pamphlet form.

Providing its New York service area with frequency modulation reception three times more powerful than before, the Columbia Broadcasting System begins operation today (Wednesday, Nov. 22) of its new two way FM transmitting antenna 800 feet above street level on the roof of 500 Fifth Avenue, New York City.

"Termination Financing for War Contractors", a new booklet published by the Office of Contract Settlement, is now available for distribution, Robert H. Hinckley, Director, has announced.

Copies are being distributed to war contractors and commercial banks through the cooperation of the War and Navy Departments, United States Maritime Commission, Smaller War Plants Corporation and other contracting agencies. Single copies are available in Washington at the Office of Contract Settlement, Federal Reserve Building, Washington 25, D. C., and are for sale by the Superintendent of Documents at 10 cents a copy.

Anyone turning to the Seagram's ad on Page 74 of the current (November 20) issue of Life, will see how an advertiser is making use of television and facsimile to attract the reader's attention.

The Cowles Broadcasting Company has applied for FM licenses for its stations in Washington, D. C., Jersey City, N.J., Des Moines, Iowa, Boston, Mass., and Minneapolis, Minn.

The Madison Wisconsin State Journal joined the ranks of newspapers experimenting with the handie-talkie technique. The two-way radio was used in reporting an account of a firemen's practice drill, anticipating the use of the equipment in covering fires and similar stories in the future.

Among those whose names were suggested for appointment by President Roosevelt to the three-man Surplus Property Board was Commissioner Clifford J. Durr of the Federal Communications Commission. The surplus property assignment is supposed to be a temporary one but believed by many to take a long time to complete.

Commissioner Durr's FCC term expires in 1948.

Revocation of the mica order, M-101-a, designed to conserve bookpacked muscovite splittings, which are used for electrical insulations, was recommended last week by the Built-up Mica Industry Advisory Committee of the War Production Board.

Since production and consumption of bookpacked mica splittings are in balance, revocation of the order, and consequent increased uses of mica splittings, would not be harmful to the war effort, the Government presiding officer pointed out.

RCA has had reprints made of an address at the National Electronics Conference at Chicago on "Electronics Research Opens New Frontiers" by Ralph R. Beal, Assistant to the Vice-President in Charge of RCA Laboratories.

Fraud in connection with war contracts was charged to the Stewart-Warner Corporation of Chicago and six individuals in indictments returned secretly by two Federal grand juries in New Orleans according to an Associated Press dispatch from that city.

The alleged fraud involved costs for crane service, riggers and other labor, tractor service and the like and there was declared to be "conspiracy" in making of some rates.

More than 50,000 questions have been received and answered through the Farm Question Box by Ed W. Mitchell, WGY farm advisor, since November 1925, when the General Electric Farm Forum and Farm-Paper-of-the-Air programs were inaugurated. The 19th birthday anniversary of these agricultural programs, which are two of the oldest farm radio services in existence, was celebrated recently over WGY.

A topic being considered for a broadcast by America's Town Hall of the Air over the Blue Network is "Should the Proceedings of Congress be Broadcast?"

"Variety" is withdrawing from the Radio Hall of Fame next month when Philco moves its program to the Coast. "This paper bowed out when, for reasons of budget, the sponsor named a readjusted fee", Variety explains.

After the show from New York Dec. 3, Paul Whiteman, producer Tom McKnight, scripter Mort Lewis, et al. shift west where Whiteman will recruit a Hollywood team of musicians for the winter hiatus.

"It's a thoroughly amicable parting between Philco and 'Variety'."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

INDEX TO ISSUE OF NOVEMBER 29, 1944

No. 1658

November 29, 1944.

CONGRESSMAN DENOUNCES PETRILLO METHODS AS RACKETEERING

Fighting mad, Representative F. Edward Hebert (D), of Louisiana, gave the American Federation of Musicians and James C. Petrillo a vigorous going-over in a brand new Petrillo row in Washington this week. It followed closely the setback given to Mr. Petrillo by the National Labor Relations Board in ruling that the National Broadcasting Company and the Blue Network do not have to employ musicians as "platter turners" except in Chicago where Petrillo originally got away with it and under the present edict will be allowed to continue to do so.

The latest blow-up over Petrillo in the Capital occurred before a House subcommittee when AFM representatives denounced a bill to authorize the use of city funds to support a band for the Washington Police Department. Representative Hebert charged that organized labor's attempt to wreck the Washington Police Band was the first move in an attempt to destroy 25 municipal bands throughout the country.

"If James Petrillo and his musicians' union get away with this window-dressing here in the Nation's Capital", he declared, "it will not be long before the rest of the country's municipal bands become victims of the union."

AFM counsel remarked:

"You seem to have a hatred for the American Federation of Musicians."

The Louisianan, who explains that his name should be pronounced "A-Bear" and who was formerly City Editor of the New Orleans States, replied: "No, I do not. There is no one stronger for the unions than I am, for collective bargaining - but I'm damned if I am for racketeering."

