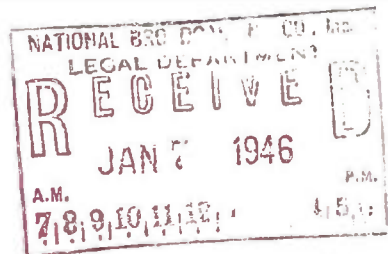


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

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*LA + A. A. Acts*



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No. 1711

*N Y K S - 8*

January 3, 1946

PREDICTS 1946 WILL BE BROADCASTING'S MOST EXCITING YEAR

In a broadcast over the American Broadcasting Company's network New Year's night, Paul A. Porter, Chairman of the Federal Communications Commission painted a glowing picture of radio's prospects for the coming year.

"In the world of radio, this brand new year of 1946, is the year we may have been waiting for", Chairman Porter declared. "It could be the most exciting year in radio since the advent of broadcasting 25 years ago. During the next 12 months, the public will see the curtain rise on fascinating developments which heretofore have been largely confined to the discussion stage. Now they are to become thrilling realities for thousands of American radio listeners. I refer particularly to FM - Frequency Modulation - and to Television.

"FM is a new kind of broadcasting - free of interference and conveying the full tones of music and the human voice with life-like fidelity. This type of broadcasting got started in a small way before the war, but today it is poised for a rapid expansion. Whereas there are only about 50 FM stations on the air, I expect to see the number at least tripled or quadrupled during the next 12 months. Hundreds of additional stations will be under construction. Also during 1946 manufacturers will be turning out FM receiving sets - most of them of the combination type so that the purchaser can tune in not only the new FM stations but also the present type of station. You can judge how substantial the interest in this new FM service is when I tell you that some 800 concerns or individuals have applied to the Federal Communications Commission for permits to construct new stations.

"And then there is television. On this day of January 1, 1946, only a few Americans - a corporal's guard - have ever seen television. There are only nine television stations on the air. But during the months to come, that exciting new form of sight-and-sound broadcasting will make significant advances. Approximately 150 applications to build stations have already been received by the Commission. So great are the possibilities of this art for attracting the interest of the public that the leaders are confident of establishing it on a sound basis. By the end of 1946, thousands of additional Americans should be seeing sports contests, public events, plays and movies on a television screen in their warm and cozy living rooms.

"Much of the progress that I have briefed would not be possible without the inventions perfected in wartime laboratories primarily for the purpose of conquering the Nazis and the Japs.

"But of course there is more to broadcasting than its physical, technical structure. The achievements of the scientists and the technicians are a challenge to the producers of radio programs. They are a challenge to match technical progress with inventiveness, imagination, and public service responsibility in program development.

"The new year we are now entering will be a fateful one in America's history. We must decide complex problems of grave import. The American people during 1946 will turn increasingly to their radio - not exclusively for entertainment and culture - but also for information which will help us in fulfilling our responsibilities as citizens of this nation and of the world.

"Because of the necessity for us to participate intelligently in the democratic solution of national and world problems, and because of the technical developments just ahead, radio broadcasting could play a more important part in our lives during this new year of 1946 than ever before. "

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MARK WOODS SEES FM SWEEPING U.S.; CLARIFIES ABC'S POSITION

Mark Woods, President of the American Broadcasting Company in clarifying AEC's position with regard to Frequency Modulation prophesies a very rosy future for FM. He not only sees it supplementing the present standard broadcasting in the cities but is of the opinion that the industry should not hold back on FM because of the stand taken against it by James C. Petrillo, President of the American Federation of Musicians declaring that this is but one phase of the problem which must be met.

Says Mr. Woods:

"So that there may be no misunderstanding as to the American Broadcasting Company's position with respect to Frequency Modulation, I want again to summarize that position.

"1. We believe that eventually FM will be the principal medium of broadcasting, particularly in urban areas. AM, because of its sky wave characteristics, will always be needed to provide rural service.

"2. We believe that, with few exceptions, every station operating on a regional or local channel can not only improve its service in the area which it now serves, but can extend its service area materially, especially at night.

"3. We believe that FM should eventually replace all local and regional stations in urban areas so that these local and regional channels can be available to provide rural service at higher power; so that these rural areas now with grossly inadequate

service should eventually have a wide selection of program services comparable to those now available in the cities.

"4. Just how long it will take to establish FM on a commercial basis depends upon the pattern that will be laid down by the FCC. The development of that pattern is now a matter of study by the FCC. The forthcoming clear channel hearings should be most helpful in aiding the FCC in the development of that pattern because the clear channel problem and the FM problem are inter-related.

"5. We urge every local and regional affiliate to apply for FM and to become active in its development.

"6. We believe that only through the establishment of FM can there be an equalization of facilities between the networks and provision for additional program services.

"7. We do not believe that the radio industry should draw back from FM because of Mr. Petrillo's recent edict. That edict is but one phase of an overall problem which involves the broadcasting industry as a whole. The whole problem must be met and solved by the entire industry."

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G.E. TO USE TELEVISION BOMB KNOW-HOW IN RELAYING FM

Development and manufacture of components for the television bomb recently announced by the armed forces provided the General Electric Company with valuable background used in the development of the nation's first 2000 megacycle radio relay equipment.

This has been revealed by the Electronics Department of General Electric with the disclosure that its engineers are now testing the television picture link of the microwave relay equipment between the studios of television station WRGB in Schenectady and its transmitter 12 miles away in the Helderberg Mountains.

The equipment will be used in cooperation with International Business Machines Corporation for testing an experimental network for relaying postwar television and simultaneously other electronic services such as FM radio, facsimile and radiotype machine reports between Schenectady, New York, Philadelphia, Baltimore and Washington.

The microwave equipment consists of a low-power microwave FM transmitter, a microwave FM receiver and a highly directional transmitting and receiving antenna system.

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PAUL PORTER STILL HAS THEM GUESSING ABOUT WHITE HOUSE

If Paul Porter, Chairman of the Federal Communications Commission is to join the White House secretarial staff, he is keeping very quiet about it. In one quarter this is construed as indicating that he is still considering the offer President Truman is known to have made to Mr. Porter to become one of his aides. In another the fact that the Chairman is going about his present duties so diligently and apparently laying plans for the Commission's work in the coming year is taken as evidence that he expects to remain with the FCC. President Truman can, of course, draft anyone he wants in the government service but exactly how much pressure he has put on Paul Porter or whether he is still seeking his services is not known.

In the meantime critics of the Administration comment on what the recently returned columnists Joseph and Stewart Alsop call "the poverty of President Truman's personal staff". They go on to say:

"The need for stronger assistance is felt by Truman himself, who complains constantly of his inability to secure first-class men for the Government. Efforts have been and are being made by Bob Hannegan, among others, to introduce into the White House such men as the exceedingly able young Chairman of the Federal Communications Commission, Paul Porter.

"Yet the gaps remain unfilled. Truman keeps about his his private cronies - George Allen, Captain Vardaman, the unfortunate Brigadier General Vaughan - men of the sort to be conspicuous good fellows of a State convention of the Legion."

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ARMY TO TAKE OVER FOREIGN RADIO PROPAGANDA LISTENING

The Army will take over the world-wide monitoring service previously handled by the FCC's Foreign Broadcast Intelligence Service for the continuance of which Congress recently failed to appropriate funds. Listening to broadcasts of foreign countries, especially those of the enemy, proved to be a valuable service not only to the Army but the Navy and the State Department as well.

The personnel and equipment of FBIS will be shifted to the War Department. Except for the transfer for administrative purposes, the 200 translators, editors and technicians will continue in the same status.

The Military Intelligence Service of the War Department will be expanded to take in the monitoring service.

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CBS PUTS ON THE GLOVES FOR NEXT ROUND IN COLOR TV FIGHT

As had been predicted members of the press wouldn't have to wait long for the Columbia Broadcasting System's counter-move to the recent RCA-NBC television demonstration which carried with it a display of colored pictures. With regard to the latter, Brig. Gen. David Sarnoff said that while much progress had been made in black and white television, no real advance had been made since the war began in color and that no real development would be made until the present mechanical methods could be supplanted by an electronic system and that it would be at least five years before anything could be expected along this line.

Since Columbia has been the leading advocate of color television, Paul Kesten, CBS Executive Vice-President of course didn't allow that one to get by. He declared that Mr. Sarnoff's estimate was a safe one since it was about three or four years more than Columbia thought it would take.

Evidently to prove this and that progress has really been made during the war, an invitation has been extended to radio editors by Col. Lawrence W. Lohman, Vice-President in charge of CBS Television, to a showing of high-definition television in full color, broadcast in ultra high frequencies which will take place in New York Friday, January 11th.

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FEDERAL RADIO INCREASES CAPITAL STOCK TO \$5,000,000

The Federal Telephone and Radio Corporation has increased its capital stock from \$3,000,000 to \$5,000,000. The additional \$2,000,000 was subscribed for in cash by the International Telephone and Telegraph Corporation. All of the capital stock of FTR is owned by I. T. & T.

Federal Telephone and Radio also stated that it had repaid completely its bank loan borrowings for war production purposes under V-Loan regulation. The final repayment totaled \$7,000,000. The company's V-Loan had a ceiling of \$22,000,000 and a maturity date of December 31, 1946. The peak borrowing under the loan totaled \$21,500,000 in January, 1945.

During the war virtually the entire output of Federal Telephone and Radio went to the Armed Forces of the United States and its Allies. Peak sales on an annual basis approximated \$100,000,000 toward the end of hostilities, with more than 95 percent of this output of communications and electronic equipment going direct to military channels.

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TO AGAIN URGE CONGRESS TO PUT BRAKES ON PETRILLO

Once more the anti-Petrillo forces are turning to Congress for some relief. This is the main topic of discussion at a meeting of the Board of Directors of the National Association of Broadcasters in Los Angeles today (Thursday). Also considerable encouragement is being given by Representative Lea (D), of California, Chairman of the House Interstate Commerce Committee.

The California said he will call his Committee into executive session immediately after Congress reconvenes January 14 to vote on a bill titled "to prevent control of broadcasting by coercive practices".

This development followed closely a new demand by Mr. Petrillo that broadcasting of foreign musical programs in this country - except those originating in Canada - stop after December 31. Mr. Petrillo also is demanding that local radio stations employ more musicians.

Mr. Lea said the bill before his committee proposes new sections to the penal provisions of the Federal Communications Act.

"Those provisions", he told reporters, "would penalize certain coercive practices which compel the hiring of a greater number of employees than wanted by a broadcaster or the exaction of tribute against the broadcaster for the use of certain materials, including transcriptions or chemical or electrical reproductions, and the use of such coercive methods to prevent non-compensated employees from participating in a non-commercial educational or cultural program."

In the meantime Dr. Joseph E. Maddy has demanded a public hearing on charges brought against him and his music camp at Interlochen, Michigan, by Petrillo.

Dr. Maddy, President of the Camp, has been summoned before the Federation's Executive Board in Chicago January 15th to show cause why he should not be expelled from the Union for teaching at the camp, which the AFM placed on its "unfair list" last Summer.

Dr. Maddy said he would ask that the Board consider in public not only his expulsion but also Petrillo's action in ruling Interlochen broadcasts off the air.

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Expansion of industry on the Pacific Coast, and particularly in the Los Angeles area, will mean millions of dollars more for Pacific Coast radio, believes Sydney Gaynor, General Sales Manager of the Don Lee network. Mr. Gaynor is convinced that West Coast radio is in for its biggest boom in history.

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SPRINGS NEW WASHINGTON STATISTICS; GETS WTOP SALES JOB

Maurice B. Mitchell has been appointed Sales Manager of WTOP, CBS' 50,000-watt outlet in Washington by Carl J. Burkland, General Manager.

A newcomer to the Capital, Mr. Mitchell has attracted attention by his originality on several occasions. One of these was by an amusing illustrated booklet which he published entitled "So You Think You Know Washington?"

One of the chapters was captioned, "So the war made a boom city out of Washington?" Mr. Mitchell's answer was "Not at all. There never has been a 'boom' in Washington. It's just an amazing prosperous and depression-proof community." This the author undertakes to prove by some surprising statistics. "So everybody in Washington works for the Government?" is the caption of another chapter with Mr. Mitchell banging back that in 1944 there were 287,000 Government workers as against 331,500 non-Government workers. Other questions which Mr. Mitchell sets up as straw men to knock down are "So grass will be growing in Washington streets?" "So Washington's fat payroll is a wartime freak?" "So Washington is only an aspirin market?" "So Washingtonians keep house in a hatbox?" (which incidentally "Mitch" came near having to do as he had a terrible time trying to find some place to live.) "So now everybody's going home, now that the war's over?" "So Washingtonians spent all their money on a wartime spree?", and "So you've been selling Washington short?"

The new WTOP Sales Manager has been serving as Sales Promotion and Publicity Manager of the station since his release from the Armed forces early this past year. Prior to service in the Army, he spent ten years in newspaper work, the last six with Gannett newspapers in Rochester, Ogdensburg and Albany, N.Y. He was National Advertising Manager of The Albany Knickerbock News, Advertising Manager of the Ogdensburg Journal, Yorkville Advance and Gouverneur Tribune-Press, and served also on the advertising staffs of the Rochester Democrat & Chronicle and New York Times.

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IF TRUMAN SENDS MESSAGE TO CONGRESS TELEVISION IS OFF

Plans to televise President Truman when he delivers his annual message to Congress Tuesday, January 15th, received a setback when Press Secretary Charles G. Ross said Wednesday at the White House that it was by no means certain that the President would go to Capitol Hill in person. Mr. Ross said that he "may or may not go" and that, therefore, it should not be taken for granted that the event would be pictured in television.

It was later reported on the Hill that Mr. Truman would not deliver the January 15th message in person but would send it by messenger.

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FARNSWORTH CONTINUES TO ADD TO STAFF

John R. Hughes has been appointed Assistant Sales Manager of the Farnsworth Television and Radio Corporation, and Stanley A. Morrow Assistant Manager of Advertising and Sales Promotion.

For 12 years Mr. Hughes was associated with Philco Corporation as a sales representative of the home line, special representative of the custom built automobile radio and left the company in 1941 as a field service engineer. After leaving Philco he engaged in business for himself in the distribution of appliances and radio equipment.

In 1942 he closed his business and for approximately one year was associated with the War Department Air Service Command as an associate radio engineer, having supervision over airborne radar equipment.

Mr. Morrow, a World War I and II veteran, worked for two years for Henri, Hurst & McDonald Advertising Agency in Chicago and left them to accept a position as Advertising Manager of the Cable Piano Company of Chicago.

Because of his extensive merchandising background in the field of musical reproduction instruments, he was elected President of the Chicago Piano and Organ Association, said to be the oldest trade association in the United States.

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A SECRETARY WHO WILL LOOK UP TO HIM

It is well known that no man is a hero to his secretary but Miss Gladys Hall, new secretary to A. D. "Jess" Willard, Executive Vice-President of the National Association of Broadcasters, will have to look up to him due to the fact that Jess is more than 6 feet tall and Miss Hall is pony ballet size.

Apparently this hasn't handicapped either as they both have gone a long way since they were associated together at old WJSV in Washington. Miss Hall was secretary to Harry C. Butcher for 10 years prior to his entering the Navy. After that she took over as secretary to Earl Gammons, who succeeded Mr. Butcher as head of the CBS Washington office.

Since Captain Butcher's return, Miss Hall has been assisting him in writing his book, "My Three Years With Eisenhower."

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## FCC ORDERS NEW REDUCED RADIOGRAM PRESS RATES APRIL 1

The Federal Communications Commission Wednesday requested American international telegraph carriers to report by January 18, 1946, on their plans for instituting the sharply reduced rates including those of the press, between the United States and British points agreed to at the recent Bermuda Telecommunications Conference. The reductions must go into effect as soon as possible and not later than April 1st.

The new maximum rate for ordinary messages between all points in the United States and all points in the British Commonwealth is to be 30 cents per word and six-and-a-half cents per word for ordinary press messages. Existing rates between gateway cities in the U.S. and British points are as high as \$1.05 per word for ordinary messages and 41½ cents per word for ordinary press messages. British carriers will put similar reductions into effect simultaneously.

Existing rates which are now below these maximum rates - such as the 20 cent ordinary rate and the 3 cent press rate from New York to London are not to be increased.

The Commission also announced steps to authorize the establishment, on a permanent basis, of certain direct radio circuits to British points, as provided for in the Bermuda agreement.

British policy has been to permit communication with Empire points, with the exception of London, only over British circuits. As a war measure, the British permitted the establishment of direct radiotelegraph circuits between the United States and various British points, but restricted the operation of these circuits to the duration of the war plus six months.

At present, R. C. A. Communications, Inc., and Mackay each operate circuits to Australia, New Zealand and India under this arrangement, and Press Wireless is similarly authorized to communicate with Australia, but has not established a circuit.

According to the Bermuda Agreement, one circuit to each of the foregoing countries is to be retained on a permanent basis. The Commission has ordered an investigation and a public hearing to determine which company shall be authorized to operate each circuit.

The order also provides that any radiotelegraph carrier desiring to establish and operate radiotelegraph circuits from the United States to Ceylon, Hong Kong, Jamaica, Palestine, Singapore, South Africa, Greece and Saudi Arabia may file appropriate application showing why the applicant is best qualified to operate the circuit. In the latter two nations, the British have heretofore had exclusive arrangements which under the terms of a separate protocol at Bermuda have been renounced. The Bermuda Agreement provided for the possible establishment of direct circuits for the U.S. to each of the foregoing points, which at present are served only by indirect cable facilities.

Chairman Paul A. Porter Wednesday described the Commission's action as a significant milestone in the Commission's campaign for expansion of American communications.