Robert Wilson, AFM lawyer and Paul Schwartz, president of the local affiliate of the Federation, agreed the union had the selfish interest of looking out for jobs of 300 local members, now overseas, who will need jobs when they return to private life.

"Let's leave the war out of this", Mr. Hebert retorted. "You would be here opposing this bill if we had never heard of the war."

When a question was raised as to whether Mr. Wilson was speaking for Mr. Petrillo as head of the Musicians' Federation, Mr.

Hebert declared: "I wonder just how far Petrillo is going? He told the White House what to do - I want to know if he told you what to do here." Later, Mr. Wilson agreed he was speaking for Joseph Padway the Federation's General Counsel, who could not attend the session.

It was reported to the National Labor Relations Board that Petrillo would be asked to call a sympathy strike in support of four transmission engineers who quit work at Station WSIX, in Nashville, Tenn. last Thursday night about the time the station's transmitter went silent.

The station resumed operation and Sunday night, D. M. Morris, representative of the Radio Broadcast Technicians branch of the International Brotherhood of Electrical Workers (AFL), announced his appeal to Mr. Petrillo had been made.

Mr. Morris declared the station returned to the air by employing non-union workers, which he contended constituted a lockout.

Mr. Morris said the dispute arose over negotiations for a contract, in progress since November 4.

In its "platter turner" decision the National Labor Relations Board concludes:

"The National Association of Broadcast Engineers and Technicians contends that the two system-wide units of technical employees should include 'on the air' playback work in Chicago as well as elsewhere because the turntable is technical equipment and should be operated by a technical employee. The A.F.M. contends that this work pertains to the musical craft because the records played contain music and a musical background is helpful, and consequently the work should be performed by employees in musicians' units everywhere, as it is in Chicago. There was considerable testimony offered to establish, on the one hand, that the operation of turntables requires a knowledge of music and, on the other hand, that it requires technical skill and training.

"The evidence reveals that the quality of turntable work is equally good in Chicago, where it is performed by musicians, as it is in the other stations of the Companies, where it is performed by studio engineers. It also appears from the record that, in radio stations operated by other broadcasting companies, this work is performed by other employees such as announcers, without any noticeable deterioration of quality. Upon the entire record, we are satisfied and find that neither a technical nor a musical skill is essential for this operation.

"In the absence of other compelling circumstances, we are of the opinion that the collective bargaining history is determinative of the issue in this proceeding. The status of turntable operating work has been crystallized by long-standing custom in the Companies. On the one hand, Local 10 has had agreements in Chicago from the very infancy of the radio broadcasting industry which have

covered turntable operators and, in the development of broadcasting techniques, the Companies have adjusted their operations in Chicago by placing their turntables in the broadcasting studios where they can be operated most conveniently by employees in musicians' units. On the other hand, studio engineers, employees in technical units, members of the N.A.B.E.T. and its predecessor, have performed turntable work outside Chicago for at least 4 years. The location of the turntables in the engineer's booth was the inevitable result of this situation. We conclude that the turntable operators outside Chicago should be included in units of technical employees, while those in Chicago should be included in units of musicians."

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BAD INDUSTRIAL PRECEDENT SEEN IN PETRILLO'S COUP

Considering the Petrillo exactions from the record manufacturers so important that he has devoted two articles to the subject, Mark Sullivan wrote in his second article last Sunday:

"The Petrillo Case is important in itself. Even more important is the precedent established, and the application of it to industry generally.

"The same demand now successfully made by Mr. Petrillo can be made by unions in any industry. Unions in the airplane industry can demand a royalty on each plane. In the radio industry the same. Unions in the steel industry can demand a royalty on each ingot and beam. This is likely to follow. Leaders of other unions cannot afford to see Mr. Petrillo make a demand and get it, without making the same demand for their unions.

"Moreover, Mr. Petrillo's device is a way of getting more money for his union without any increase in wage rates. At a time when wage rates are more or less frozen by the 'Little Steel' ceiling, set up by the War Labor Board, devices for getting around the ceiling are eagerly sought. The Petrillo technique is likely to be widely imitated.

"For the innovation Mr. Petrillo has thus introduced into American industry he has a novel theory. Not that the theory matters but it is interesting. Mr. Petrillo says that music records, so-called 'mechanical music', takes work away from musicians. If mechanical music were not used by radio broadcasting stations, and others, the music would have to be supplied by 'live' musicians. So, Mr. Petrillo claims that the musicians thus deprived of work are entitled to compensation from the thing that displaced them. Hence Mr. Petrillo says that on each music record the manufacturer must pay a royalty into the union treasury. The royalties, Mr. Petrillo says, are to be used in part to take care of unemployed musicians.

"By this theory, persons thrown out of work by any mechanical invention would become pensioners upon that invention.

Drivers of horse-drawn vehicles would have been entitled to compensation from manufacturers of automobiles, the compensation to be in the form of royalty on each automobile. Drivers of ice wagons would have been entitled to royalties on each mechanical refrigerator."

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COURT DISMISSES WOW'S TRIPLE DAMAGE SUIT AGAINST ASCAP

Judge James Fitzgerald of the Superior Court of Nebraska Monday, November 27th, dismissed the triple damage suit against the American Society of Composers, Authors and Publishers (ASCAP) brought by Station WOW of Omaha and Joseph Malec on behalf of twenty-four tavern and hotel keepers. Plaintiffs sought to recover license fees to ASCAP for the period from 1937 to 1941 in the amount of three hundred fifty-seven thousand dollars ($357,000).

The case was tried last June before Judge Fitzgerald in Omaha at which time Louis D. Frohlich of ASCAP's General Counsel staff, Herman Finkelstein, ASCAP Resident Counsel, and Yale appeared on behalf of the Society.

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SENATE TO HEAR CAPEHART CAMPAIGN EXPENDITURE CHARGES

Charges that Republican election officials were in a conspiracy to keep Democrats from voting and that Senator-elect Homer Capehart spent more than the law allows, will be heard by the Senate Committee Investigating Campaign Expenditures next Friday (Dec. 1).

Commenting upon Mr. Capehart's recent visit to Washington, Drew Pearson wrote:

"The Gentleman from Indiana, newly elected Senator "Music-Box" Capehart, staging his first press conference in the Capital, stepped into a tough grilling on his attitude toward a world peace organization.

"At first, he said he would stand with Governor Dewey. Then he backed away from Dewey's declaration to the position: 'Of course I'm for the keeping of world peace.'

"Capehart refused to answer when asked whether he would favor granting our representative on a world security council authority to act independently of Congress, said he didn't have enough facts. This is considered the most important point of U.S. foreign policy raised during the entire campaign. When he was asked if the facts on which he had based his campaign speeches were insufficient, his press adviser interjected:

"'How can anyone tell what may happen in the future? None of us knows what may arise 18 or 20 years from now.'

"'I take it then, Senator', suggested a newsman, 'that you will have the facts you need toward the end of your third term in the Senate.'"

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HOW ABOUT SALUTING GENERAL SARNOFF?

David Sarnoff, President of the Radio Corporation of America, has had quite a string of fancy titles and decorations bestowed upon him as you may see in "Who's Who". These include his nomination as Officer of the Order of the Oaken Crown of the Grand Duchy of Luxemburg, Chevalier de L'Ordre National de la Legion d'honneur (France), and Officer Order of Polonia Restituta (Poland). Probably none of these honors pleased him nearly as much as when he learned that his nomination was to be sent to the Senate as a Brigadier General of the U. S. Army.

Colonel Sarnoff had previously been awarded the Legion of Merit for "outstanding service", his citation reading:

"Col. David Sarnoff, Signal Corps, United States Army, for exceptionally meritorious conduct in the performance of outstanding service while serving as Assistant to the Deputy Chief Signal Officer, Supreme Headquarters, Allied Expeditionary Force, from 23 August 1944 to 16 September 1944. Col. Sarnoffwas largely responsible for reopening communications in Paris, thus enabling press communications to resume both to the United Kingdom and to the United States. His ingenuity and resourcefulness made it possible to restore cables which had been severed by the enemy, and allowed French radio experts who had not worked for many years during the occupation to return to their former duties. Colonel Sarnoff's outstanding devotion to duty, courage, and great diplomacy in handling French citizens have aided materially in overcoming the great difficulties in attaining this objective. Entered military service from New York."

Thus the RCA will have the distinction of being headed by two Generals - Lieut. Gen. James G. Harbord, U.S.A. retired, and Brigadier General - you guessed it - our old friend Dave Sarnoff!

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NO NEW BUILDING FOR ASCAP - YET

The Board of Directors of the American Society of Composers last week rejected the proposal to lease the former Anderson Art Galleries building at 59th Street and Park Avenue.

No other plans concerning a change of address has been proposed.

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Frank Mullen, Vice President and General Manager of the National Broadcasting Company addressing the Chicago Agriculture Club said: "Television is something totally new. It will grow on soil where nothing ever grew before. From the standpoint of employment, it will create new jobs without abolishing any old ones. It will add to employment without subtracting from it."

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GARDNER COWLES SEES ROSY POSTWAR ADVERTISING PICTURE

The Cowles Broadcasting Company has grown to such proportions that a meeting of their staff as was held last week in New York City was a news event of major importance. Furthermore, the optimism of Gardner Cowles, Jr., President, with regard to advertising prospects after the war - radio, newspaper and magazine - was music to the ears of those industries.

"The volume of postwar advertising in all three fields will be terrific", Mr. Cowles declared. It was his opinion that the period would be spread over at least two years and would establish an all-time high.

The post-war period, Mr. Cowles said, will be "very competitive" in both publishing and radio and the Cowles policy is to do the best job of programming and public service possible with the stations, newspapers and magazines now in hand. He included the Minneapolis station for which application is pending.

With FM developing very rapidly, the Cowles stations are planning frequency modulation programs along with the AM broadcasts and Mr. Cowles said he visualizes a need for an FM network only if the time comes when FM stations must have separate programming.