"The Commission has been particularly concerned that high rates and the indirect routing of communications should not be bottlenecks in this period of expanding international cooperation and world trade.

"Cheap, rapid communication can be a powerful tool for the building of world trade. The reduced press rates will mean that newspaper readers in America and in large sections of the globe outside America will have the benefit of an exchange of news on a greater scale than ever before. More publications may now find it possible to maintain special correspondents abroad. Press associations can more easily expand their services. This is especially significant at a time when international affairs loom so large in the news.

"The Commission will continue its efforts to obtain rate reductions and improved facilities in other areas in accordance with the policy and principles of the Communications Act for making available to all the people of the United States a rapid, efficient world-wide wire and radio communication service with adequate facilities at reasonable charges."

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U.S. CHAMBER DRAFTS RYAN, TRAMMELL, STANTON ON ADVERTISING

To represent the broadcasting industry, the Chamber of Commerce of the United States has named J. Harold Ryan, former President of the National Association of Broadcasters, Niles Trammell, President of the National Broadcasting Company, and Frank Stanton, Vice-President and General Manager of the Columbia Broadcasting System, to serve on the new Committee of the National Chamber Domestic Distribution Department in its expansion of service to the advertising industry.

The Committee, which is composed of the leading advertising men of the country, will hold its first meeting in New York Tuesday, January 29th.

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CHARLESWORTH, FORMER CANADIAN BROADCASTING CHAIRMAN, DIES

Hector W. Charlesworth, journalist and first Chairman of the Canadian Radio Broadcasting Commission, died in Toronto last Sunday of a heart attack.

Mr. Charlesworth was Chairman from 1932 to 1936 of the CBC, organized in 1932, with absolute control over radio transmission. His selection for the post was greeted with approval even by those who had opposed Government monopoly in the field. He retired in a reorganization of the Commission. He was 73 years old at the time of his death.

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## NORMAN BAKER TRIES TO STAGE COMEBACK

Westbrook Pegler, writing in the Washington Times-Herald today, has this to say concerning Norman Baker, twice convicted by the Federal courts once for making and transporting across the border into Mexico without permission from the Federal Communications Commission a phonograph record, said to deal with a method by which Baker claims to have cured external cancer; and next convicted of using the mails to defraud in the operation of a hospital at Eureka Springs, Ark.

"Norman Baker, of Laredo, Tex., has filed a petition with the Federal Communications Commission, in Washington, charging that the Alamo Broadcasting Company, of San Antonio, by underhanded methods obtained physical possession of important broadcasting equipment, the property of CIA, Industrial Universal de Mexico, at Nuevo Laredo, Mexico.

"The Alamo station is the most important single property of the Texas State Network, organized by Elliott Roosevelt. The network's stock, represented to be worthless in January 1942, recently was valued at \$100 a share. Baker's petition alleges that on the basis of the acquisition of this equipment, the FCC "in an unprecedentedly short time, and without notice or opportunity for any interested parties to be heard, granted Alamo Broadcasting Company a construction permit." Such equipment was frozen by war regulations at the time. Baker's petition charges that the FCC gave Alamo the permit on the understanding that Alamo would use in its improved station a transmitter and other apparatus acquired from the Mexican company whose station was known as XENT.

"Baker has a record of two convictions in the Federal courts, both set forth in the petition. In the first case, in 1936, he says the FCC instigated an indictment charging him with making and transporting across the border into Mexico without permission from the FCC a phonograph record which was played on XENT. He was sentenced to four months in Jail and fined \$2,000. The petition says the conviction was reversed by the circuit court of appeals on the ground that FCC's regulation was invalid.

"Although he does not say so, there is reason to assume that the phonograph record dealt with a method by which Baker claims to have cured external cancer. He was next convicted of using the mails to defraud in the operation of a hospital at Eureka Springs, Ark. He was sentenced in January 1940 to four years in prison and fined \$4,000.

"He lay in jail 14 months, for which he received no credit, while his appeal was pending. He then went to Leavenworth on March 22, 1941, and he was released on July 19, 1944. At that time he was on probation and could be sent back to Leavenworth at the whim of the Department of Justice to serve out his remaining 11 months of 'good time', so he lay low until he was out of jeopardy. Baker insists that he had available as witnesses many persons whom he had cured.

"He seemed to be convinced that he can cure cancer and to have suffered severely, but whether he is a mercenary quack, a mistaken zealot or a martyr to prejudice remains a matter of opinion. He relates that even before he set up his station in Laredo, the FCC revoked his license for a station in Muscatine, Iowa.

"Baker's petition says that some time in 1941, he being in jail, a trusted employee of XENT delivered to representatives of Alamo an option to buy the Mexican station. And, he says, under that option the Mexican firm did deliver part of the equipment to Alamo. Thus, he says, he was put out of business at last, a result long desired by the FCC, and Alamo was enabled to apply for a better frequency and increased power while other stations were unable to obtain such advantages because of the 'freeze'.

"Returning to Laredo in July 1944, he charges, he was warned by persons unnamed that if he tried to prevent the physical transfer of the apparatus across the border he might be arrested for violation of his probation or prosecuted in a tax case.

"Nevertheless, Baker states, he notified the Mexican government which forbade the exportation of the equipment during the war. This, he says, delayed delivery and compelled Alamo to ask the FCC for extensions of time for the completion of its improvements.

"However, Baker alleges, 'in April 1945, the Alamo Broadcasting Company, its agents, officials, servants and employees went to Nuevo Laredo and loaded four large trucks with said transmitting and other radio equipment, preparatory to crossing the bridge under cover of night.' He therefore started action in a Mexican court for an injunction, but 'as the result of well-known tricks, artifices and devices common to the Mexican border, said trucks did move across the bridge approximately 30 minutes before' the papers were delivered.

"However, he says, the injunction did prevent the removal of one large Deisel and generator, two 300-foot towers, wires and parts of the antenna system. This property, he says, is now under attachment to prevent its removal.

"Baker seems inconsistent, although he may be only unclear, when he states later that Philip R. Overton, of Austin, Tex., attorney for Alamo, arranged permission for him to spend 15 days in Mexico. He says this was insufficient time for him to investigate thoroughly and that the visit was restricted to such duration 'as was intended to serve the interests' of Overton, Alamo and Gene Cagle, the general manager of the Texas State Network, now largely the property of Elliott Roosevelt's former wife, since remarried and known as Ruth Eidson. He does not explain why Overton would have helped him to enter Mexico at all.

"Cagle owns 500 shares of Texas State Network which he bought for \$5,000. They are now worth about \$50,000. Baker says the increase is attributable to the FCC's permit to increase the power of Alamo's Station KABC from 250 to 50,000 watts. Elliott Roosevelt, in the investigation of his loans, said Cagle had done fine work rehabilitating Texas State Network, Elliott said nothing about any acquisition of XENT's equipment by Cagle.

"It may be remembered that stock which Elliott had pledged for loans was wheedled back into the custody of President Roosevelt by Jesse Jones on representations that it was worthless and that this stock, now worth about \$250,000, defrayed Elliott's obligation for alimony and child-maintenance."

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 ::: SCISSORS AND PASTE :::  
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Obstacles Seen for Congressional Broadcasts  
 ("Washington Post")

Before "Congress in Action" - Nationwide broadcasts direct from Capitol Hill - goes on the air, several technical obstacles will have to be hurdled.

The program was suggested by Senator Claude Pepper (D), Fla. to the Joint Congressional Reorganization Committee. It would be a biweekly feature, probably broadcast at night.

First, the radio experts maintain, to give a true picture of Congress, television would have to be used. Then the customers would know how the "boys" in the cloakroom were making out.

When the average Congressman makes an average speech, he is lucky if a baker's dozen of his colleagues attend. And many of these often kill time reading newspapers, holding whispered conferences - or maybe dozing a little. Television is the only thing that would get that across to the radio audience, they claim.

Another question that must be settled is, "Who gets to broadcast?"

Congressmen aren't exactly shy about airing their views. And the radio specialists think a program director couldn't be anything less than a master diplomat.

And then suppose you had another brawl like the one Representatives John E. Rankin of Mississippi and Frank E. Hook of Michigan staged last February when the two finished off a salty exchange of profanity with a fancy, one-minute slugging match?

The American Federation of Radio Artists, which controls the jobs an announcer handles, might have a question:

"Could the regular announcer handle the assignment or would a sports announcer have to be rushed in to take over?"

Some of the legislators would have the jump on their fellow artists. Senator Lee O'Daniel (D., Tex.) - who has done a little radio work in connection with biscuits - is no novice. Senator Glenn Taylor (D., Idaho) might be prevailed upon to fill in "dead spots" with a guitar solo. And Representative Luther Patrick (D., Ala.) used to run a "wake-up" program.

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Average Person Thinks \$150 About Right For TV Set  
 (Gallup Poll)

The price which the average man expects to pay for his set is about \$150. This is for a set which would give satisfactory service, and the price of \$150 is what the average man says he would consider low enough to interest him in owning a television set.

The present range of television set prices is from \$150 to about \$1500, according to an industry spokesman.

The range of prices given as fair by the public is shown in response to the following question:

"What would you regard as a fair price for a television set - that is, one that would be good enough to give satisfactory service and low enough in price to interest you in buying?"

The replies:

Under \$100 . . . . .	16%
\$100 . . . . .	18
\$125 . . . . .	5
\$150-\$195. . . . .	17
\$200 . . . . .	12
\$250 . . . . .	6
Over \$250, but under \$500. . . . .	7
\$500 . . . . .	1
Over \$500 (estimates ran to over \$5000). . . . .	1
Don't know . . . . .	17
	<u>100%</u>

About one out of every six interviewed said they did not know what television is.

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Ralph Atlass Aids Free Speech But Doesn't Hold the Bag  
( "Variety" )

Possible nation-wide solution to the current to-do over giving unions and suchlike groups air time to present controversial issues was offered last week by Ralph Atlass, owner of WIND in Chicago, who announced he'll dish out all the time needed by such groups, sans any censorship of scripts beforehand by the station, but that those with axes to grind will have to post a bond of \$100,000 in order to protect himself and his station against any possible libel.

On the theory that "the people own the air, and not the stations", union heads and others have beefed plenty in the past that they're not allowed to "tell their side of it." They'll be given opportunity to do so now on WIND, Atlass said, because he'll start setting aside an hour a week, starting next week, for the purpose.

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Wire Service of New 5th Radio Network Described  
( "Long Lines" A. T. & T. Magazine )

Long Lines people in Detroit have been busy for the past several months with the organization of a coast-to-coast radio network for the Associated Broadcasting Corporation, the fifth national network in the United States.

The round robin circuit is arranged to operate counter-clockwise; if a program is fed into the network at WWDC, Washington, it feeds both the West Coast section and to Baltimore, New York, Buffalo, Detroit, Grand Rapids, Chicago, and so on around the round robin and back into WWDC. This enables the program to be monitored for quality from the originating station. Any point on the round robin may originate a program in this manner.

The quick reversible services are arranged with special equipment in the station testrooms to control the direction of transmissions by any of the radio stations in those sections. For example, KMYR-Denver, may feed a local program into the network by operating its switching control panel. The panel, in turn, operates relays at repeater amplifiers and determine the direction of the transmission. In the case of an origination from Denver, the Denver-Grand Rapids section would be reversed and the Denver-West Coast section would operate normally, etc.

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⋮⋮⋮ TRADE NOTES ⋮⋮⋮  
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As yet Mayor O'Dwyer has neither denied nor confirmed the report that he expects to sell New York City's Municipal broadcasting station WNYC which former Mayor LaGuardia used to such great personal advantage.

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Elliott Roosevelt has denied that he recently acquired an interest in a proposed new 250 watt radio station in Camden, Ark. He was reported to be the Vice-President of the company holding 5% of the stock, the value of which was said to be \$500.

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Patrick Schuette, son of Oswald F. Schuette, Washington RCA consultant, was killed in an automobile accident in the Capital last week. Mr. Schuette, who was in the U. S. Maritime Service and home on a Christmas furlough, is survived besides his father and mother, by two sisters and three brothers.

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John M. Cage has been appointed Manager of the Industrial Electronics Division of Raytheon Manufacturing Company, with headquarters at Waltham, Mass. Mr. Cage for four years was Associate Professor of Electrical Engineering at the University of Colorado giving communications courses. While at the University of Colorado he was also consultant for various electronic instrument companies, and in addition trained officers for the Army and Navy in radar theory. In 1943 he joined Allis-Chalmers Manufacturing Co. in Milwaukee to organize an industrial electronics group.

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William John Haley, Director General of the British Broadcasting Corporation has been named a Knight Commander of the Order of St. Michael and St. George.

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William and Harry Brandt, owners and operators of a large chain of motion-picture theatres in New York, are planning a big net unit with television facilities at Broadway and Sixty-seventh Street.

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Progress is reported in arrangements for the Radio Parts and Electronic Equipment Trade Show May 13th in Chicago through the appointment of Kenneth C. Prince as General Manager. Mr. Prince, who has just returned from service in the Navy, was formerly counsel for the Electronic Parts and Equipment Manufacturers' Association. The Show Corporation has established office headquarters at 221 North LaSalle Street, Chicago. Contract forms are now in preparation and will be mailed to all manufacturers who are members of the sponsoring groups.

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The Statler Hotel system is watching the development of television with the expectation of installing sets in guest rooms in New York and other cities where television broadcasts are available.



W. A. Ayres, of Kansas, became Chairman of the Federal Trade Commission on January 1, to serve during the calendar year 1946. Commissioner Garland S. Ferguson, of North Carolina, becomes Vice Chairman.

Commissioner Ayres has been a member of the Commission since 1934 when he was appointed by President Roosevelt to fill the unexpired term of Commissioner James M. Landis. He was appointed for the full seven-year term in 1940. He becomes Chairman for the third time, the office rotating annually among the five members.

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The Board of Directors of Philco Corporation has changed the name of Philco Radio & Television Corporation, a wholly-owned subsidiary which handles the national distribution of Philco products in the United States to Philco Products, Incorporated.

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One of the items in the five year construction program set by the Pacific Telephone & Telegraph Company and subsidiaries, involving an expenditure of an estimated \$400,000,000, will be the construction in 1946 of a coaxial cable from the Colorado River to Los Angeles, to permit transmission of television programs trans-continently.

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Appointment of Michael J. Boscia to the newly-created post of Manager of Operations for CBS Press Information was announced this week by George Crandall, Director of the Department. With the exception of a ten-month interval, Mr. Boscia has been with Columbia since December, 1941. Before joining CBS, he was with the Advertising Department of Twentieth Century-Fix Film Corporation,

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Two short announcements by Station WRC in Washington that a local shoe store had 1,000 pairs of Nylon stockings, tied up nearly every residential telephone exchange in the District of Columbia and nearby Maryland and Virginia for more than an hour Wednesday night.

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Widespread use of what is described as a new Philco Advanced FM system in broadcasting television, communications, and industrial electronics, as well as in home radio receivers and radio-phonographs, is predicted by John Ballantyne, President of Philco Corporation, who describes this invention as the "first major post-war advance in the radio art available to the public."

"The Philco Advanced FM system is built around a new seven-element vacuum tube and circuit that comprise the first true FM detector ever invented", Mr. Ballantyne stated.

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"Advanced FM offers two major advantages in radio reception. First, this new circuit affords greater purity and clarity of tone because it refuses to receive both natural and man-made noise. The conventional FM receiver seeks to eliminate noise by the use of two limiter tubes and then requires a third tube, called a discriminator, to complete the process."

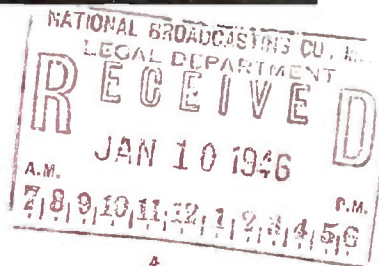
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*LA + All Atts*



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No. 1712

*Lyle R*

January 9, 1946

FARMERS OUT OF LUCK ON FM UNLESS NEW BAND ADDED - McDONALD

One of the strongest arguments advanced by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, in his successful plea to the Federal Communications Commission to hold a further hearing in the hope that more space might be given to frequency modulation was that if it were confined to the 100 megacycle band as at present, the rural population of the United States would largely be deprived of FM.

When asked to comment upon the Commission's granting his request that a hearing be called (the date for which was subsequently set for Friday, January 18th), to consider assigning the 42-50 megacycle band to FM in addition to the existing allocation of 88-108 megacycles, Commander McDonald said:

"The order is based on newly developed factual data which were not before the Commission in its FM hearings of the past year. Nor were these data before the Commission in June, 1945, when it issued the decision placing FM in the 100 megacycle band.

"As there had been little broadcasting experience in the 100 megacycle band, the FCC in May, 1945, requested Zenith Radio Corporation to cooperate with the Commission by making extensive comparative tests of the 50 and 100 megacycle bands in the Midwest for comparison with similar eastern tests being conducted simultaneously by the Commission between New York and Andalusia, Pennsylvania. This we did at an elaborate testing and calibrating station which we set up at Deerfield, Illinois. We made our tests in conjunction with the Milwaukee Journal transmitting station on both the 50 and 100 megacycle band.

"The full and complete findings of these actual tests, and our comparisons with their Andalusia tests, were not reported to the Federal Communications Commission until Friday, December 28, 1945.

"The findings in these new tests indicate that FM transmitters operating in the 100 megacycle band, while rendering good service to a limited area, will satisfactorily cover only 40% of the area which could be covered by a similar transmitter of identical power in the 50 megacycle band. This means that the majority of the rural population of the United States would be deprived of static-free FM service if FM were confined exclusively to the 100 megacycle band.