As for television, the picture is "clouded" and there is a lot of arithmetic, such as who is going to pay the bill, which Mr. Cowles admitted is "too deep" for him. If the situation is clarified his company will probably seek television licenses for stations in eastern markets.

It is doubtful, at the moment, he said, whether facsimile will ever reach a mass programming basis. He views it as a specialty.

There will be a plethora of radio stations after the war, he predicted, and radio will have to do "a lot better job than it did before the war in the matter of programs". In this connection, he said the idea that newspaper publishers should move into the radio field "for protection" is "grossly exaggerated". For the number of radio stations in the average town of 150,000 to 200,000 population will multiply by three or four.

"My brother and I are very much sold on the future of radio", Mr. Cowles commented, but he denied there was any plan for setting up a new network. Acquisition of a new station in Boston recently he described as merely "a good business venture - at the price."

At the New York meeting besides Gardner and his brother John, Chairman of the Board, was Vice-President Tam Craven. Also present were Phil Hoffman, Vice-President, in charge of operating KRNT at Des Moines and WNAX at Yankton; Carl Koester, Treasurer; Ted Enns, National Sales Manager; Craig Lawrence, Vice-President of WHOM, Jersey City, and WCOP, Boston; A. N. Armstrong, Jr., General

Manager, WCOP; Merle Jones, General Manager, WOL, Washington; Don Inman, Vice-President and General Manager, WNAX; James Milloy, Vice-President of Look magazine; Karl Haase, Treasure, WHOM and WCOP; and Eugene Katz, Secretary of the Katz Agency, sales representative of the Cowles stations.

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GRAVES, ASSISTANT INTERNAL REVENUE CHIEF, GOES TO KIRO

Closely following the announcement that Paul H. Appleby, Assistant Director of the Budget, is resigning to become Vice-President and General Manager of the Queen City Broadcasting Company (KIRO), Seattle, comes the news that Harold N. Graves, Assistant Commissioner of Internal Revenue, has become an executive of that company.

Mr. Graves entered Government employment as a school teacher in the Philippines in 1908. He served in the old Bureau of Efficiency, the old Personnel Classification Board, and was Assistant Secretary of Commerce under Herbert Hoover, assistant to former Postmasters General Walter F. Brown and James A. Farley, and before taking his present post on July 1, 1943, was assistant to Secretary of the Treasury Morgenthau.

Mr. Graves also was Acting Commissioner of Internal Revenue after Robert E. Hannegan resigned.

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MBS BOARD TO MEET NEW PRESIDENT DECEMBER 9

Members of the Board ofDirectors, Shareholders, and Executive Committee of the Mutual Broadcasting System, will gather for their fourth meeting of the year in New York City, beginning Saturday, December 9, when they will meet Edgar Kobak, the new MBS President.

The Executive Committee includes Chesser Campbell, WGN, Chicago; H. K. Carpenter, WHK, Cleveland; John Shepard III, Yankee Network, Boston; Theodore C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee, Hollywood, and Mr. Kobak.

On Sunday and Monday, the Board of Directors and Shareholders of the network will meet. Alfred J. McCosker, Chairman, will preside.

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CIVILIAN TUBE SHORTAGE MAY LAST SOMETIME AFTER WAR

Scarcely half enough radio receiving tubes have been available during the last two years to replace those worn out in civilian receiving sets, and the shortage is expected to continue until several months after the defeat of Germany and Japan, the War Production Board said today (Wednesday).

WPB explained the civilian replacement tube shortage by the fact that military demands increased from 16 percent of the total production in 1941 to 65 percent the next year, 82 percent in 1943, and 86 percent in 1944. Labor is in short supply, but sufficient facilities and materials are available so that if 6,000 more female workers could be obtained, production of receiving tubes both for military and civilian programs could be stepped up, allowing an increase in civilian replacement tubes up to 4,000,000 a month, WPB Radio and Radar Division officials said.

During 1944, replacement tubes available to civilians cannot exceed 19,000,000, as against demands exceeding 36,000,000, the Division said. The 19,000,000 tubes should enable home owners to maintain at least one radio receiver in operation, WPB said. No tubes for new home radio receivers have been manufactured since 1942 owing to military demands on the electronics industry.

The present schedule for the production of civilian receiving tubes in the first quarter of 1945 is set tentatively at about 2,000,000 a month, an increase of about 500,000 tubes a month over past WPB authorization. However, the estimated monthly production can be attained only if increased labor is obtained and military demands do not increase, WPB said. If conditions are anticipated correctly, it is hoped that civilian tubes may be produced at the rate of 4,000,000 a month within about four months after "Victory in Europe" Day, the agency added.

Total employment in radio receiving tube plants was only 15,000 in 1941, but has increased to 39,000 today.

Military radio tube requirements have been programmed at the minimum realistic level sufficient to cover military equipment needs and to prevent depot stocks from falling off dangerously, WPB officials said.

According to Major W. A. Gray, of the Vacuum Tube Section, Radio and Radar Division, strenuous efforts have been made by the tube industry to utilize all available labor efficiently. To this end, the manufacturing companies in tight labor areas have established a total of 16 feeder plants outside those areas.

Under the conditions imposed by military demands, receiving tubes available for the public's use dropped gradually from 30,000,000 in 1941 to present renewal shipments of 19,000,000 tubes a year.

One of the present unfilled civilian demands is for tubes for so-called "midget" receivers, which are required in the greatest quantities as replacements.

Army and Navy tubes that are not actually needed are being channeled back to the original manufacturers through the Defense Supplies Corporation for redistribution, first for other war requirements as they may occur and then to civilians.

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"TAKE PETRILLO'S FOOT OFF CHILDREN'S NECK" - VANDENBERGH

James C. Petrillo came to the attention of Washington and the country again Tuesday when the Senate Interstate Commerce Committee by a unanimous vote approved a bill by Senator Arthur H. Vandenberg (R), of Michigan, making it unlawful for any person to "interfere with, intimidate . . . hinder, extort, delay, prevent or conspire" for the purpose of preventing noncommercial educational or cultural broadcasts presented by any academically accredited tax-exempt institution. The bill was sponsotred by Senator Vandenbergh as the outgrowth of Petrillo's two year ban on broadcasts by the National Music Camp at Interlochen, Michigan.

Senator Vandenberg summed up the abstruse legislative phraseology in ten words: "It takes Petrillo's foot off the necks of our school children."

Petrillo's opposition to "free broadcasts" of school music was deep-seated, and it was against these that the AFM czar struck first.

In July, 1942, one month before he moved against the manufacture of recordings, he banned the broadcasting of non-commercial radio programs by the children of the National Music Camp at Interlochen, Mich., attended by student musicians carefully picked from High Schools in every State.

In the Fall of 1942, he blocked broadcasts of music programs by students of the Eastman School of Music and the Cincinnati Conservatory of Music

In the January, 1944, issue of "The International Musician", official publication of the AFM, he discussed the controversy stirred up by his school music moves.

"However", he reported, "when all the shooting was over and we came to the Summer of 1943, there was no Interlochen High School student orchestra on the air. Nor was there in the year 1943 any other school band or orchestra on the networks and there never will be without the permission of the American Federation of Musicians."

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BBC HEAD AGAINST RADIO BECOMING "GLORIFIED JUKE-BOX"

W. J. Haley, Director General of the British Broadcasting Corporation, in an address before the Radio Industries Club in London was quoted by the Associated Press as saying that in postwar plans "we shall sacrifice nothing in the quality or quantity of our entertainment, but we shall safeguard broadcasting from becoming a glorified juke-box."

Mr. Haley said that the future of international broadcasting must be a matter of major international policy. He added that he believed that no great nation could act unilaterally in this matter. He proposed the continuance of a "sensibly modified system of world broadcasting", and he added:

"There are nations, as well as nature, who abhor a vacuum, and, if the truth is removed from the international ether, someone will eventually be tempted to see if a few half-truths can't prevail.

All the BBC's sister organizations in the Dominions will confer in London in February, he said.

Mr. Haley also announced that, after the war, the BBC, which carries no commercials or advertising, planned to operate three separate simultaneous programs on three different wave-lengths. He conceded that the BBC now had bad as well as good shows and that it would be a mistake for Americans to believe that there was a continuous string of hit performances, just as it would be for "us to believe every United States radio show is a Charlie McCarthy or a Bob Hope. Until Britain has its Hollywood it is no use blaming the BBC for not finding stars that are non-existent."

He said that the BBC was about to try "one of the boldest experiments ever made at the microphone" - an eight-night discussion "of jobs for all" during the peak listening period.

Mr. Haley said "the spoken word can supplement the written word; it cannot supplant the written word."

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PROMOTION TO MAJOR FOR H. LESLIE ATLASS, JR.

Congratulations were being received by H. Leslie Atlass, of Chicago, Vice-President in charge of the Columbia Broadcasting System's Western Division in Chicago, upon the promotion of his son H. Leslie Atlass, Jr., to the rank of Major.

Major Atlass is overseas with the Army.

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MAYBE NO FCC ALLOCATIONS UNTIL JAN. 1

The Federal Communications Commission cannot announce its postwar allocations for FM and television on December 1st, as hoped for, and, according to a Radio Manufacturers' Association bulletin, it appears improbable that the Commission will make any allocation decisions before January 1st.

Despite intensive work by the FCC staff on the voluminous record and allocation recommendations made by the RTPB and industrial representatives during the Commission's hearings which concluded November 2nd, RMA is officially advised that at least several weeks or more will be required before FM, television or any other decisions are possible. Former Chairman Fly, in concluding the FCC hearings, expressed a hope for FM and television decisions by December 1st, so that manufacturers could prepare for FM and television production.

The State Department will hold another international allocations conference early in December, but the FCC will advise the Department that the problems and work involved from its recent hearings are too heavy and that the FCC cannot now make any recommendations to the State Department conferees. FCC also will hold preliminary conferences with IRAC before making any recommendations to the State Department.