"Favorable action on our petition will not only give FM service to rural areas, but will also preserve the large investment

the public already has in receivers that function only in the 50 megacycle band. It will also provide forty additional channels which can accommodate from 500 to 1,000 additional FM stations. The Commission already has more applications for FM stations than it has frequencies in the 100 megacycle band.

"In congested area No. 1, extending from northern Massachusetts to Washington, D. C., there exist conflicting problems which do not prevail in the balance of the United States. Community television stations having a radius of eight miles may desire to operate in this geographical area although, so far as we know, there are, at present, no applications on file for such permits. Some exceptions in the No. 1 area by which community television could be accommodated therefore may be necessary."

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FCC "FROM MISSOURI" REOPENING FM; FACED STUBBORN FIGHT

If the Federal Communications Commission ever had a bear by the tail it was when the Commission, based upon the findings of its engineering expert K. A. Norton moved FM upstairs in the 100 megacycle band and thus aroused the ire of the FM broadcasters and set manufacturers. One of the first to go on the warpath was Maj. E. H. Armstrong, himself the inventor of FM. Major Armstrong quickly enlisted the aid of numerous of his engineering colleagues and Commander E. F. McDonald, of the Zenith Radio Corporation. The boys fought all over the lot but it was the tests that Zenith made that finally caused the Commission to give the case another hearing.

A brief presented by Irving Herriott, of Chicago, counsel for the Zenith Corporation stated their case very clearly. In this J. E. Brown, Zenith Chief Engineer, set forth that at the time the Commission entered the order reallocating the frequencies of FM from 50 to 100 megacycles, it necessarily acted almost entirely on theory, as there had, at that time, been no extensive experience in FM broadcasting reception on the 100 megacycle frequency.

"The Commission accepted a theory which caused it to reach the conclusion that the reception on the 100 megacycle band would be more satisfactory than on the 50 megacycle band, which, since the advent of FM, had been the frequency to which the same had been assigned", Mr. Brown continued. "After the entry of the order to move FM to 100 megacycles, the Commission determined to make some tests so it would have the benefit of actual and extensive experience in the new frequency and it requested Zenith Radio Corporation to make similar tests.

"Accordingly, arrangements were made with the Milwaukee Journal, which operates an FM transmitting station in Milwaukee, to transmit on both the 50 and the 100 megacycle band, and we, at our own expense, set up a substantial receiving and recording laboratory at Deerfield, Illinois, to conduct these tests over a distance of 76 miles. We will hereafter refer to the tests which were then

made as the "Deerfield" tests. The Commission's tests were made at Andalusia, Pennsylvania.

"As a result of the 'Deerfield' and 'Andalusia' tests, we now can state to the Commission that frequency modulation on the 50 megacycle band has two and one-half times the area coverage that the 100 megacycle band makes possible, which means that from metropolitan stations operating on the 100 megacycle band, only residents of city areas will be able to hear FM programs, and the farmers, the residents of rural areas, and even residents of suburban areas will be deprived of this static-free service. To illustrate: If a station were operating with a given power and antenna height at a coverage of 31,000 square miles at 50 megacycles, the same power and the same antenna height would serve only 13,000 square miles at 100 megacycles."

"Our tests at Deerfield and your (the FCC) tests at Andalusia have definitely proven the theory of K. A. Norton of the Federal Communications Commission to be unsound in practice.

"The Norton theory also indicated that more interference could be expected on the former frequency of 50 megacycles than on the new one. The 'Deerfield' and 'Andalusia' tests show that in rural areas, the signal will be totally absent because of fading on the 100 megacycle band for a far greater period than interference was ever indicated would occur on the 50 megacycle band. \* \* \*

"Those who will suffer if the 50 megacycle band is permanently and finally taken from FM, are the farmers and residents of rural areas, who make up 40% of the population of the United States, and suburban residents who, as we have above stated, will not be able to hear FM programs if they are transmitted only on the 100 megacycle frequency. These people need static-free FM reception much more than city dwellers who reside close to transmitting stations. Not only will they be unable to receive FM programs but many of them will be placed in the position of having to pay for FM receivers even though they are useless to them because nearly all receivers retailing for \$50.00 and up, will contain FM. We also must not forget the many thousand present owners of high-priced FM sets who will be penalized by having their FM investment destroyed by the obsolescence of their present radios. \* \* \*

"Another factor which has become apparent since the entry of the Commission's order is the large number of applications which we understand have been filed with the Commission in congested city areas for FM transmitters. It is very apparent that there are not sufficient channels available in the 100 megacycle band for those who have applied for FM transmitting licenses in such areas. It may well be, therefore, that the 100 megacycle band on which FM operates satisfactorily over the relatively small areas which it is capable of serving, should be retained for frequency modulation for city service. The 50 megacycle band should also be made available for FM. This would make possible the issuance of licenses to city FM stations on both the 100 and 50 megacycle band, and would provide satisfactory and adequate service to both the city and the rural dweller.

"The duty of the Commission - to serve the ruralite as well as the city dweller, is obviously not accomplished if FM is to be confined to the 100 megacycle band. We have heretofore recommended to the Commission in writing that as an alternative solution, the Commission retain the 100 megacycle band for strictly city service and allot the 48 to 68 megacycle band, which was the Commission's No. 1 proposal, for the wide coverage of both city and rural areas. Realizing that there have been some temporary assignments in the 48 to 68 megacycle area, we respectfully submit another possible solution, namely, that the Commission reassign to FM the original 42 to 50 megacycle band in which, we understand, there are no assignments. This assignment, while it will not be entirely adequate, will provide 40 additional channels, help relieve congestion, supply country coverage, as well as city, and later on, as the temporary assignments are moved from the 50 to 68 megacycle area, the additional assignment may be made to FM in this section of the spectrum."

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#### PRESIDENT TRUMAN BEGINS TO SOUND VERY NATURAL OVER THE AIR

Regardless of the difference of opinion with regard to the recent speech itself or the net result of his appeal, the impression seemed to be that President Truman was making considerable progress as a radio speaker. All of which speaks well for the coaching of J. Leonard Reinsch, the President's radio advisor.

Only the rattle of the pages let the audience in on the fact that Mr. Truman was reading the address. The President, however, did succeed in getting his personality across to the listeners and he sounded just as natural as if he had been engaged in a personal conversation with them.

As to the response to President Truman's plea for the people to put the heat on Congress to get busy on reconversion legislation, C. P. Trussell in the New York Times, quoting postal authorities, wrote that four days after the broadcast, Capitol Hill mail showed an increase of less than 10 percent.

Although most of the members are at home on recess, those in Washington and the office staffs of absentees had prepared for a deluge, because constituents usually communicate to the Washington office regardless of the whereabouts of members.

Reactions on some of the members took the form of communications, which have reached a volume of between 600 and 700 thus far, from the industrial Midwest to none at all in the case of a Southern Senator at whom the President directed one of his barbs Thursday night in condemning "distressingly slow" progress on the program.

A canvass of correspondence to about forty Senators and Representatives from all parts of the country indicated that most of the writers approved the President's appeal for Congressional "action".

Word again coming from the White House that President Truman probably would not personally deliver his message to Congress which convenes next Monday, January 14, seemed to preclude any hope that the event would be televised by NBC, CBS, and Dumont as had been expected.

Charles G. Ross, White House press secretary said the interested companies were told they were at liberty to make arrangements for the event but no promise was given that the President would participate, and that while it was "always possible" that Mr. Truman might go to the Capitol, it is very unlikely.

Mr. Ross said that though Congress reconvenes Monday, the message would not go up until a day or two later. He added, if the President changed his mind and decided to deliver the message in person, he was sure Mr. Truman would have no objection to his being televised.

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FCC GIVES APPLICANTS LATITUDE IN SPECIFYING FREQUENCIES

In several recent cases broadcast applicants involved in consolidated hearings at the Federal Communications Commission have sought present removal from the hearing docket by proposing future amendments as to frequency. In these situations, the applicants have requested leave to specify the frequency desired and to submit their amendments at some indefinite future time.

Concerning this situation the FCC stated:

"The Commission is cognizant of the difficulties with which applicants may be confronted in securing engineering data needed for preparation of amendments as to frequency and other technical matters. Nevertheless, the situation presents a problem to the Commission, inasmuch as Section 1.352 of the Rules provides that applications shall be specific as to frequency, power, hours of operation, and related matters, and furthermore, orderly procedure requires that applications and pleadings with respect thereto be definite in detail and in relief sought. Accordingly, the Commission on December 29, 1945, adopted the following procedure governing the handling of cases of the kind described above:

"When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment, his application shall be dismissed without prejudice, subject to the right of reinstatement within a reasonable time. In any power case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendment necessary to complete the application."

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BMB NOW HAS 602 STATIONS; RIGHT ON SCHEDULE SAYS RYAN

As the first year of BMB's operations came to a close, 602 radio stations, representing over two-thirds of all U.S. Commercial stations, had become Broadcast Measurement Bureau subscribers. In addition all four major national networks had subscribed.

J. Harold Ryan, Vice-President, Fort Industry Company and Chairman of the Board of BMB, made the First Annual Report of the Bureau's progress to the Board of Directions of the National Association of Broadcasters, meeting in Los Angeles last week.

"We are pleased", he said, "to be able to report that the entire operation of this first nation-wide study of the radio families served by each broadcasting station in the U.S. is right on schedule. We appreciate the leadership and support that the members of the Association of National Advertisers and the American Association of Advertising Agencies have given us. They have been most generous with their time and efforts during this first year of organization and planning. The broadcasting industry has sensed the opportunity of presenting a united front and a standard audited method of basic measurement to its clients so that this medium may continue to progress and develop. Speaking for the Board of BMB, I would like to thank all those who have made our progress possible to date and assure the industry that we welcome their continued support and suggestions. We know that in any process of standardization there will be areas in which some of the supporters must 'give and take' in the interest of the common advancement. We all look forward to the refinements and higher standards which will develop within the measurement as it grows in use and experience."

"The subscriptions already paid and pledged assure the success of the Bureau's first survey to be undertaken this Spring", said Hugh Feltis, President of BMB in commenting on the year-end tally, "but we need the unanimous support of the entire broadcasting industry, if BMB is to be of the greatest value to every advertiser, agency and broadcaster."

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IRE TO HEAR ABOUT ENGINEERING ASPECTS OF ATOMIC BOMB

Maj. Gen. Leslie R. Groves, Director of the Manhattan District - code name for the Atomic Bomb Project - has accepted the invitation to be principal speaker at the joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers, scheduled to be held in the Engineering Society's Auditorium in New York, Wednesday evening, January 23, 1946.

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BROADCASTERS PRAISED FOR WEEDING OUT FALSE ADVERTISING

(For release at noon, Friday, January 11)

The annual report of the Federal Trade Commission notes that in recent years there has been improvement in the character of all advertising and acknowledges the cooperation the Commission has received from the publishing and radio industries generally in its efforts to eliminate false and misleading advertising.

During the year the Trade Commission examined some 301,000 newspaper, magazine and other periodical advertisements and more than 562,000 radio commercial continuities were examined, of which 17,260 advertisements and 10,574 broadcast statements were designated for further study as containing representations that might be false or misleading. As a basis for its survey the Commission during the fiscal year procured 1,430 editions of representative newspapers, 765 issues of magazines and farm and trade journals, and catalogs and circular advertising from 53 mail order houses. An average of 4,263 pages of radio script was read each working day.

Owing to the war emergency, attention was directed principally to the false advertising of food, drugs, devices, cosmetics and rationed commodities. An analysis of the questioned advertisements disclosed that they pertained to 1,114 commodities in the following proportions:

Food (human) 3.9 percent; food (animal) 1.9 percent; drugs, 67.9 percent; cosmetics, 18.6 percent; devices, 2.1 percent; and other products, 5.6 percent.

In cases where the advertising was determined by the Commission to be false or misleading, and the circumstances warranted, the advertisers were extended the privilege of executing stipulations to cease and desist from the use of the practices involved. Sixty-six such stipulations were accepted by the Commission during the year.

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NEW MAYOR TO KEEP NEW YORK CITY'S STATION ANOTHER YEAR

Although he has not yet committed himself as to the future of WNYC, New York City's municipal station, or shown any particular interest in the subject, Mayor O'Dwyer, successor to Mayor LaGuardia, stated last week funds for continuance of the station would be included in the 1946-67 budget. Mayor O'Dwyer said he would not continue the Sunday broadcasts over WNYC which LaGuardia made so famous.

The municipal radio station was established in 1923 under the jurisdiction of the Department of Plant and Structures, then headed by Grover A. Whalen. During the LaGuardia regime it was under the direction of Morris S. Novik and its current budget allotment is \$114,000. In recent years Democratic members of the Board of Estimate and City Council have urged discontinuance of the station, but without avail.

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## RCA COMMUNICATIONS MADE WAR HISTORY; WORDS IN MILLIONS

How wartime developments in apparatus and circuits have resulted in a great expansion of world-wide radiotelegraph facilities for handling millions of words of press and radio information beamed to America was revealed for the first time Tuesday by officials of R.C.A. Communications, Inc. in New York City.

The story showed daring and ingenuity, backed by the desire of United States military authorities to facilitate the transmission of information to this country, and the ability of RCA to build and operate under emergency conditions direct radiotelegraph circuits linking scenes of action with New York and San Francisco terminals.

Established by R.C.A. Communications personnel at the request and with the cooperation of the Army Signal Corps, the circuits have been extended from Italy across France to Germany and Austria - and in the Pacific, from Manila to Tokyo and soon to Korea. The first phase made possible the epic news coverage of the Allied drive to victory; the second has made possible spectacular, on-the-scene coverage of the ensuing period of peacetime reorganization, with its war crime trials, United Nations meetings and rehabilitation programs.

At the same time, the circuits have carried thousands of EFM (Expeditionary Force Messages) contributing to morale through the exchange of direct word between GI personnel and the home folks.

Embarking from New York City on November 5, 1943, with a complete transmitting and receiving terminal, eighteen RCA engineers and operators had the first link with the United States completed by February 1, 1944. It was known as "Station X" and was in direct operation between Naples and the company's central radio office in New York.

On June 10, with an increased staff, they began operation from "Station Y" at Rome, and on November 10, after RCA equipment had been flown from Naples to France in fourteen Army C-47 transport planes, they opened up "Advanced X", a mobile unit in vans that followed the Army into Germany.

Another mobile unit - known as "Station A" - was put into operation in Northern Italy and the staff of "Station C", destined for Berlin, arrived in Europe on April 28, 1945. "Station C" began direct operation between Berlin and New York July 25; mobile "Station A" began operating with New York on July 30, and "Advanced X" followed the receding conflict across war-torn Germany. Since V-E Day, RCA stations have been established in Vienna and Nuremberg, the latter handling the bulk of press dispatches from the historic trial of Nazi war criminals.

Close on the heels of the fall of the Philippines to American military forces, another team of RCA engineers and operators established direct radiotelegraph communications between

Manila and San Francisco. Soon after Tokyo fell, still another team cooperated with the Signal Corps in establishing direct communications between the Japanese capital and the United States mainland. A third RCA Communications team, which has recently been organized, is in the Pacific en route to Seoul, capital of Korea, to link that remote center of Far Eastern activity with this country.

During the first year of operation in Europe, the RCA Communications teams handled a total of 19,500,000 words of traffic - the bulk of which was devoted to news accounts informing the American public of developments. Succeeding months of 1945 showed an even greater increase in paid wordage, with the grant total for the first two years of service approaching 50,000,000 words.

In addition the RCA stations handled as many as twenty-nine radio broadcast transmissions in a single day from a scene of action to United States radio listeners, some of these broadcasts being picked up from Naval vessels standing by. Hundreds of such broadcasts, including eye-witness accounts of radio correspondents and commentary by military personnel, have been transmitted to the National Broadcasting Company, Columbia Broadcasting System, Mutual, and the American Broadcasting Company networks.

Press traffic from the RCA stations in Berlin, Vienna and Nuremberg continue high, and traffic between this country and the Pacific outposts has increased. As an example of what the service has meant to American newspaper correspondents in Nuremberg, it was revealed that more than 379,000 words were transmitted during the first month of the war-crimes trial.

Participating in the interview at which this report was given were T. H. Mitchell, Executive Vice President of R.C.A. Communications; Sidney Sparks, Traffic Manager; and three members of the communications teams who have just returned to this country. They were Andrew W. Long, of Riverhead, L.I., Manager of stations; Jack Friedman, of New York, Assistant Manager of the Rome station, and recently attached to the Nuremberg station; and Neil J. Beck, of East Quogue, L.I., radio station technician, who narrowly escaped capture while with a mobile communications unit in the "Battle of the Bulge".

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#### NEWSPAPER CIRCULATIONS UP 6.4%; BROADCASTS CREDITED

The Editor & Publisher's annual cross section of the Audit Bureau of Circulation (sworn statement) circulations reveals an increase of 6.4% in number of morning and evening newspapers bought. This, says Editor & Publisher, "is clear proof of the public's reliance on this medium of news.

"The figures tend to discredit various surveys made in the past to prove the public is getting more and more of its news from radio. To the contrary, the public is probably not aware that its appetite for news is being whetter by radio newscasts and the newspapers are filling the demand for details and more complete information not available on the air."

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COL. GILLINGHAM (FORMERLY OF FCC) WINS LEGION OF MERIT

Conspicuous by his good work in the Army as well as when he was in charge of public relations at the Federal Communications Commission, Lieut. Col. George O. Gillingham last week was awarded the Legion of Merit. His citation read:

"Lieutenant Colonel GEORGE O. GILLINGHAM, Chemical Warfare Service, Army of the United States, rendered notably outstanding service while serving in various assignments in connection with Public Relations and Information Branch activities in the Office of the Chief, Chemical Warfare Service during the periods March 1942 to September 1943 and February 1945 to October 1945. Through personal contact, exhibits, and radio and press activities, Lieutenant Colonel Gillingham cemented friendly relations between the Chemical Warfare Service and the general public, the War Department at large, and installations in the field. As Chief of the Information Branch, he stimulated the interest of production plant workers through the medium of speeches, articles, displays, pictures, and demonstrations aiding in the maintenance of an unusually high rate of production for Chemical Warfare munitions during the critical wartime era. Displaying unusual initiative and an excellent sense of public relations, Lieutenant Colonel Gillingham brought to his task wide experience, earnestness, ever-present diplomacy, and rare ability."

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ABC HONORS THE DONOR OF ITS NAME

Edward J. Noble, Chairman, and Mark Woods, President, of the American Broadcasting Company, were hosts last Monday in the Mayflower Hotel, Washington, at a luncheon in honor of Mrs. LeRoy Mark, of Washington, whose late husband was the founder of the former American Broadcasting Company of this city. At the luncheon, Mr. Woods presented Mrs. Mark with a bronze plaque, memorializing her husband and in appreciation of her having made available the corporate name of her husband's organization when the Blue Network Company changed its name to the American Broadcasting Company.

In a "Report on 1945" which has just been printed by ABC and which carries forewords by Mr. Noble and Mr. Woods, the latter explains:

"We chose the name because 'American' so completely typifies all that we hope, and believe, this Company will be and will represent to the people of the world. The passing of the phrase 'Blue Network' has, of course, been accompanied by a certain nostalgia, but the phrase 'this is ABC - the American Broadcasting Company' won significance during the past year, and we hope it is destined to become one of the most famed air slogans of the world during the coming few years."

Among those present at the luncheon Monday were William B. Dolph, of Station WOL, Washington, an associate of the late Mr. Mark; the members of the Federal Communications Commission; Senator Burton K. Wheeler, of Montana; Senator Robert LaFollette, of Wisconsin; Senator C. Wayland Brooks, of Illinois; Representative Clarence Lea, of California; Robert E. Kintner, ABC Vice-President and Kenneth Berkeley, of Station WMAL.

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### APPLICATIONS RECEIVED AND ACTION OF FCC

The following action has been taken by the Commission:

P. C. Wilson, Canton, Ohio, granted petition for leave to amend application for new station so as to request frequency 1540 kc. instead of 1300 kc; the amendment was accepted and application as amended, removed from the hearing docket; Capital City Broadcasting Co., Des Moines, Iowa, granted petition for leave to amend its application so as to request frequency 1390 with 1 KW power, instead of 1600 kc with 250 watts; the amendment was accepted and the application as amended, removed from the hearing docket; Edgar T. Bell, Peoria, Ill., and West Central Broadcasting Co., Peoria, Ill. granted joint petition to dismiss without prejudice the application of Edgar T. Bell for a new station, and designate for consolidated hearing with applications of WJPS, Inc., Evansville, Ind.; Tri-State Broadcasting Corp., Evansville, Ind.; Booth Radio Stations, Inc., Flint, Mich., and Wabash Valley Broadcasting Corp., Terre Haute, Ind., the application of West Central Broadcasting Co.;

Also, Samuel R. Sague, Cleveland Heights, Ohio, granted petition for leave to intervene in the consolidated hearing on applications of Meadeville Tribune Broadcasting Co., H. C. Winslow of Meadeville, Pa., and Times Pub. Co., Erie, Pa.

Applications Received and Accepted for Filing: The Travelers Broadcasting Service Corporation, Bridgeport, Conn. (P.O. 26 Grove St., Hartford, Conn.) construction permit for a new FM broadcast station; Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Waterbury, Conn., construction permit for a new FM broadcast station to be operated on Channel #14 (90.7 megacycles) with coverage of 10,450 square miles; WKBZ, Asbacker Radio Corp., Muskegon, Mich., special service authorization to operate on 1230 kilocycles with power of 250 watts and unlimited hours of operation; Uniontown Newspapers, Inc., Uniontown, Penna., construction permit for a new FM (Rural) broadcast station with coverage of 22,770 square miles; KONO, Mission Broadcasting Co., San Antonio, Texas, construction permit to change frequency from 1400 kc., to 860 kc., power from 250 watts to 1 KW night and 5 KW daytime, install new transmitter and directional antenna for night use and change transmitter location; WJHP, The Metropolis Company, Jacksonville, Fla., construction permit to increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use and change transmitter location.

Also, The Atlanta-Journal Co., Atlanta, Ga., construction permit for a new FM (Metropolitan) broadcast station to be operated on Channel #260 (99.9 megacycles) with coverage of 13,650 square miles; WIBC, Indiana Broadcasting Corp., Indianapolis, Ind., construction permit to increase power from 5 KW to 50 KW, install new transmitter, make changes in directional antenna for day and night use and change transmitter location (1070 kc); San Diego Broadcast-ing Co., San Diego, Calif., construction permit for a new standard broadcast station amended to change frequency from 1130 kc to 1510 kc., increase power to 5 KW, change type of transmitter, changes in directional antenna and change transmitter location.

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FIRST TV AND FM MICROWAVE LINK SOON; LOWER COST PROMISED

A new era in network operation that will bring television and FM to more people at less cost is heralded by General Electric's Micro-Tel, according to G.E., the first 2000 megacycle radio relay in history. As a preliminary General Electric is testing a Micro-Tel link between the studio and transmitter of its great television station WRGB in Schenectady, a distance of 12½ airline miles.

Soon, what is said to be the world's first television microwave relay - equipped by G.E. and operated by the International Business Machines Corp. - will be added. This relay will extend to New York, Philadelphia, Baltimore, and Washington. Additional links will follow . . . for television programs, full fidelity channels for network broadcasting, facsimile channels, and multiple business machine channels - simultaneously in both directions.

"Further expansion of this network and the establishment of others will bring television, broadcasting, and business machine services to smaller communities", General Electric states.

"This simple relay, which eliminates connecting wire lines and costly right-of-ways, consists of a low-power microwave FM transmitter, a microwave FM receiver, and a highly directional transmitting and receiving antenna system which gives each watt of transmitter power the effectiveness of approximately one million watts."

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If you dial "999" anywhere in Greater London in what is called the Metropolitan Police Area, and at anytime of the day or night the operator replies: "Emergency: Police, fire or ambulance." If it is the first named, a radio car is dispatched immediately, if the latter two, fire apparatus or ambulance are sent without delay.

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

Newspapers Loom As Largest Group Of FM Broadcasters  
("Editor & Publisher")

In 1946, newspaper publishers are assuming a large share of responsibility in the field of radio development, the Press becoming the largest potential "group" of broadcasters.

The trend in that direction has been apparent this year in the large number of newspaper-interest applications for FM stations - more than a third of the total, and the Federal Communications Commission has been going along with that percentage in its grants to newspaper corporations, publishers individually, or firms in which newspaper owners have considerable stock holdings. Ten of the latest 32 grants went to the newspaper "group".

Granting of many more licenses to newspapers was foreseen as FCC policy in the Commission's ruling in favor of Kingsley A. Gillespie, publisher of the Stamford (Conn.) Advocate, whose acquisition of WSRR had been opposed on the ground the community's only radio outlet would be controlled by the community's only newspaper.

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If Televised Congressmen Cannot Doctor the Record  
("Washington Star")

Whether television ever will become a regular means of publicizing the deliberations of Congress is a matter of speculation. Television is awfully prying. There is no way of "correcting the record" for the constituents when an occasional member strikes a too-belligerent pose or some Senator dozes off while listening to a long-winded colleague.

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How An Exclusive Program Is Copyrighted And "Wrapped Up"  
("Variety")

For the second known time, an agency "sneak previewed" on a local indie a newly-auditioned potential commercial network airer for the purpose of copyrighting the show and wrapping up an exclusive. Program in point is a new Arthur Godfrey audience participation show, tabbed "Wisecracs", which was produced on a freelance basis on behalf of B. B. D. & O. agency.

Show went out over WEVD (N.Y.) Thursday night between 11:15 P.M. and midnight with Bob Foreman and Wick Crider, of B. B. D. & O., doing the treatment on the commercials and the copyright tag lines. As proof that show was on the air, the recording made of the test program also picked up the preceding five minutes of programming, and five minutes of the show that followed.

J. Walter Thompson used the same technique last year in wrapping up a copyright on its "International Police" show.

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Afraid U.S. May Pull Fast One In Communications Merger  
("Editor And Publisher")

Following the Bermuda Conference, we expressed our fear that the temporarily-dead merger of international communication might be revived. We were right - it has been.

FCC Commissioner Ray C. Wakefield comes forth with a new proposal for such a merger. His is the best suggestion so far along this line in that it would permit Press Wireless to operate independently as a carrier for press messages exclusively. Press communications would then be protected from a monopoly control. That eliminates one of our objections to the merger idea.

Our other objection - and it still stands - is that such a monopoly in international communications might be directly operated by government or under governmental control and supervision. Looking back over past performance of most government bureaus it is obvious that such an operation would not be the most efficient and would be subject to many abuses.

-----  
Bell System Has Elaborate Plans For TV Transmission  
("Long Lines")

Plans for experimental television use of the Washington-New York coaxial cable are being arranged by the Bell System together with representatives of the television broadcasters who expect to be early users of the facilities.\* \* \* At present the System is installing a network of facilities suitable for television which will ultimately span the country from coast to coast and from north to south.

One of these facilities is coaxial cable. The coaxial program calls for the construction each year for the next few years of upwards of 1,500 miles of coaxial cable suitable for carrying hundreds of long distance telephone conversations, or television. In 1946, for example, the Long Lines cable network will be extended south of Washington to Charlotte, N.C., as well as between Atlanta and Dallas, while in 1937 the coaxial project will link Chicago and St. Louis and the southern route will be extended to Los Angeles.

Another method for transmitting multiple telephone channels and television, called radio relay, is under development by Bell telephone engineers. An experimental radio relay system is now being built between New York and Boston. When this development is completed, the Bell System expects to use radio relay, coaxial cable, or other means, to extend its telephone and television lines throughout the country.

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Wartime use of a radio-telephone over which Field Marshal Sir Bernard L. Montgomery in Europe conducted secret conversations with Winston Churchill in Downing Street was disclosed by the British War Office.. Without elaborating, the announcement said the device was so constructed that it provided the secrecy of a private telephone line. The radio-telephone equipment was built in a trailer and moved with Montgomery's headquarters.

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 ::: TRADE NOTES :::  
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A postponement of press demonstrations of color television in New York this week by the Columbia Broadcasting System was made necessary by the wide-spread epidemic of influenza in New York.

Dr. Peter Goldmark, Director of Engineering Research and Development, expressed the hope that the delay may make it feasible to conduct demonstrations from the new high-powered Federal television transmitter now being installed in the Chrysler Tower, rather than from a small experimental transmitter as originally planned.

A. D. Willard, Jr., Executive Vice-President of the National Association of Broadcasters has announced activation of the Employee-Employer Relations Department has begun with Milton J. Kibler, until now Assistant General Counsel for the Association, moving over into EER as full-time Assistant Director of the Department.

On or before February 4th, Ivar H. Peterson, at present Assistant General Counsel of NLRB, will come to NAB as an Assistant Director of EER.

The Garod Radio Corporation will launch a national consumer advertising campaign for its 1946 line of radio-phonographs, table models and farm radios, beginning in February, with full line announcement copy in magazines.

Leonard H. Marks, Assistant to the General Counsel of the Federal Communications Commission, will enter the private practice of law in Washington, D. C., with Marcus Cohn, formerly Chief of the Field Section of the FCC.

Mr. Marks had been with the Commission since February 1943, handling radio matters. He has occupied his present position as Assistant to the General Counsel since March 1945. Most recently, he participated as Commission counsel in the Crosley-Aviation Corporation and WINS hearings.

Venezuela plans to modernize its telecommunications system.

Lieut. Commander Don P. Wilson has been appointed Aviation Sales Manager of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation. His assignment will be to cooperate with commercial airlines in the development of Federal Telephone's extensive aircraft radio and radio navigation aids programs.

After studying mechanical engineering for two years at Princeton University, Commander Wilson attended the Boeing School of Aeronautics. He became a licensed commercial pilot in 1932 and was with United Air Lines until 1934 in which year he became radio engineer of the Fairchild Aviation Corporation. He went on active duty with the U.S. Navy in 1943 and was placed in charge of the dive bomber and torpedo plane installation section of the radio and electrical branch, engineering division, Bureau of Aeronautics.

It is reported that Secretary of the Interior Ickes has signed a tentative agreement as a news commentator with the American Broadcasting Company when he leaves the Cabinet.

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Major Robert R. Tincher, who returned to WNAX, the Cowles station at Yankton, South Dakota, as General Manager, after having served four and a half years in the Armed Forces has been awarded the Bronze Star. The citation reads in part as follows:

"Major Robert R. Tincher, Cavalry, while serving with the Army of the United States, distinguished himself by meritorious service in connection with military operations, not involving participation in aerial flight, against addition to an outstanding performance of duty as Intelligence Officer, he successfully assumed the responsibility as S-5 for the Group. He personally devised and vigorously supervised a plan whereby the troops upon entering a town could with a minimum loss of time and effort put into effect all orders of the higher command pertaining to the governing of the German people. During the period when the group area of responsibility included four large Landkreises, through his driving energy and and indefatigable efforts approximately 30,000 displaced persons were established in camps, housed, fed and eventually repatriated, with smoothness and without incident. Major Tincher's duties in the handling of all Military Government problems and control measures imposed on the civil population and displaced persons, without the benefit of experienced personnel were accomplished in a highly competent manner such as to reflect the highest credit upon himself and the Armed Forces."

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Final results in a limited spot-check survey of radio station salesmen's compensation by the National Association of Broadcasters disclose the use of four methods for paying salesmen in the small market station classification. The plans employed are straight salary, salary and commission, drawing accounts only, and straight commission.

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Retail grocers in the four-state coverage area of Station WLW are going to have a comparatively easy job of planning the remodeling and modernization of their stores, according to Marshall Terry, Director of Promotional Activities.

The Cincinnati station has developed a project by use of which any grocer can arrange a satisfactory store layout and determine the approximate cost before spending any money on the actual work.

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Sir Adrian Boult, celebrated British conductor and conductor-in-chief of the British Broadcasting Corporation, arrived last week from England on the Queen Mary to serve as guest conductor of the Boston Symphony Orchestra. Sir Adrian will conduct the programs of the ensemble over the ABC network on January 19 and 26, and February 2, in the weekly Saturday series heard from 9:30 to 10:30 P.M.

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A "Grin and Bear It" cartoon by Lichty has the head of a radio manufacturing concern saying to his television research laboratory workers:

"Until we can make television practical, I wish you men would stop inventing things that make it obsolete!"

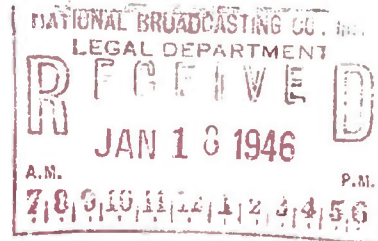
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*LAYARD Acts*



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No. 1713

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January 16, 1946

## BIGGER RADIO SET OUTPUT SEEN AS OPA EASES PARTS RULES

If the strikes don't cause further serious delay, it is believed three rulings just made by the Office of Price Administration may do much to clear up the radio set parts manufacturing bottleneck. Set manufacturers have been marking time but the following action by the OPA has given them considerable encouragement that the radio parts stalemate may now be broken:

(1) Manufacturers of radio parts or electronic circuit parts will shortly be authorized by the OPA to make application to the price agency for permission to continue to make deliveries under orders taken before December 3, 1945, at prices then in effect. This announcement is being made in advance of formal orders to be issued shortly.

On December 3 of last year, OPA said, the regulation governing ceiling prices for radio parts was amended to provide a new method for computing ceilings. To prevent hardship on a manufacturer who had contracted to sell at the old prices before December 3 and who had not completed deliveries under such orders, today's action is being taken. Previously permission to continue to make deliveries at the old prices on orders written before December 3 had been extended from that date to January 15, 1946.

(2) OPA also announced that manufacturers of radio parts and electronic circuit parts may use estimated hours of labor required to make a part on the basis of current experience, rather than an estimate of hours required in 1941. Many manufacturers, OPA pointed out, find it difficult to estimate hours of labor required for a product on the basis of 1941 experience.

(3) OPA further announced a new increase factor for radio speakers which was recalculated on the basis of more complete data obtained from major producers. The new factor is 19.6% over 1941 prices. The formerly announced factor was 13.5. OPA also announced that during the next few months, until May 1, 1946, maximum prices for parts which the manufacturer computes by comparing them with frozen priced parts will be automatically approved when the manufacturer files his report of the price with OPA. This temporarily replaces a 30-day waiting period for these prices. OPA may later give the manufacturer a 10 day notice of a new price if OPA finds that the manufacturer's reported price was out of line. This new price will not affect deliveries previously made.

The legal action will be in the form of an amendment to Maximum Price Regulation 136 - Machines, Parts and Industrial Equipment.

Action at this time by the OPA is believed to be the result of a meeting last week in Washington between the Price Administration officials and radio industry leaders. About 40 representative parts manufacturers and a few leading set producers were present at the hearing. Chief spokesmen for the parts group were R. C. Sprague, of North Adams, Mass., Chairman of the OPA Industry Advisory Committee, and head of the RMA Parts Division, and other members of the Committee. The set manufacturing group was headed by A. S. Wells, of Chicago, Chairman of the RMA Industry Reconversion Committee.