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RYAN PLEDGES RADIO'S 25TH ANNIVERSARY YEAR TO VICTORY

Radio's twenty-fifth anniversary year was pledged to victory Tuesday by J. Harold Ryan, President of the National Association of Broadcasters.

Calling on all stations and networks to observe the progress and achievements of the first quarter century of broadcasting in America, Mr. Ryan announced plans for dedicating 1945 anniversary activities to the winning of the war.

The twenty-fifth anniversary symbol is "XXV", which has been designed with a dominant "V for Victory". A musical signature is in process of preparation which will combine the now famous musical "V" with the "XX", both taken from the Continental code.

Plans for extensive coordination of station and network facilities beginning on New Year's Day include dramatizations on the historical side of radio, resurrection of early day programs and appearances of veteran performers, all speaking on the theme of Americanism and victory in the present world conflict.

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BLOW-UP OVER WMCA SECRET HEARINGS BREAKS CASE WIDE OPEN

It is believed that the attempt of the House Committee Investigating the Federal Communications Commission put the soft pedal on the probe of the sale of Station WMCA by closing the hearings to the public will have just the opposite effect. There will surely be further eruptions in the House and the Senate.

Charges of "whitewash" and "scandal" were quickly raised when the story broke Tuesday and as a dramatic climax, John J. Sirica, counsel for the Committee, resigned and the police had to be called to drag Philip Handelmann, an attorney for Donald Flamm, from the room as he explosively denounced the Congressional Committee for voting to hold further sessions behind closed doors.

"There is great public interest in this case", Mr. Sirica, who had succeeded Eugene Garey as Committee counsel and who had likewise resigned with a loud protest, declared. "I don't want it on my conscience that I submitted to a whitewash. Therefore I am tendering my resignation effective at once."

Mr. Sirica, who was accused of unfairness by Edward J. Noble, who purchased WMCA from Mr. Flamm, was defended by Representative Lea (D), of California, Chairman of the House Committee:

"In accepting the position of Committee counsel, which he did not seek, Mr. Sirica who is my appointee, said he would do so only on the understanding that he would be permitted to 'go down the line, letting chips fall where they may'. He has done so, and in my opinion justified abundantly my judgment in appointing him.

"Since the charges were made in public, the vindication they seek also should be sought in public, and my own feeling is that in due respect not only to Congress but to public opinion in this country our dealings with it should be open and above board. For these reasons it is in my opinion unfortunate to depart from the policy of public hearings.

"It is in my opinion unfortunate also for those charged with what is, as I look at it, a serious offense. Where else than in this forum could they have a better opportunity to enter a straightforward, manly defense against these charges? Yet instead of welcoming it, they have walked away from it."

Representative Wigglesworth (R), of Massachusetts, declared:

"How any one who has listened to the testimony during the last three days * * * can vote to close these hearings to the public at this time is beyond my comprehension. * * *

"Ever since the start of this investigation, this Committee and its staff has met with constant obstruction, intimidation and underhand tactics from those in high places in the attempt to hamstring its work and to suppress the truth."

Those who voted for the closed sessions were Representatives Edward J. Hart (D), of New Jersey; Percy Priest (D), of Tennessee, and Louis E. Miller (R), of Missouri. Those who voted against it were Chairman Lea and Mr. Wigglesworth.

Things began to liven up at the sessions last week when Gen. Edward M. Watson, aide to President Roosevelt, advised the Committee that the President had sought a full investigation of the story that WMCA had been sold "under pressure from the White House" as has been charged. General Watson said, however, he had previously discussed the matter with F. C. C. Commissioner Norman S. Case.

Then last Monday along came former F.C.C. Commissioner George Henry Payne, who declared that the White House advised the Federal Communications Commission to "forget" the accusations that the station had been sold under "duress".

Mr. Payne said the allegations came from William Weismann, an attorney for Donald Flamm. Mr. Payne quoted Weisemann as saying, in substance, that there had been "persecutions, injustices, etc.", attending the sale. That was after the FCC had approved the transfer, Mr. Payne said.

Members of the Commission, he testified, felt it best to notify the White House of the charges to "see if it were interested".

Through an executive clerk of the White House, the late Rudolph Forster, Mr. Payne added, the Commission was advised "to forget all about it".

Leslie Roberts, former Public Relations Counsel of WMCA, told the Committee he had participated in a conspiracy to force Mr. Flamm to sell to Mr. Noble and at a reduced figure.

Mr. Noble made a sweeping denial of the charges saying they had made this "the most astounding and astonishing day I have ever experienced."

Mr. Noble purchased the station in 1940 for $850,000, which did not include, he testified, fees and other expenses, which brought the total to $940,000. He said he received $1,225,000 when he sold it last year to Nathan Straus, New York City financier.

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NOBLE SEEKS PUBLIC INVESTIGATION; "I WANT NO WHITEWASH"

Edward J. Noble, purchaser of Station WMCA, lost no time Tuesday stating his side of the case when the House Committee Investigating the Federal Communications Commission, decided to hold secret executive sessions. He said:

"I want the record to show that I strongly desire that all pertinent facts to the House investigation be made public. I want no whitewash, as has been charged, and I want an opportunity to answer, fully and completely, Mr. Flamm's allegations.