While still far short of a volume scale, it is the opinion of the Radio Manufacturers' Association that the radio manufacturing industry at the beginning of the New Year is geared for steadily increasing production in 1946 unless strikes occur to curtail the industry's output or price rollbacks on radio parts lead to further shortages in radio components.

Radio set prices increasing in volume from OPA each week indicate a considerable number of manufacturers are in limited production or prepared to go ahead. The sixth weekly OPA report on set prices, issued this week for the week ending January 4th, brought the total number of radios priced to about 250.

With a threat of strikes in some radio set production plants, a tabulation of statistics compiled by the U. S. Bureau of Labor Statistics shows that wage increases in the radio-phonograph industry since January 1941, have exceeded the 30 per cent increase being asked by some unions.

Earl H. Morse, head of OPA's electrical equipment section, machinery price branch, in Chicago, was quoted as saying in a dispatch from that city, that he has heard "many times" that the technical and complicated pricing procedure for radio parts, which took him thirty-two pages of script to explain, is unworkable. Any failure of the procedure to operate comes from one of two causes, he said: (1) Failure to understand exactly how the procedure operates, "possibly due to OPA failure to make clear the provisions and procedures of the regulation", and (2) failure to make a real effort to operate under these provisions.

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#### SURPLUS PROPERTY RESHUFFLE DOESN'T AFFECT RADIO

Creation of the War Assets Corporation, a subsidiary of RFC, to handle Government surplus of consumer and capital and producers goods will not alter the present manufacturer-agent contract arrangements with RFC nor will it generally change the personnel or setup for disposing of radio and electronic surplus, the Radio Manufacturers' Association has been advised by the Reconstruction Finance Corporation and the Surplus Property Administration.

An RMA Committee will confer Friday afternoon (January 18) with officials of RFC and the SPA on continuance and revision of the

200-odd manufacturer-agent contracts for disposal of surplus war radio. M. F. Balcom of the Sylvania Electric Products, Inc., Vice-President of RMA and Chairman of the RMA's Tube Division, is Chairman of their special "Surplus Disposal Committee".

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COL. ADRIAN MURPHY IS NEWEST CBS VICE-PRESIDENT

The appointment of Lieut. Col. Adrian Murphy as Vice-President and General Executive of the Columbia Broadcasting System was one of the first announcements made by Frank Stanton, new CBS President.

Colonel Murphy was Executive Director of Television for CBS in May 1942, when he reported for duty in the Signal Corps of the Army. Later that year, he became Executive Officer of the Directorate of Planning for the Signal Corps in Washington.

In November, 1943, he went overseas as a Major assigned in an administrative capacity to the Signal Division of Supreme Headquarters Allied Expeditionary Forces. As a Lieutenant Colonel, in June, 1945, he was assigned to what subsequently became the Information Control Division of the United States Forces European Theater where he acted as Assistant Chief of ICD for operations under Brigadier General Robert A. McClure.

Colonel Murphy joined CBS in 1936 as an assistant to Paul W. Kesten, then Vice-President. In 1939, Mr. Murphy was appointed to head Columbia's television activities.

Adrian Murphy was born in New York City in May, 1905. He received a Bachelor of Science degree in 1927 from Princeton University.

Before joining the Columbia network, he was engaged in market research as the basis of industrial designing by the Norman Bel Geddes organization.

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RADIO CLAIMS ADVERTISING COSTS 55% HIGHER IN NEWSPAPERS

That newspaper advertising costs 55% more than radio advertising was the answer of the broadcasters to the recent figures offered by the newspaper publishers. The conclusion of the broadcasters was that the cost of reaching 1000 families by radio was \$5.30 and by newspapers \$8.28.

This reply was made last week by Charles H. Smith, market research counsel for the Columbia Broadcasting System at a meeting

of the Media Association of New York. Mr. Smith spoke also for the National Broadcasting Company and the National Association of Broadcasters inasmuch as the three organizations cooperated in the survey.

Some of the city-by-city costs shown per thousand families reached were:

<u>City</u>	<u>Radio</u>	<u>Newspaper</u>
Pittsburgh	\$1.36	\$10.38
Columbus	4.15	13.73
Providence	4.25	9.51
Minneapolis	2.65	9.60
Louisville	2.80	4.61
Cincinnati	1.05	6.90

Circulation figures chosen for the study were 28,135,000 families for radio - the potential audience of a full major network who "we know listen with reasonable frequency"; for newspapers - 19,901,375 families, the Audit Bureau of Circulation's total for 128 evening papers in 92 cities of 100,000 population or more.

The average number of families "delivered" by a half-hour evening radio program was placed at 2,982,310, giving a Hooper rating of 10.6%, the average for the year ending September, 1945. Average cost was \$16,000, including time and talent.

Using the rules laid down by the American Association of Newspaper Representatives' presentation, radio employed for the study newspaper ads measuring 500-800 lines seen and read, according to the Continuing Study of Newspaper Reading, by 3,184,220 families, or 16% of circulation. This, it was noted, includes duplication and forced combinations of papers. Cost for space only in the 128 papers was given as \$26,377, using 650-line ads as a 500-800 average.

Magazine costs were given as \$7.20 per thousand families reached by the four leading women's publications, \$8.75 for the four weeklies, as against radio's \$5.30.

Commenting upon the broadcasters' conclusions, the Editor and Publisher said:

"There seem to be discrepancies between national advertising cost figures as presented by the American Association of Newspaper Representatives and by the National Association of Broadcasters.

"Why these differences? Obviously, the radio people are using for comparative purposes a list of newspaper markets limited to lead-population cities only, a sort of schedule which advertisers are not likely to set up for themselves.

"It seems to us that costs figured on the way the advertiser actually spends his money in newspapers and radio, rather than how he could spend it without regard to market requirements, make a more logical basis for comparison.

"More to the point, however, is the AANR's evaluation of advertising as against sales performances. The AANR demonstrates that not only in cost per 1,000 families reached, but also in delivering customers, the newspaper outstrips radio.

"There is this, too: The Hooper ratings used in the radio study measure the families tuned to a half-hour program for a minute or more. Does that minute or more include the commercial? If the commercial is heard, involuntarily for the most part, does it have the same impact as a newspaper ad which 16 or 20 or 30% of the readers look at voluntarily, as shown in the Continuing Studies?"

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DON LEE PREPARES FOR TELEVISION CHANNEL SHIFT

The Don Lee Television station, W6XAO, in Hollywood, changes from old television channel one to new television channel two within the next two months, in accordance with the latest allocations for television recently made by the Federal Communications Commission, and moves the station from the old 50 to 56 megacycle channel to the new 54 to 60 megacycle channel. The new frequency is the lowest available for high-power television stations.

W6XAO will accomplish the frequency change with a minimum interruption of program schedule. Last program on the old frequency will be on February 18, and the first program on the new frequency will be March 4th.

"We have been informed by leading television receiver manufacturers that they will convert receivers of their manufacture to the new channel at little or no charge", Harry R. Lubcke, Director of Television for Don Lee said. "Owners will be advised to contact the local office of the manufacturer of their receiver, or they may telephone Don Lee television at HO-8255 for further details, including basic information for converting home-built receivers. Receiving antennas need not be changed."

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FORT INDUSTRY STATIONS EXECUTIVE STAFF CONFER IN N.Y.

A management meeting is being held at the Waldorf in New York this week of the executives of the Fort Industry Company.

Commander George B. Storer, president of the company, acted as skipper of the proceedings assisted by J. Harold Ryan, former President of the National Association of Broadcasters, who now has returned to his duties as Vice-President and Treasurer of Fort Industry. Among the others present were:

George B. Smith, Managing Director of WWVA, Wheeling, and Vice-President; John Koepf, Washington Manager; Glenn B. Boundy, Chief Engineer; Harry Steensen, Comptroller, and the Managing Directors of other Fort Industry stations.

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CLEAR CHANNEL HEARINGS GET OFF TO A SLOW START

The first two days of the Federal Communications Commission hearings on whether or not clear channels should be broken down were pretty tame. Chairman Paul A. Porter was in personal command and all the Commissioners were present with the exception of E. K. Jett who is in Havana in connection with the North American Regional Broadcast Agreement.

The first two witnesses were H. Underwood Graham, radio engineer with the Standard Broadcast Division of the Engineering Division of the FCC, and Dallas W. Smythe, Chief of the FCC Economics Division.

Following this Dr. Rensis Likert, Chief of Program Surveys, Bureau of Agricultural Economics, Dr. Angus Campbell, Assistant Head of the same Bureau, and other agricultural radio program experts were heard. The first commercial broadcaster to take the stand was Bartley C. Crum, who said he was an attorney from San Francisco and President of Station KYA in that city.

"We assume that a revision of the clear channel rule is in order, not only predicated on engineering data to be submitted to the Commission or what has already been submitted", Mr. Crum said. "Such a revision is possible. In a sense, I come before you from the West, it having been said somewhat humorously that the West above all needs an ambassador to Washington for the purpose of urging upon you wider distribution of clear channels to the Middle and Far Western area of the United States.

"From the statement we have filed with you, it appears, I think, pretty clearly that that area, whatever the justification may have been in the past, has been somewhat niggardly treated in the allocation of clear channels; and it is our view that should the Commission abrogate this rule, as indeed we think it should, that those areas, particularly the rural areas of the West, should be made more accessible. That in brief is our position and that in brief is my testimony. I do not purport to be an expert in any sense of the word. I realize quite clearly the difficulty, the difficult international problem that confronts the Commission and the difficult engineering program. I am simply urging the Commission, as a matter of policy in carrying out the mandate of Congress, that the time has come for the abrogation of the clear channel rule."

"Are you urging that some of the channels on which, for instance, regional stations or local stations in large numbers are now operating, be converted to clear channel use and that these numerous communities and regional community stations be put out of stations to make way for a single clear channel station on the West Coast?" Paul Spearman, counsel for the Regional Committee asked.

"Of course not", Mr. Crum replied.

"That is the implication", said Mr. Spearman.

"Do you want your channel cleared, is that the idea?"  
Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, WGN, Chicago and other stations.

"It is my understanding that it is quite possible from an engineering point of view to have, say, in the West, additional clear channels without interference whatever with certain existing channels in the eastern part, say, of the United States. I am urging on the Commission as a matter of policy that it grant the West a little further relief", Mr. Crum answered.

"You want more clear channels in the sense of moving channels that are not clear?" Mr. Caldwell asked.

"That is right", Mr. Crum replied.

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WNAX "TYPICAL FARMER" PREFERS HIS JOB TO TRUMAN'S

When asked by a news photographer if he and his wife would pose for a picture in front of the White House the day he "dropped in to talk things over" with the President, John Oeser, 59 years old of Westside, Iowa, "typical Midwest farmer of 1945", replied:

"Sure, but I hope they don't sign me up. I've got a 160-acre farm and eight children to attend to." Mr. Oeser was the winner this year of an annual award sponsored by the Cowles Brothers Station WNAX at Yankton, S.D. Five Midwestern States - Iowa, Minnesota, Nebraska, North and South Dakota - competed and 70,000 persons were present including Fleet Admiral William D. Leahy when Oeser won the prize.

In awarding the title of "Typical Midwest Farmer of 1945" to Mr. Oeser, the committee in charge also took into consideration his record as a member of his community. Besides being affiliated with the School Board, he was Chairman of Red Cross, USO and bond and salvage drives.

Mr. Oeser's father, John, came to America from Germany and worked his land assiduously and the son has carried on. Besides thousands of bushels of crops, the farm has produced \$22,000 worth of hogs in the last four years.

Mr. and Mrs. Oeser who arrived in the city early in the week have visited most every place of interest from the Capitol down to Barney Baruch's park bench "office" in Lafayette Square. They will be the guests Thursday night at the Hotel Statler (where, if you please, they are staying) at a banquet given by the Cowles Broadcasting Company with Vice-President T.A.M. Craven in charge. Preceding this there will be a cocktail party given by WOL, Cowles' Washington station, acting as co-hosts with their sister station WNAX. Meanwhile, as part of their awards, Mr. Oeser has received a new tractor, war bonds, a check for a complete wardrobe, and his wife has been presented with a wrist watch.

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ANTI-PETRILLO BILL RE-INTRODUCED; MADDY FACES OUSTING

At about the same time that Representative Clarence F. Lea (D), of California, reintroduced a bill in the House of Representatives in Washington, Dr. Joseph E. Maddy, Founder and Director of the National Music Camp at Interlochen, Mich., said in Chicago that he expected to be "thrown out" of the American Federation of Musicians for violating the union's orders in connection with the edict against the Michigan music students' broadcasts.

A showdown in the music situation as it concerns the broadcasters is expected when Justin Miller, President of the National Association of Broadcasters, meets with Mr. Petrillo and the union's International Executive Board in Chicago next Friday (January 18th).

Representative Lea's bill makes it a penal offense to force a radio broadcaster to hire any employee whom he neither needs nor desires. There is also a provision for legal penalties against any union preventing a broadcaster from transmitting programs originating abroad.

Earlier in the week, seven Boston night clubs sought an injunction to restrain the American Federation of Musicians from interfering with their contracts with bands, maintaining the union had demanded wage boosts of 25 to 30 per cent.

Allan Seserman, counsel for the clubs, said union demands would give musicians now earning \$60-\$61 a week, including overtime, a straight scale of \$75, with overtime extra.

He asserted one hotel had been without "live music" since Monday and that three others had agreed to pay the new rates under protest for two weeks.

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SURPLUS PROPERTY REPORT ON RADIO PATENTS

A report of W. Stuart Symington, Surplus Property Administrator, to Congress on "Patents, Processes, Techniques and Inventions" has just been printed.

With regard to radio patents, the report states:

"Both the War and Navy Departments during the war benefited from licenses from the radio and communications industry granted by 157 companies, covering an estimated 25,000 patents or patent applications, and running for the duration of hostilities and 6 months thereafter. These licenses were mostly free, but in some instances royalties were paid to individual companies."

The report may be had from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., at 10 cents a copy.

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## RADIO CORRESPONDENTS AGAIN LOSE IN NATIONAL PRESS CLUB

For the third successive time the constitutional amendment on whether radio correspondents shall be admitted to active membership in the National Press Club of Washington was favored by a majority of voting club members at the club's last election but failed to pass because a majority of eligible voters did not ballot.

The Press Club constitution declares that 51 per cent of the active membership must ballot to make a referendum valid. It was determined that 738 club members were eligible to vote. Thus 369 members had to express a choice to make the referendum effective but only 242 actually participated.

The distribution of votes cast on the referendum was 167 favoring admission of radio correspondents "who make no commercial announcements" and 75 opposed.

"Will the radio boys be able to talk themselves over the hurdle?" the Goldfish Bowl, official publication of the Club, asks. "Will the airy correspondents ever be able to reach the Press Club bar to quench those swollen tonsils under active membership status? Tune in this same station for later announcements. Whether the issue again goes before the membership is news yet to be made."

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## ZENITH SIX MONTHS' OPERATING PROFIT \$369,162

The Zenith Radio Corporation reports an estimated consolidated operating profit for itself and subsidiaries for the first six months ended October 31, 1945, of its current fiscal year, amounting to \$369,162 after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at \$279,113. net.

"Although our new post-war line was completely engineered when hostilities ceased and our factories were in position to immediately start production, we, in common with the rest of the industry, have not been able to obtain certain important parts and materials to enable us to operate our production lines on a regular basis. We have just started shipments of new receivers in very limited quantities and, barring difficulties of a national character over which we have no control, deliveries should now proceed at a rapidly increasing rate", E. F. McDonald, Jr., President of Zenith, said.

"Construction now being completed, of an additional building adjoining its present plants, will enable the company to double pre-war daily production. Negotiations are in progress for the purchase of additional manufacturing space to provide for further expansion.

"The Sales Department just recently held a showing of 26 of 64 models of its completely new post-war line, featuring one type of the company's several new silent speed record changers with the Cobra tone arm. The Cobra tone arm, an innovation in record playing, is destined to revolutionize the phonograph end of the radio business. Although orders for the models shown were solicited in limited quantities for delivery during the next six months, the orders placed will require full use of our expanded production facilities provided materials and parts are available.

"Orders from automobile manufacturers for auto sets, incorporating the patented foot control, are already overtaking the company's facilities in that branch of its production and further solicitation of orders is being deferred until additional facilities have been provided."

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ESSO REPORTER CELEBRATES; PLAQUE FOR CARLETON SMITH, NBC

Celebrating "Ten Years Together", the tenth anniversary of WRC's "Your Esso Reporter", officials of Standard Oil were hosts to WRC and United Press officials at a gala cocktail and dinner party last week. The affair, at which a distinguished service plaque was presented to Carleton D. Smith, was held in the Chinese Room of the Mayflower Hotel in Washington.

E. S. Diggs, Division Manager, Standard Oil, presented the plaque to Mr. Smith declaring that "for the past ten years you, the Esso Reporters, and your staff have done a magnificent job."

Reviewing the history of "Your Esso Reporter", Frank M. Russell, NBC Vice President in charge of the Washington office, credited the Esso news with "giving us the encouragement and inspiration to be good reporters". The Esso News, Mr. Russell pointed out, pioneered radio news and set the standard for news programs.

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NEW BROADCAST APPLICATIONS ACCEPTED FOR FILING

WABF, Metropolitan Television, Inc., New York, N.Y., construction permit to change type of transmitter and make changes in antenna system and specify frequency of Channel #53(98.5 megacycles); WBEN, Inc., Buffalo, N.Y., construction permit for a new commercial television station amended to change frequency from Channel #3 to Channel #4(66-72 megacycles); Skyland Broadcasting Corp., Dayton, O. construction permit for a new standard broadcast station to be operated on 980 kc., power of 1 KW night and 5 KW daytime amended to change power to 5 KW day and night, change type of transmitter and changes in directional antenna for day and night use; Blue Ridge Broadcasting Corp., Roanoke, Virginia, construction permit for a new standard broadcast station to be operated on 1390 kc., power of 1 KW

amended to change frequency to 1490 kc., power to 250 watts, change type of transmitter and install vertical antenna and change transmitter location; Agricultural and Mechanical College of Texas, College Station, Texas, construction permit for a new FM broadcast station with coverage of 7,860 square miles.

Station WBIR, Inc., Knoxville, Tenn., construction permit for a new FM broadcast station to be operated on 45.1 megacycles with coverage of 3,230 square miles amended to change antenna system and transmitter location; WAPO Broadcasting Service, Chattanooga, Tenn., construction permit for a new FM station to be operated with coverage of 21,596 Square miles; W9XZC, Zenith Radio Corporation, Chicago, Ill., modification of construction permit (as modified for a new experimental television broadcast station) for extension of completion date. KALE, Inc., Portland, Oregon, construction permit for a new FM broadcast station; Westinghouse Radio Stations, Inc., Portland, Oregon, Philadelphia, Pa., construction permit for a new FM broadcast station.

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#### SECRET FEDERAL RADIO FINDER TERRCR TO ENEMY U-BOATS

How an electronic "finger" - which pointed straight toward enemy U-boats the instant they started to use their radio transmitters - was employed by the United States Navy to win the "Battle of the Atlantic" by breaking up U-boat packs before they could attack Allied shipping, until now one of the most carefully guarded secrets of the war, was demonstrated at Great River, Long Island Monday by the Laboratories of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation.

The demonstration, staged jointly by the U. S. Navy and Federal Telephone and Radio at the company's Great River experimental station, revealed for the first time the ability of long range high frequency direction finders (HF/DF) to locate underseas craft even though they might be operating half way across the ocean.

Developed and manufactured by Federal Telephone and Radio, under the sponsorship of the Navy, Army, and the National Defense Research Committee, the direction finder equipment is considered by the Navy to have been the foundation of its offensive against the German submarine menace when Allied shipping losses were at their peak during the dark days of the war in 1943. The device proved a worthy electronic teammate of radar in directing the Navy's escort ships and airplanes to victory Axis submarines. As a collateral feature of the demonstration, FTR officials outlined how this same equipment will be of invaluable post-war aid in increasing the safety of overseas passenger plane service.

Primary interest at the demonstration was centered in the additional information revealed why many enemy U-boat captains, now entombed in their raiders' hulls on the ocean floor, had little

time to wonder how Allied men-of-war could find and attack them so quickly. One of the outstanding accomplishments of the equipment, Navy officers disclosed, was the locating of the German submarines which landed spies and saboteurs on the Long Island and Florida coasts in the Spring of 1942.

The remarkable results achieved through direction finder operations were not possible prior to the outbreak of the war, but intensive research and development in the high frequency field by scientists and engineers of Federal's laboratories enabled DF to take its place among the nation's outstanding electronic contributions to the war effort.

The effectiveness of the new direction finder depended upon the use of their radios by enemy U-boats, it was pointed out, hence the care in guarding the secrecy surrounding the development. Nazi submarines did use their radios and continued to use them, even when they were being located and destroyed in rapidly increasing numbers.

Naval officers at the demonstration said that enemy submarines used Kurier, or "squirt", transmission - a system of radio communication in split-second bursts - to their bases in occupied territory, to one another in organizing their "wolf-pack" attacks, and in conveying weather information from this side of the Atlantic to the German high command. These "compressed" messages were picked up at the enemy receiving station on high-speed recording devices which later "stretched" the recorded message by playing it back at reduced speed.

The continual plotting of submarines by direction finder networks enabled the Navy to reroute Allied convoys so as to avoid individual submarines or "wolf-packs" stalking the convoy lanes of the Atlantic. The Navy's intercept stations ashore ranged from Jan Mayan, a small island between Iceland and Spitzbergen, all the way south to Bahia, Brazil.

It was believed by the enemy that the brevity of these radio contacts forestalled detection by any devices known to them. They were, of course, unaware of the new American direction finders on escort ships which revealed the location of the underseas craft the instant they started to transmit, no matter how briefly or how far away. The new direction finder responds with precise accuracy to radio waves from across the Atlantic, or farther.

The Naval officers explained how the anti-submarine ships had been aided further by the German passion for precision and schedules. Many of the U-boats, they said, radioed their "flash" messages to the German bases at an identical minute each day, an accommodation of which the Navy skippers made the most through their new direction finders.

Officials of Federal's laboratories, in which I. T. & T. research and development work in the United States is centered, stated that work done in their associated laboratories in Paris - hastily moved to this country just ahead of the German invasion of France in May and June, 1940 - had enabled the Company to meet quickly the Navy specifications for this direction finder to cope with the desperate needs at sea.

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 ::: SCISSORS AND PASTE :::  
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News Commentator La Guardia  
 (Jack Gould in "New York Times")

Florello H. LaGuardia's return to the status of private citizen and commercially-sponsored radio commentator found the former Mayor starting off in a decidedly subdued manner. His locally broadcast comment on civic affairs (12 noon on WJZ) was the more peppy and characteristic, but still fell considerably below his average when he presided in City Hall and was the top act on Station WNYC. His evening discourse on the national scene (9:30 P.M.; WJZ-American) was even more restrained and lacking in the vigorous point of view which he usually voices.

In his noontime performance, in fact, Mr. LaGuardia sounded almost a trifle wistful at one point when the best he could do was to suggest that citizens whom he had just aided take any further woes to the Police Commissioner or Mayor O'Dwyer. It wasn't like that in the old days on WNYC when Mr. LaGuardia himself could promise that he would attend to matters personally. Radiowise, too, apparently, not being Mayor has certain disadvantages.

Licensing Of Radio Servicemen  
 ("Sylvania News")

At various times we read in our newspapers that radio repairmen are haled into court for illegal practices, gyping, etc., and the conclusion is drawn by some people that therefore, all radio servicemen are "gyps". However, in these same newspapers we also find articles about the disbarment of members of the legal profession, conviction of medical doctors for malpractice, cashiers absconding with funds from their banks, but do we conclude that all lawyers are dishonest, all doctors malpractitioners and cashiers thieves? Certainly not.

Back in 1941 Reader's Digest magazine had one of their editors investigate the honesty of radio repairmen. The published findings from this somewhat informal investigation were to the effect that radio servicemen cheated the public on 64 out of every 100 radio repair jobs. This same magazine also conducted a similar investigation among jewelry repairmen and auto mechanics, and reported a large number of these repairmen also gyped the public. The result of these investigations has been the subject of much controversy.

Some months ago Sylvania had an impartial survey, based on a broad, national sample, made among radio set owners by a nationally known research organization who asked the question: "Were the last repairs made on your radio set satisfactory?" Were the charges made for such services reasonable?" 93% of the people interviewed stated they were satisfied with the last repairs made on their radio, and 89% said that the charges were reasonable. We thoroughly believe these figures, else how could so many radio servicemen have stayed in business for so long a time?



There is one school of thought that says licensing of servicemen will end gypping, overcharging, etc. Others point out that licensing may mean unfair examinations, politically appointed inspectors, graft, collusion and other evils.

The matter of licensing servicemen is, we believe, the servicemen's own problem. If the servicemen in one locality feel they should be licensed, they can take the necessary steps to have such license procedure enacted in their own city, county or State; but before taking any final steps, they should study carefully both the benefits and shortcomings, and remember legislation alone is no guarantee of honesty or integrity.

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The Birth of a Natural

(William C. Ackerman, Director, CBS Reference Department,  
In "Variety")

One night in 1922 Eddie Cantor, after singing a few songs into a tomato-can mike, said, "Let's see now, there must be something like 100,000 persons listening to me. If each one of them would send me a dime----." In the next day's mail were some 400 letters containing a miscellaneous mass of trinkets, foreign exchange, collar buttons, shoestrings, and coins. The advertising fraternity soon began to draw conclusions from such chance demonstrations of listener response.

Ed Wynn, incidentally, fathered the first successful attempt to broadcast an entire musical comedy production, when he presented "The Perfect Fool" on Feb. 19, 1922. More than 2,000 letters asked for more.

But there were serious things, too, being said on the air by churchmen and educators, and serious thinking being done on the future of the new apparatus. "When William Jennings Bryan speaks nowadays over the radio", a magazine said significantly in 1922, "a quarter-million people hear the Great Commoner."

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"One Good Deed Deserves Another"

(Peter Carter in "Washington Times-Herald")

Mrs. Leroy Mark, whose late husband was the founder of the American Broadcasting Company in Washington and which name Mrs. Mark made available to the Blue Network Company, was the honored guest at a recent luncheon given at the Mayflower. The hosts were Edward Noble and Mark Woods, respectively, Chairman and President of the American Broadcasting Company, Inc.

Commissioner (FCC) Paul Walker and Commissioner Wills and Senator Robert LaFollette of Wisconsin, the latter telling an amusing story about a famous personage and his attitude toward the microphone.

Mark Woods, whose short, kindly speech, made on the presentation to Mrs. Mark of a bronze plaque, made every eye a bit misty and Mr. Noble whose speech, a little later, having to do with company shares, etc., gave everyone a hearty laugh.

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: : : TRADE NOTES : : :  
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John W. Gunstream, former Director of Radio and Visual Education of the Texas State Department of Education, has become Director of the newly-organized Audio Video Institute. The new organization, whose home office will be located in Dallas, is designed to serve schools in the field of sound and visual education.

Mr. Gunstream, a national authority in the field of radio and visual education, was one of the organizers of the Texas School of the air, which attained outstanding merit in its service to Texas schools.

The new Audio Video Institute has been appointed educational dealer for RCA Victor in the Texas, Oklahoma, and New Mexico territory. In cooperation with RCA Victor, the Institute will provide complete facilities for sound and visual education.

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Frank M. Russell, NBC Vice-President in charge of the Washington office, and Mrs. Russell announce the birth of a son, Morgan Russell, last Wednesday morning, January 9th. The baby, weighing 7 pounds and 12 ounces, was born in Columbia Hospital, Washington.

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Appointment of E. R. Taylor to become Zenith Radio Corporation's Director of Advertising was announced last week by J. J. Nance, Vice-President. Mr. Taylor joined Zenith in 1943, first taking charge of sales promotion for the new Zenith Radionic Hearing Aid at the time of its introduction. Within four months Zenith had assumed first place in the hearing aid industry; two months later the company was selling more hearing aids than all other manufacturers combined.

With reconversion, Mr. Taylor assumed charge of promoting Zenith's new line of radios.

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When prospective purchasers of automobiles were asked in a recent survey by Sylvania Electric Products, Inc., if they planned to buy a car equipped with a radio, 80.4 percent answered in the affirmative, 17.1 percent gave a negative answer and 2.5 said they were undecided.

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The International Review for December, just out, published by the I. T. & T., has for its feature articles: "Great Britain - Heart of an Empire"; "Huff Duff", the story of how I. T. & T. developed equipment aids for air-sea rescue by the U.S. Coast Guard, and an account of the S.T.C., I. T. & T.'s Australian associate.

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A correction from the American Broadcasting Company reads: "In trade news item sent out yesterday headed: 'Reed Wyte to Join ABC's Creative Sales Department' throughout copy please correct spelling of his name to: READ WIGHT".  
In other words, "Read right".  
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Approximately 75.6 percent of troop-transport ships are now equipped with Raytheon radar, and it is expected that this figure will be increased to nearly 100 percent (or 500 ships) during January, 1946, according to a press release from the Raytheon Mfg. Co.

Radar eliminates the delays caused by bad weather or poor visibility. A pencil-sharp beam constantly searches the area all around the ship, giving a map-like presentation on the radar indicator of anything that falls within its range. Other ships, icebergs, buoys - even driftwood - are spotted with an accurate indication of their bearing and distance off. It is estimated that the return of troops has already been speeded up by the use of radar.

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Major Charles A. Kibling, WOR engineer who returned to the station in October, 1945, after three years in the Signal Corps, has been awarded the Bronze Star. His citation reads:

"For meritorious achievement in connection with military operations against the enemy from 1 January 1945 to 27 July 1945. As the Officer-in-Charge of Radio Activities, Army Communications Service, Guam, Major Kibling scheduled, coordinated and supervised the installation and operation of multichannel, multiplex, radio teletypewriter, and teletypewriter repair facilities. His energy, ability and diplomacy were largely responsible for the successful functioning of the joint Army-Navy communication activities in the field of radio at this base."

Major Kibling saw action in both the European and Pacific theatres of war.

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RCA Victor radio distributors and dealers in the New England area, meeting at Providence, R.I., Jan. 11, heard Dan D. Halpin, RCA Victor television sales representative declare that New England will provide one of the greatest sales areas for television receivers in the country.

Pointing out that the A. T. & T. coaxial cable system extends through Providence to Boston, Mr. Halpin said that with the completion of the circuit early in 1947 a market of 200,000 wired homes is opened to television sales. The coaxial cable will make Providence, along with Washington, Philadelphia, New York, Boston and Schenectady, one of the links in the nation's first television network.

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Martin J. Goldstein and Isabelle Goldstein, trading as Realflex Products Co., 335-38th Street, Brooklyn, and 5216 Third Avenue, Brooklyn, selling and distributing automotive specialties, including spark plug cable sets, are charged in a complaint issued by the Federal Trade Commission with misrepresentation. In addition the respondents are charged with having used the trade names of various well- and favorably-known concerns as names or designations for the respondents' products, among such trade names being those of the Champion Spark Plug Company, The Goodyear Tire and Rubber Company, and the Zenith Radio Corporation.

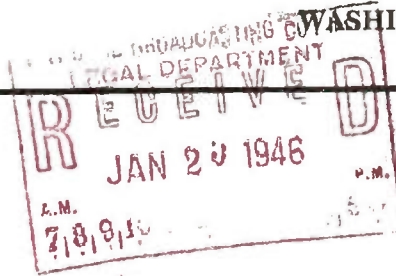
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1714

*Handwritten signature or initials, possibly 'L y Sep'.*

January 23, 1946.

## FCC CONSIDERS PROPOSAL TO ADD FM BAND FOR RURAL SERVICE

After discussing for two days the desirability of additional FM channels to supplement those already designated in the 88-108 mc. band to include the 42-50 mc. band, as petitioned by the Zenith Radio Corporation of Chicago, the Federal Communications Commission turned its attention to a suggestion made by Dr. C. B. Jolliffe, Vice-President in Charge of RCA Laboratories, that if it is necessary to make a change in order to provide FM stations with greater rural service areas that the Commission adopt the first alternate it proposed last May. This would mean the assignment of FM to the band 48 to 68 megacycles.

Commander E. F. McDonald, Jr., President of Zenith, was agreeable to this compromise, saying:

"It is my hope that the Commission will either grant the request in our amended petition that the additional band of 44-50 mc. be allocated to FM or that it will adopt RCA's suggestion of putting all FM broadcasting in the 48-68 mc. band. One or the other of these alternatives should be adopted in the public interest."

Dr. Jolliffe said his suggestion was made in the belief that if the reallocation problem is to be reopened, it would be more constructive to place all FM on a single band. He said RCA estimated that the additional cost to the consumer of a "two band" FM receiver over a single band receiver would be from \$3 to \$5 per unit.

Not since the FM frequency reallocation has been under discussion has Major Edwin H. Armstrong been given such a free hand in testifying. Although he is the inventor of FM, the charge has been made that Major Armstrong on previous appearances had been hurried by FCC officials and "pushed around generally". This was so noticeable on the concluding day of the oral arguments that one writer commented that Major Armstrong "was almost given the bum's rush".

The reason for the alleged shabby treatment in that instance was believed to have been the charge made by Major Armstrong (which, by the way, has never been denied) that the public report which the FCC had made on FM had been "doctored". Major Armstrong said that in a confidential report made previously, the Commission engineers had admitted they were wrong on their FM figures. He further charged that in the subsequent public report this sentence was deleted and the assertion was made that they were right.

However, that incident seemed to have been forgotten last Friday and Major Armstrong was apparently welcomed with open arms.

He backed up the Zenith tests saying that the phenomena recorded were in line with those observed by him. When asked by Chairman Porter if there was a full channel occupancy based upon that allocation in the New England area if the needs of rural listeners would be met in the band from 88 to 108 megacycles, Major Armstrong replied:

"No, I think you will always be able to give a better service on the lower bands and by better service I mean better signal-to-noise ratio, and also more programs."

"As I understand what you are advocating is that as many channels be added at this time; and if you waited a year you couldn't add those channels for 50 cents or for a dollar, as three manufacturers testified. Is that right?" FCC Commissioner Denny asked.

"I think you have got to put the band in now if you are going to do anything", Major Armstrong replied.

Occupying a front seat at the opening hearing was Senator Charles W. Tombey (R), of New Hampshire, a fighting member of the Interstate Commerce Committee of which Senator Burton K. Wheeler is Chairman, and which handles radio legislation in the Senate. Senator Robey was quoted as saying he was there to make sure that FM was not held back by "undue influence" and that he wanted to see it serve rural as well as urban population. Senator Wheeler is also known to be very much interested in the final FM allocations but he was in Montana at the time of the hearing last Friday.

Numerous witnesses testified. C. Wesley Carnahan, of Zenith's research staff gave the details of the Zenith tests on 45.5 and 91 mc. over a transmission path of 76 miles between Deerfield, Ill., and Richfield, Wis. J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith commented at length upon the findings reported by Mr. Carnahan and answered numerous questions which the Commissioners asked about the Zenith tests. C. R. Miner, in charge of household receiver development of General Electric said that GE agreed with the Zenith findings.