"However, I have not thought and I do not think now, that it is proper for John Sirica, the Committee's Counsel, to use his position with the Committee to try a private law suit, which Flamm has brought against me. We have no opportunity to cross-examine witnesses, no opportunity to present our side of this case. The Committee's Counsel has employed every effort and artifice to build up the testimony of witnesses friendly to Flamm, and to undermine the testimony of witnesses friendly to me. Even that might be excusable, if the subject matter involved public officials and accordingly the public interest. It does not, however, do that. Both Flamm and Committee Counsel, as well as previous investigations, have absolved the White House and the Federal Communications Commission of any impropriety.

"It becomes accordingly a travesty on the Americay way, which Mr. Wigglesworth claims to defend, to pervert the processes of a Congressional Committee to the trial of a private civil suit. That is the province of the courts. It has been said that if there is a good defense to that suit, no better place could be found to present it. That might be true - were it possible - but it has become abundantly clear, as my Counsel has repeatedly protested, that it is not possible in these hearings, because of the prejudice and bias of Sirica and his persistence, over the objections of the majority of the Committee, in "prosecuting", as he says, matters solely germane to the private civil suit."

Prior to this, Franklin S. Wood, addressed the following letter to Chairman Lea:

"As Counsel for Mr. Edward J. Noble, former owner of Radio Station WMCA, I must protest vigorously against the prejudicial conduct of Mr. John Sirica, Counsel to the House Select Committee Investigating the Federal Communications Commission, at the current public hearings relating to the purchase of WMCA by Mr. Noble from Donald Flamm in 1940.

"Mr. Sirica, though nominally employed by your Committee to conduct a fair and impartial investigation, has now shown, beyond a shadow of a doubt, that he is prejudiced against Mr. Noble; that he is sympathetic to Flamm, and that he is not only willing but anxious to present to your Committee 'hear-say' evidence, without any attempt to establish the facts.

"At the outset of these hearings, I protested that, since this whole matter is essentially a private dispute and is the subject of pending suit by the plaintiff Flamm in New York County Supreme Court, any further hearings should be held in executive sessions, if prejudice to the defense of that action were to be avoided.

"That is now abundantly clear. The allegations of White House interference and of improper action by the Federal Communications Commission were never anything but wild charges by Flamm, to arouse public interest and gain publicity and have now been disavowed both by Flamm and by your counsel. There remains nothing but

Flamm's allegations of coercion and conspiracy with his employees - which since the abandonment of his efforts at rescission, remains the sole point of his pending court action.

"It has also become abundantly clear that your counsel regards himself and is in truth and fact acting as Flamm's attorney. Any pretense at an impartial investigation of the facts is gone. In his opening statement Wednesday morning (November 22), your counsel outlined his proposed proof of Flamm's charges, and in the Friday afternoon session he boasted that he is, in effect, prosecuting a case against Mr. Noble. The blunt question is: Is he prosecuting a case against Mr. Noble or is he conducting an investigation of the Federal Communications Commission? The facts speak for themselves.

"I delayed this protest, during the first two days of hearings, because I did not desire to be unfair to Mr. Sirica. I can restrain myself no longer, for the reputation and character of Mr. Noble are being unfairly and prejudicially attacked by Mr. Sirica in an obvious attempt to gain publicity for himself at the expense of Mr. Noble. Mr. Noble is a well-known citizen, of good repute and I know you and your Committee do not wish to be parties to an unfair attack on him, particularly in a matter of private rather than public concern.

"In view of these facts, I respectfully request that your Committee direct your counsel to refrain from his one-sided presentation of matters relating to the civil suit, or that your Committee hold these hearings in executive session with the understanding that the testimony will be made public after the civil suit is tried."

In response to inquiries concerning the action of the Select Committee in ordering executive sessions for further hearings on WMCA, the Federal Communications Commission through its Chairman, E. K. Jett, pointed out that it is publicly on record in several instances as asking for a prompt and full investigation of the charges in the WMCA matter.

"The manner of conducting the investigation is, of course, for the Select Committee to determine and the Commission has no comment concerning this action", Mr. Jett said. "As far as the Commission is concerned, we are ready today as we have been for the two years of the life of the investigation to present all the facts we have concerning the WMCA matter - either in public or executive session as the Select Committee sees fit."

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With his being sworn in last Monday, the Senate gets another radio man in Wilton E. Hall of Anderson, S. C., who has been named to succeed the late "Cotton Ed" Smith. However, the appointment is for a brief period - purely complimentary - as Senator Smith's term expires January 3rd at which time Gov. Olin D. Johnston, of South Carolina, takes over for the six year term. Mr. Hall owns Station WAIM, the CBS outlet at Anderson.