John D. Reid, Manager of Research, of the Crosley Corporation, Cincinnati, endorsed the Commission's allocation of the 88-108 mc. FM band. Mr. Reid said that the operation in the 42 to 50 mc. region, as proposed by Zenith, would be subject to long distance interference from sporadic E and F-2 layer transmission; that the addition of another FM band would complicate the antenna of the receiver and that the 44-50 mc. band is needed for the nation-wide development of television.

M. L. Levy, Chief Engineer of the Special Products Division of Emerson Radio & Phonograph Corporation in New York, said Emerson "welcomes this opportunity to register its disapproval of the inclusion of a second band for FM broadcasting."

K. A. Norton, FCC radio consultant, whose findings have been a storm center, defended his original calculations. Mr. Norton said he didn't question the accuracy of the measurements made at Deerfield.

W. P. Hilliard, General Manager of the Radio Division of Bendix Aviation, declared his company had come to the conclusion that the proposed 88-108 mc. band is well suited for the purpose intended. Norman Wunderlich, Executive Sales Director of the Federal Telephone and Radio Corporation, said the 42-50 mc. band would require Federal's starting from scratch on transmitter design, preparation for manufacture, and the procurement of materials and he doubted whether they could deliver any such FM transmitters before Fall. Cyrus T. Read of Hallicrafters likewise predicted delay if the 42-50 band were included and said that "it would be several months before an already impatient public could purchase new receivers."

David B. Smith, Vice-President in charge of engineering of Philco Corporation, said that Philco would have to shut down all lines with the FM band for a period of four or five months while they changed over and worked out new designs for two-band receivers.

H. B. Donley, Manager of the Home Radio Division of Westinghouse, testified that should the Commission now decide on two bands, it will be necessary to increase the cost of receiving sets because it will be necessary to incorporate additional parts.

An early decision in the case is expected.

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MAYBE PAUL PORTER IS GOING TO THE WHITE HOUSE AFTER ALL

Reports still persist that President Truman may draft Paul A. Porter, Chairman of the Federal Communications Commission, for duty as a White House aide. A new angle is that if Chairman Porter joins the presidential secretariat, pressure may be exerted from Capitol Hill to have the President replace Mr. Porter as Chairman with FCC Commissioner E. K. Jett, who though probably better qualified for the chairmanship than any man on the Commission has never wanted it. He was also President Roosevelt's choice for the position but at Mr. Jett's own request, Mr. Jett was specifically exempted by Mr. Roosevelt in November 1944 when Mr. Jett was temporarily appointed to succeed Chairman James L. Fly and to serve until Mr. Porter could take over. It is certain that Mr. Jett would try just as hard to dodge the chairmanship now as he did then.

As far as seniority is concerned, Mr. Porter's successor would be Paul A. Walker, now serving as Vice-Chairman. Mr. Walker, however, is up for reappointment in June. He has specialized more on public utilities than radio.

Clifford J. Durr, brother-in-law of Supreme Court Justice Black, who is supposed to want to get his hand on radio programs and who has been very critical of broadcast station offerings, might also come into the picture but there probably would be no sneers for him from the broadcasters.

It was pointed out to this writer sometime ago that a likely dark horse for the FCC chairmanship might be the newest and youngest Commissioner, Charles R. Denny, 33 years old, former General Counsel of the Commission.

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50 MC. BETTER FOR RURAL FM, McDONALD SAYS EVIDENCE SHOWS

Summarizing his impressions of the FM hearings just concluded by the Federal Communications Commission, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, stated:

"The record is clear and I believe the Federal Communications Commission, now that it has the newly developed evidence before it, will see that the 100 mc. band for FM is inadequate and far inferior to the 50 mc. band and that the 50 mc. band can do a far more satisfactory job in serving the farmers and the ruralites than can ever be hoped for from the 100 mc. band."

Commander McDonald continued:

"Other than our own engineers, the only witnesses who testified that they had studied our findings and measurements and were, therefore, qualified to analyze our findings were Major Armstrong, Commander DeMars, Mr. Bailey, Mr. Allen and Mr. Norton, the latter two appearing as witnesses for the Federal Communications Commission. Four of these qualified men supported our findings and only Norton, whose theory FCC originally followed and whose theory was not supported by any of the other propagation experts in earlier hearings, materially disagreed. It is significant and perhaps only natural that Mr. Norton should disagree with the results indicated by the Deerfield (Zenith) and Andalusia (FCC) tests, because they confirmed the opinions of all the other propagation experts who testified in the earlier hearings and disapproved Mr. Norton's theories. It should be noted that to the degree that Norton disagreed with the Zenith findings, he also disagreed with FCC's own Andalusia findings, and he had no real factual data upon which to base his disagreement but was still talking about theories.

The broadcasting networks who originally urged moving FM to the 100 mc. band, and whose representatives testified at the earlier hearings, were conspicuous by their absence. Why they did not appear I do not know."



"The only radio receiving set manufacturers who urged at this hearing that FM be left in the 100 mc. band only and who indicated that they did not want the more efficient 50 mc. band at this time added were: Bendix, Crosley, Emerson, Federal, Halli-crafters, Philco and Westinghouse. Each of the above manufacturers, who were represented at the two meetings of the Radio Technical Planning Board Panel on FM Receivers of the Radio Industry, voted on the two occasions in 1944 and 1945, when the Commission was first considering moving FM from the 50 mc. band, in favor of leaving FM in the 50 mc. band and not moving it to the 100 mc. band, but now that they are tooled up for the 100 mc. band, they vote against the inclusion of the 50 mc. band which they originally indicated they preferred. The only two of the above manufacturers who were not represented by their engineers at either one of these RTPB meetings were Bendix and Hallicrafters.

"In summarizing, our General Counsel, Mr. Herriott, stated that in order to eliminate the possible question of competitive advantage, it would perhaps be advisable to place FM in the RCA suggested band of frequencies so that all manufacturers would start on an even basis from scratch with no one being subject to the charge of having been tooled up and designed for such frequency band. Incidentally, we advised the Commission that Zenith is not now tooled up even for the two bands (42-50 and 88-108) which we suggested in our petition, and also that General Electric, which joined with us in our petition, is not tooled up for two bands in any area of the spectrum.

Commissioner Jett raised the question, 'Should the Commission delay action on this for another year?' I feel that the evidence before the Commission is so conclusive that the 100 mc. band is inadequate, that the public is entitled to immediate action. Philco themselves stated that they intended to sell \$75,000,000 worth of FM receivers in the next six months. These sets would be rendered obsolete by the addition of the 50 mc. band a year from now, and the figure of \$75,000,000 is only the estimate of what one manufacturer hopes to do."

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GEN. SARNOFF HEADS NEW U.S. LABOR ADVISORY COMMITTEE

Secretary of Labor Lewis B. Schwellenbach Monday appointed Brig. Gen. David Sarnoff, President of the Radio Corporation of America, to head a new Labor-Management Advisory Committee. The other members of the Committee are: Vincent P. Ahearn, Executive Secretary of the National Sand and Gravel Association; Clarence O. Skinner of Automobile and Aviation Parts Manufacturers, Inc.; H. W. Steinkrauss, President of the Bridgeport Brass Co.; Frank P. Fenton, American Federation of Labor Director of Organization; Boris Shiskin, AFL economist; Richard T. Frankenstein, Vice President of the United Automobile Workers (CIO), and Clinton S. Golden, Assistant to the President of the United Steel Workers (CIO).

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MIDWEST FARMER, RADIO PRIZE WINNER, TALKS TURKEY TO TRUMAN

The "Typical Midwest Farmer" sent to Washington this year by the Cowles Broadcasting Company, scored a bull's-eye in an unusual session with President Truman. Perhaps the story was best told by Col. Albert L. Warner, head newsman of WOL, Cowles' Capital outlet, in a broadcast over that station when he said:

"The representatives of almost every kind of special interest are knocking every day at the White House door. Today there entered an unfamiliar figure with no axe to grind. He was a dirt farmer from the village of Westside, Iowa. He raises corn, hogs, cats and also eight children, works hard and minds his own business. President Truman welcomed him and his wife as he would a fresh breeze from the prairies.

"The farmer was Mr. John Oeser and he was making his first trip East because he had been surprised by being selected as the typical farmer of five Midwestern States. It was a contest conducted through county agents and newspapers by Station WNAX, a Cowles station in Yankton, S. D. Mr. Oeser, who modestly speaks his mind to his neighbors, spoke likewise to the President. He said to Mr. Truman, 'Do you think we farmers are out of line because we are not striking like the rest of the people are?' And Mr. Truman replied, 'I think that is the only thing left to happen to make the country go all to pieces.'

"The President suggested that if the farmers were to organize one group they could be the most powerful organization in the country. The Iowa farmer said, 'Mr. Truman, that's a hard thing to do and some of the leaders you get do things only for their own selfish good.' The President gave heartfelt agreement. He said that's the trouble with so many organizations today - their leaders."

Mr. Oeser was chosen out of some 8500 nominees from Iowa, Minnesota, Nebraska and North and South Dakota, as the "Typical Midwest Farmer". As a part of the award, Mr. and Mrs. Oeser spent a full week in Washington as the guests of WOL. The climax of the visit was a reception and dinner held in their honor at the Statler.

Hosts at this party were Commander T.A.M. Craven, Washington Vice-President of the Cowles Broadcasting Company, and Merle Jones, General Manager of WOL. Assisting were Arthur Casey, in charge of WOL Public Relations, and Mrs. Jack Paige, in the absence of her husband due to illness. Choosing a "Typical Midwest Farmer" was suggested by Mr. Paige, then on the staff of WNAX and now Publicity and Special Events Director of WOL.

James H. Allen, Promotion Manager of WNAX acted as toastmaster at the dinner at which there were no speeches, an announcement which was greeted with applause. Arthur J. Smith, Public Relations Director of WNAX, however, explained briefly that in 1943 the idea of naming a "Typical Midwestern Farmer" was conceived to bring attention to the kind of a job the farmer was doing in the war.

Among those present at the dinner were: Senator and Mrs. Bourke B. Hickenlooper, of Iowa; Senator and Mrs. Harlan J. Bushfield of Iowa; Representative and Mrs. James I. Dolliver, of Iowa; Senator and Mrs. Chan Gurney, South Dakota; Senator and Mrs. William Langer, North Dakota; Senator Hugh Butler, Nebraska; Senator and Mrs. Kenneth S. Wherry, Nebraska; Congressman and Mrs. Harold Hagen, Minnesota; Federal Communications Commissioner and Mrs. Paul A. Walker; Federal Communications Commissioner and Mrs. William Henry Wills; Rear Admiral Harold B. Miller, Director, Public Relations, Navy Department; Willard Egolf of the National Association of Broadcasters and Mrs. Egolf; Mr. and Mrs. Winfield Preston; Richard F. Wilson, Des Moines Register and Tribune, and Mrs. Wilson; and Nat. S. Finney, Minneapolis Star-Journal and Tribune, and Mrs. Finney.

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COURT VOIDS POWER OF FCC TO PUNISH BY LICENSE DENIAL

The United States Court of Appeals in Washington Monday held that the Communications Act does not confer upon the Federal Communications Commission any punitive jurisdiction, "and a license or its renewal may not be withheld in order to punish an applicant for violating the act or a rule or regulation of the Commission."

The opinion, written by Justice Wilbur K. Miller, reversed a ruling of the FCC refusing to renew a license for radio station WOKO, Inc., of Albany, N. Y.

The court said the Commission's reason for the denial, which was based on the applicant's failure to show beneficial ownership of 24 per cent of its capital, "cannot be justified as a penalty for making false statements." Punishment, the opinion said, can come only after conviction under provisions of the act, which provides for heavy fines.

The "guiding star" of the Commission in the issuance or renewal of a radio license, according to the opinion, "is fixed by the statute as to the interest, convenience or necessity of the public."

Chief Justice D. Lawrence Groner wrote a dissenting opinion, expressing the view that the Commission's act in terminating the life of the station, "punishes the innocent equally with the guilty", but holding, however, that the Commission had acted within its discretion. Justice E. Barrett Prettyman sided with the majority.

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A booklet has been compiled "RCA Television Policies and Plans" of statements made at the television demonstration to the press at RCA Laboratories at Princeton, N.J., last month by Brig. Gen. David Sarnoff, President, RCA; Frank M. Folsom, Executive Vice-President in Charge of RCA Victor Division; Niles Trammell, President, NBC, and Dr. C.B. Jolliffe, Executive V-P in Charge of RCA Laboratories.

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OPA LEVELS OFF ON RADIO SET PRICES

The radio price regulation has been changed in several minor respects, without any significant change in the consumer price level, the Office of Price Administration said yesterday (Tuesday).

In an action effective January 26, 1946, the price agency did the following:

1. Raised by one dollar the cut-off point defining the upper limit of the medium price range.

The low, medium and high ranges are based on manufacturers' pre-war prices to wholesalers, and the medium range has been from \$11 to \$30 at the manufacturing level. Each price range has its separate resale mark-up, to be applied by the manufacturer for purposes of preticketing with the retail price, as required by the regulation. The mark-up is substantially higher on high priced sets than on medium priced sets, and as a result, consumer ceilings broke off at about \$58, with the next higher price about \$65, OPA said.

The familiar price of \$59.95, frequently used before the war for sets in one popular quality class, was therefore eliminated, and it has seemed desirable to restore the \$60 radio to the retail market, OPA said.

In order to do so, OPA has raised the upper limit of the medium price range by one dollar, so that manufacturers are now free to apply the lower mark-up to slightly more expensive sets and obtain a retail price in the neighborhood of \$60.

2. Stated specifically that manufacturers of sets for export or for sale by a mail order house need not preticket these sets with the retail price. It was never intended that they should be, OPA said, but specific authorization to omit the tag was not heretofore included.

3. Set specific mark-ups over manufacturer prices for sales by mail order houses distributing under their own brand names. Heretofore mail order house owners of brand names were required to apply individually to OPA for ceiling prices on sales of the sets specially manufactured for them.

The mark-ups are slightly lower than those applicable to sales by other types of retail outlets, OPA said, to reflect prewar differentials between mail order house and other retail prices for special brand radios.

(Amendment No. 1 to Maximum Price Regulation No. 599 - Radio Receivers and Phonographs - and Order No. 1 under Section 21 of Maximum Price Regulation 599 - both effective January 26, 1946.)

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CLEMENT, CROSLEY V-P, COMPLETES BRITISH RADIO MFG. SURVEY

Lewis M. Clement, Vice-President in Charge of Research and Engineering, Manufacturing Division, The Crosley Corporation, has been making a survey of the British radio manufacturing industry for the past two weeks, arriving in New York last Sunday by Pan American plane from England.

Mr. Clement discussed and compared British and American radio manufacturing methods and facilities with heads of the radio industry in England. He made his headquarters at Grosvenor House.

Upon arrival in New York, Mr. Clement left at once for Cincinnati. He will return to New York on Friday, January 25th, when he will preside as master of ceremonies at the "President's Luncheon" at the Winter technical meeting of the Institute of Radio Engineers at the Hotel Astor. Paul Porter, Chairman, Federal Communications Commission, will be the luncheon speaker. Dr. Frederick B. Llewellyn, the incoming President of the I.R.E., will be honored at this luncheon.

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NAB HEAD GIVES FAVORABLE PETRILLO REPORT; MADDY FIRED

Judge Justin Miller, President of the National Association of Broadcasters, met in Washington Monday with the Special Industry-wide Committee which has been studying relationships of the radio industry and the A. F. of M. Judge Miller reported fully to the Committee concerning his meeting with James C. Petrillo and the A. F. of M. Board in Chicago on Friday, Jan. 18. Judge Miller's report was regarded by the members of the Committee as being encouraging and as providing a basis for future negotiations with the A. F. of M., leading to a peaceful adjustment of the differences which have existed between them.

At the same time word came from Chicago that Dr. Joseph E. Maddy, founder and Director of the National Music Camp at Interlochen Michigan, was expelled from the Musicians Union by an unanimous vote of the Executive Board. Mr. Petrillo did not participate in the decision.

Dr. Maddy had a four-hour "trial" in Chicago a week ago last Tuesday, on charges that he violated the union's constitution by teaching music at the camp after it had been put on the Federation's "unfair" list a year ago in a controversy over radio broadcasting by its amateur musicians.

The Industry-wide Committee of the NAB in Washington Monday authorized the appointment of a smaller negotiating committee to meet with a negotiating committee which will represent the A. F. of M. The composition of this negotiating committee and its membership were discussed and President Miller was authorized to name it. This he will do in the very near future.

Those present at the meeting were: Frank White, Frank Mullen, Wayne Coy, T. A. M. Craven, Robert Swezey, G. Richard Shafte, Theodore Streibert, John Elmer, Clair McCollough, E. E. Hill, Keith Kiggins, Joseph McDonald, Judge Justin Miller, A. D. Willard, Jr. and C. E. Arney, Jr.

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FCC BEGINS CHOOSING NATIONAL CAPITAL'S 4 TV STATIONS

Confronted with the task of determining who shall have the four valuable television licenses in the National Capital, the Federal Communications Commission began hearings last Monday. The applicants were the Bamberger Broadcasting Service of New York; Capital Broadcasting Co., now operating Station WWDC in Washington; the National Broadcasting Co., operating WRC in Washington; Allen B. DuMont Laboratories, Inc.; Philco Radio & Television Corp., Inc., and The Evening Star Broadcasting Co., operating WMAL in Washington.