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FCC APPLICATIONS RECEIVED; ACTION

Marcus Loew Booking Agency, Washington, D. C., construction permit for a new commercial television broadcast station to be operated on Channel #8 (162,000-168,000 kilocycles); Same Co., New York, N.Y., construction permit for a new commercial television broadcast station to be operated on Channel #17 (282,000-288,000 kilocycles); Capitol Broadcasting Corp., Charleston, W. Va., construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation; Taylor Radio & Television Corp., San Diego, Calif., construction permit for a new Standard Broadcast Station to be operated on 1000 kc., power of 250 watts and unlimited hours of operation; Metro-Goldwyn-Mayer Studios, Inc., Los Angeles, Calif., construction permit for a new Commercial Television Broadcast Station to be operated on Channel #8 (162,000-168,000 kc).

Also, Claremont Eagle, Inc., Claremont, N. H., construction permit for a new High Frequency (FM) Broadcast Station to be operated on 48,900 kc., with coverage of 5,100 sq. miles; also construction permit for a new ST Broadcast Station to be operated on 337,000 kc., power of 25 watts and Special Emission; The Crosley Corporation, Cincinnati, Ohio, construction permit for a new Commerical Television Broadcast Station to be operated on Channel #1 (50,000-56,000 kc.); Smoky Mountain Broadcasting Co., Knoxville, Tenn., construction permit for a new Standard Broadcast Station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation; Capitol Broadcasting Co., Inc. (WRAL), construction permit to change frequency from 1240 kc., to 1230 kc.

Also, Jackson Broadcasting Co., Jackson, Miss., construction permit for a new Standard Broadcast Station to be operated on 620 kc., power of 1 KW, unlimited hours of operation and employing directional antenna for night use; Calumet Broadcasting Corp., Hammond, Ind., construction permit for a new Standard Broadcast Station to be operated on 1520 kc., power of 5 KW and daytime hours of operated amended to corporate structure; KECA, Blue Network Co., Inc., Los Angeles, Calif., special service authorization to operate on 770 kc., power of 5 KW and unlimited hours of operation pending completion of construction as contemplated; also construction permit to change frequency from 790 kc., to 770 kc., increase power from 5 KW to 50 KW, install new transmitter, directional antenna for day and night use, move studio and transmitter.

APPLICATIONS GRANTED: WFEA, New Hampshire Broadcasting Co., Manchester, N. H., granted consent to transfer of control of New Hampshire Broadcasting Co., licensee of Station WFEA, from Adeline B. Rines to H. M. Bitner, for a consideration of approximately $150,000 for 1,000 shares, or 100%, of outstanding capital stock of licensee. Commissioners Walker and Durr voted "for a hearing"; KORE, Eugene, Oregon, granted consent to involuntary assignment of license of Station KORE from Frank L. Hill and Violet G. Hill, co-partners, d/b as Eugene Broadcast Station, to Violet G. Hill Motter and Violet G. Hill Motter, Administratrix of the estate of Frank L. Hill, deceased, d/b as Eugene Broadcast Station; no monetary consideration.

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TRADE NOTES

A meeting of the Executive Committee of the Radio Manufacturers' Association, called by President R. C. Cosgrove, will be held Wednesday, December 6 in Chicago. Director L. J. Chatten of the WPB Radio & Radar Division will attent the meeting for an informal conference with the RMA Executive Committee regarding the increased industry war program and also the retarded future civilian reconversion plans of WPB.

Broadcasts originating from Columbia Broadcasting System's huge million-and-a-half dollar shortwave transmitting plant at Delano, Calif., were beamed overseas for the first time Sunday, November 26th.

Paul V. McNutt, Chairman of the War Manpower Commission, yesterday reported that approximately 90,000 workers are required immediately to man work stations in plants producing "topmust" war items for which there are urgent needs resulting from combat operations in the various theaters of war.

In addition to the small-arms ammunition program, Mr. McNutt listed among the 17 critical war production programs in which the need for workers is urgent - 3,000 in Radar.

Elmer H. Wavering has been appointed Vice President in charge of the new Automotive Division, and Walter H. Stellner, Vice-President in charge of the newHome Products Division of the Galvin Manufacturing Corporation of Chicago, makers of Motorola Radio.

Mr. Wavering joined the Motorola organization as an engineer in 1930. In 1937 Motorola entered the home radio field, and at that time, Mr. Stellner was appointed Advertising Manager for the Home Radio Division.

Certain non-critical electronic equipment, parts and components are now available for domestic purchase and export out of idle and excess stocks of war contractors, the War Production Board says.

The action of WPB now permits free sales and movement of many non-critical materials out of war contractors' surplus. The exceptions which now appear on PR 13 are still restricted and require a priority rating of AA-5 or better.

In addition, radio tubes have become more critical than heretofore and will require ratings as high as AA-1 in some cases. Thirty types of tubes have been frozen and cannot be sold except on specific authorization by WPB. It was also pointed out that producers and reprocessors are not permitted to buy radio tubes except under the same conditions as affect war contractors.

Farnsworth Television and Radio Corporation - Six months to October 31: Net profit, after estimated taxes and possible renegotiation, $592,921, against net profit of $513,814 for similar period of 1943.

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