Alfred J. McCosker, Chairman of the Board of the Bamberger Service, who holds the same position with WOR, New York, and the Mutual Broadcasting System, when asked by Frank Scott, counsel, to state to what extent under Mr. McCosker's supervision programs had been presented in his 23 years at WOR, the witness replied: "I should say well over 100,000 hours." Mr. McCosker stated that the plan was to have a local resident manage the Washington television station.

"We believe it is more desirable to have someone who is inherent in Washington and infiltrated with its population and program desirabilities."

Theodore C. Streibert, President of Bamberger Service, said public events in Washington would be transmitted to local television-set owners and fed to such other affiliates of the Mutual Broadcasting System throughout the country as may be granted television licenses.

Among the other witnesses for the Bamberger Service were J. R. Poppele, Chief Engineer of WOR, and Eugene S. Thomas, Sales Manager. Bamberger, which has already purchased a tower site in Washington for \$43,000, completed its case after declaring it would spend \$500,000 on the 300 foot tower and television transmitting station and another \$250,000 on a downtown studio.

Julian Armstrong, Assistant to the President of Allen B. Dumont Laboratories, stated that 15,000 television receiving sets would be in Washington by the middle of 1947. He estimated there would be more than 30,000 sets in the Washington area in 1948.

Samuel H. Kauffman, President of the Washington Evening Star company, said the transmitter and one studio would be installed on the American University campus, with a new building slated for construction at 12th and K Streets, N.W. for offices and studios of WMAL, the television station and a frequency modulation station under consideration.

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FRAGRANCE OF ALFALFA CLUB AGAIN LOST ON DESERT AIR

Another big Washington dinner which has never been broadcast but which would prove highly entertaining if it could be, was that of the Alfalfa Club held last Saturday night and attended by 600 guests including top flight Washington notables headed by Gen. Dwight D. Eisenhower.

Secretary of State James F. Byrnes, retiring president of the club, passed the gavel along by radio from London, where he is now attending the UNO conference, to Clarence A. Aspenwall, a Capital business man.

It was the first Alfalfa Dinner since Pearl Harbor. Also the first since the famous clash there between fellow-members, fellow publishers and fellow radio station operators, - Jesse H. Jones, then head of the RFC and publisher of the Houston Chronicle, and Eugene Meyer, publisher of the Washington Post and owner of Station WINX in this city.

Gene Buck, former ASCAP President, who always brings over a carload of New York stars to entertain the Alfalfa guests, had no such competition as the Jones-Meyer bout last Saturday night. Even if he had, it probably wouldn't have worried him as Mr. Buck is used to such things having had the late Senator Huey Long as his guest at the Long Island Country Club the night somebody socked Huey. In fact, Gene Buck is probably the only person living who knows what really occurred upon that memorable occasion but up to now has never divulged the secret.

With Mr. Buck at the Alfalfa Saturday night was Lieut. Gene Buck, Jr., who was awarded the Army Air Medal for meritorious achievement as a fighter pilot with the noted "Thunderbolt Squadron", and who subsequently received the Presidential citation and won a special commendation from General Patton. Among the other guests known to or of interest to the radio world were:

George Allen, newly appointed Director of RFC, Director of American Cable & Radio Corporation; Walter J. Brown, Station WSPA, Spartanburg, S. C.; D. Worth Clark, former United States Senator from Idaho; Wayne Coy, Manager, Station WINX, Washington; Earl Godwin, Secretary, Radio Correspondents' Association; Jesse H. Jones, owner Station KTRH, Houston, Texas; Ray Henle, radio commentator; John M. Littlepage, radio counsel; Thomas P. Littlepage, radio counsel; Eugene Meyer, owner Station WINX, Washington; Admiral H. B. Miller, Chief of Public Relations, Navy Department; Edgar Morris, Zenith Washington representative; Frank C. Page, Vice-President, International Telephone & Telegraph Co., New York City; and Senator Wallace H. White, Jr., Senate Minority Leader.

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WGN IN CHICAGO NEWS BLDG. UNTIL NEW QUARTERS COMPLETED

WGN, Inc., and the Chicago Daily News Printing Company have announced rental of two floors of the Daily News building, to the radio station for use in broadcasting operations.

The lease, which begins March 1, will run for two years. It involves the 25th and 26th floors, once occupied by Station WMAQ, but which have been vacant for several years.

The move was made necessary because of work on the new addition to Tribune Tower and the WGN building on Michigan Avenue, which in a few weeks will render the present WGN quarters inoperative. Construction of the new WGN building is already well under way.

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TRUMAN PHONES EISENHOWER TO PRAISE RADIO TALK

There was considerable excitement at CBS-WTOP in Washington last Friday night when someone who said he was President Truman wanted to congratulate Gen. Dwight D. Eisenhower on his radio talk.

The engineer answered the phone. With cynical disbelief he relayed the message to a lieutenant colonel who took the phone in exasperation. "Hello. Who is this?" he said. Pause. "Oh, just a minute, sir." He ran to get the General.

The General took the phone, "Yes, sir. Thank you, sir... It was nice of you to call, sir... Good-night, sir."

It was the President himself, phoning from the White House.

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APPLICATIONS(BROADCAST) ACCEPTED FOR FILING BY FCC

Chillicothe Broadcasting Co., Chillicothe, Ohio, construction permit for a new standard broadcast station to be operated on 1490 kc., power of 100 watts and unlimited hours of operation; Samuel R. Sague, Cleveland Heights, Ohio, construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation; Washita Valley Broadcasting Corp., Chickasha, Okla., construction for a new standard broadcast station to be operated on 1560 kc., power of 250 watts and unlimited hours of operation; Orlando Daily Newspapers, Inc., Orlando, Fla., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW, 5 KW amended to change frequency from 1060 to 990 kc., increase power from 1 KW night and 5 KW day to 5 KW night and 10 KW day and change type of transmitter employing directional antenna for day and night use; Jack W. Hawkins & Barney H. Hubbs, Pecos, Texas (KIUN) construction permit to increase power from 100 watts to 250 watts and make changes in transmitting equipment. WAML, New Laurel Radio Station, Inc., Laurel, Miss.

(Continued on bottom of page 16)



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::: SCISSORS AND PASTE :::  
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Paul Porter Talked Of For White House Steering Committee  
(Drew Pearson - Bell Syndicate)

The White House is talking about a Steering Committee consisting of FCC Chairman Paul Porter, Bob Nathan and Assistant Postmaster Gail Sullivan to function between Democratic headquarters and the White House.

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President Truman has begun a major shake-up of the White House staff. The first to go was George Allen, who becomes an RFC Director. Next was another Mississippian, the President's Naval Aide, Capt. James Vardaman, Jr., who was appointed a member of the Federal Reserve Board. Judge Sam Rosenman resigns this Friday.

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Archbishop Spellman Knows His Radio  
(From "Cardinal-Designate Spellman"  
by Roger Butterfield in "Life", Jan. 21)

Archbishop Spellman is an expert radio speaker and script writer and has substituted on the air for such diverse personalities as Major Edward Bowes and the former Pope Pius XI \* \* \* \* he attended faithfully the meetings of the Secchi Scientific Society whose members built themselves a wireless station. \* \* \* \*

Signor Guglielmo Marconi had built for the Pope a radio transmitting station on the Vatican grounds so that he could speak directly to the world. Arrangements were made for an initial broadcast on Feb. 12, 1931. Most Vatican functionaries knew little or nothing about this new scientific innovation, but Spellman's American background again stood him in good stead. He became the Pope's radio expert. On the day of the broadcast the first voice heard directly from the Vatican was that of Signor Marconi, who was followed by the Pope, who was followed by Spellman reading an English translation of the Pope's Latin message. A little later he engaged in a bit of dialog with the Most Rev. Stephen Donahue (later auxiliary bishop of New York) who was in a New York radio studio. Neither of the two prelates knew it, but millions of Americans were also listening in at the time. Here is what they heard:

Donahue: By the way, will you tell Monsignor Spellman that I was asking for him.

Spellman (from Rome): I'm HERE, Steve.

Donahue: We just telephoned to your mother, Frank, and she heard you fine.

The first broadcast from the Vatican made worldwide news and the Pope's words were heard by perhaps the largest radio audience up to that time. But what most U. S. listeners remembered longest was that cheerful, American-sounding greeting from Rome, "I'm HERE, STEVE."

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LaGuardia's Sponsored Column  
( "Editor and Publisher" )

We have with us now the "sponsored column". The Sachs Quality Furniture Company in New York City has laid the matter squarely before the newspaper industry by buying the space in which former Mayor LaGuardia "sounds off" on any subject he chooses to discuss.

It's the radio technique applied to newspaper advertising. International Latex Corporation has done it in a modified form, re-printing statements by public men and some name writers. The Sachs format is clearcut "sponsorship" of a big name columnist. How far can the idea be carried?

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In Charge of War Dept. Radar, Radio But Didn't Know It  
( Drew Pearson - Bell Syndicate )

When President Truman was head of the Truman Committee, he personally experienced an incident with Secretary of War Patterson, similar to the Secretary making the now famous mistake of saying he didn't know that overseas soldiers no longer were accumulating points. Then Undersecretary of War and in charge of the Army's production program, Patterson told the Truman Committee that production of radar, escort vessels, aircraft and radio was under the civilian War Production Board, not under his own office. The Committee, feeling certain that the Undersecretary of War's office had charge of all production, asked Patterson about this several times, but he insisted that he, as Undersecretary of War, could not overrule the War Production Board.

After Patterson went back to the War Department and conferred with his generals, however, he phoned the Truman Committee to admit that he hadn't known what his own powers were and that he did have complete final power over the production of radar, radio, escort vessels and aircraft.

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Department Stores Use Of Radio And TV  
( "Promotion Exchange", published by the  
National Retail Dry Goods Association )

Television may prove revolutionary in the field of sales promotion, according to William H. McLeod, Vice President of Wm. Filene's Sons Co. of Boston.

"None of us is particularly proud of the way department stores have made use of the opportunities of radio", Mr. McLeod said. "The coming of television offers a new challenge, and many publicity people with whom I have talked voice the opinion that department stores should see to it this time that they do not fumble the ball."

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Federal Communications Commission was cut \$500,000 by the House Appropriations Committee but it will still have that much more in excess of this year's appropriations.

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"Radio As A Force in Advertising" will be the topic of Mark Woods, President of the American Broadcasting Co., Inc., when he addresses the Advertising Club of Cincinnati today (Wednesday, January 23) in Cincinnati.

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First intra-store television demonstration in the State of New York will begin at Gertz Department Store, Jamaica, L. I., Tuesday, January 29, Max Gertz, Vice-President of the company, announced Monday. Programs televised in a specially constructed studio on the fourth floor will be shown on receivers strategically distributed throughout the store. William B. Still, President of Jamaica Radio & Television Co., and operator of television station W2XJT, is designing and building equipment for the installation.

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Invitations have been issued by the Mutual Broadcasting System for a cocktail party preceding the Radio Correspondents' Dinner at the Hotel Statler in Washington, Saturday, January 26th, to be attended by President Truman.

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The annual report of the Emerson Radio and Phonograph Corp. and its subsidiary, Radio Speakers, Inc., describing operations for the fiscal year ended Oct. 31, 1945, showed a new high in net sales of \$32,490,805.69 as compared with \$23,043,363.01 for the fiscal year ended October 31, 1944.

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George E. Allen, White House advisor, close personal associate of President Truman, was nominated to the Board of Directors of the Reconstruction Finance Corporation. Mr. Allen is also a Director in American Cable & Radio Corporation, an I. T. & T. subsidiary and the Aviation Corporation of which The Crosley Company is now a subsidiary.

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British radio listening licenses will soon cost ten shillings (about \$2) a year more - doubling the fee - Minister of Information E. J. Williams announced in the House of Commons Tuesday. There are more than 10,000,000 license holders.

A new license will be introduced, covering television and sound reception, at a cost of £2 (about \$8) a year. It is hoped that the television service will be ready in a few months.

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Direct radiotelegraph service between New York and Warsaw, Poland, was restored last Saturday by R.C.A. Communications, Inc., it was announced by Thompson H. Mitchell, Executive Vice President. This international circuit was one of the first to be suspended at the start of the war. The Warsaw terminal is under the control of the Polish Telegraph Administration.

Fort Industry Company executives from Ohio, West Virginia, Georgia and Florida, following their meeting in New York, visited Broadcast Measurement Bureau's New York headquarters January 17th. Those who inspected the headquarters and discussed BMB's forthcoming standardized measurement of station audiences with Research Director John K. Churchill included George B. Storer, President; J. Harold Ryan, Vice President and Treasurer; George W. Smith, Vice President and Managing Director of WWVA, Wheeling, W. Va.; John Koepf, Washington Manager; Glenn B. Boundy, Chief Engineer; Harry Steensen, Comptroller, and the following Managing Directors of Fort Industry stations: E. Y. Flanigan, WSPD, Toledo, O.; Ralph Elvin, WLOK, Lima, Ohio; Allen Haid, WHIZ, Zanesville, Ohio; Stanton P. Kettler, WWMN, Fairmont, W. Va.; Charles Smithgall, WAGA, Atlanta, Ga., and Robert Venn, WGBS, Miami, Fla.

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Decca Records, Inc., has borrowed \$1,000,000 from the Chase National Bank and the Marine Midland Trust Company, it was announced. Interest on the loan is  $1\frac{3}{4}$  per cent. Decca will use the proceeds as additional working capital to finance increased inventories and accounts receivable.

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The Hallicrafters Company of Chicago, Ill., and the Pilot Radio Corporation of Long Island City, N.Y., have been admitted to affiliate membership in the Television Broadcasters Association, Inc.

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A license to record and distribute sound motion pictures for use in television broadcasting has been granted by RCA to FKO-Patne, Inc. as part of a new ten-year recording agreement announced by Barton Kreuzer, Manager of RCA's Theatre Equipment Department.

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(Continued from page 12 - Applications Accepted For Filing By FCC)

construction permit to change frequency from 1340 to 1560 kc., increase power from 250 watts to 1 KW, install new transmitter, new vertical antenna and ground system, and change transmitter location; KVAL, Brownsville, Texas, modification of license to increase power from 100 watts night and 250 watts day to 250 watts day and night; KFVD, Standard Broadcasting Co., Los Angeles, California, modification of construction permit which authorized installation of new transmitter, increase in power and change transmitter location for changes in transmitting equipment and antenna.

Also, WSAR, Fall River Broadcasting Co., Inc., Fall River, Mass., construction permit to change frequency from 1480 kc. to 1470 kc., increase power from 1 KW to 5 KW, install new transmitter and directional antenna for day and night use and change transmitter location from South Somerset, Mass., to Portsmouth, R.I.; Lewis Windmuller, Allentown, Pa., construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation; Charles W. Balthrope, San Antonio Texas, construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation (facilities to be relinquished by KABC); Caprock Broadcasting Co., Lubbock, Texas., construction permit for new broadcast station amended to change frequency from 550 to 1590 kc., increase power from 500 watts to 1 KW, change transmitter location and make changes in directional antenna.

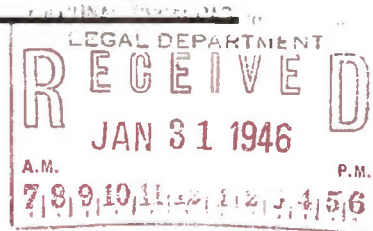
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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January 30, 1946

## CBS TO STAGE NEXT ROUND IN COLOR TELEVISION BATTLE FRIDAY

With the installation on the 71st floor of the Chrysler Building in New York City of a brand new ultra high frequency color television transmitter, completed after months of intensive research development and engineering in the laboratories of the Federal Telephone and Radio Corporation, the Columbia Broadcasting will bang back at RCA-NBC next Friday, February 1st, with a demonstration of the progress CBS has made with television in color.

The show was to have been held earlier in the month following RCA-NBC's demonstration at which color was damned with faint praise, but had to be postponed because of a widespread epidemic of influenza in New York. In a way, however, this was a lucky break because it gave CBS time to complete the installation of the new transmitter which is now to be used instead of a small experimental transmitter as originally planned.

Thus Columbia again takes the offensive for color television of which it has been the leading advocate. At the RCA-NBC showing at the RCA Laboratories in Princeton, emphasis was placed upon the progress which had been made in black and white television since Pearl Harbor, but with regard to color, Brig. Gen. David Sarnoff declared no real advance had been made since the war began. Furthermore, he predicted that no outstanding development would be made until the present mechanical methods could be supplanted by an electronic system and that it would be at least five years before anything could be expected along this line. Paul Kesten, Executive Vice-President of CBS quickly countered with the assertion that General Sarnoff's prediction was a safe one since it was about three or four more years than Columbia thought it would take.

Details of the new CBS transmitter designed to transmit high-definition, full-color television with exceptional clarity, were disclosed by Federal Telephone and Radio in connection with addresses before the Institute of Radio Engineers last Friday by Dr. Peter C. Goldmark, Television Director of CBS, and Norman H. Young, television engineer of Federal's laboratories, on the successful invasion of the ultra-high frequencies in the television broadcasting field.

Preliminary demonstration broadcasts of color television have been held by the Columbia Broadcasting System at its headquarters in New York, with satisfactory results, according to officials of the radio network. One of the important features is that the sound program is sent simultaneously with the visual program over the same transmitter.

The new transmitter is housed in ten standard cabinets, grouped to present a uniform appearance and operated from a central control desk. Power supply for all the units is contained in these cabinets. All of the high power tubes are of a new water cooled design. These tubes were designed and built in the Laboratories of Federal Telephone and Radio in the International Telephone Building in New York City and at the FTR tube factory at Clifton, N.J. The superior characteristics of these tubes, which are a result of accelerated wartime development and application, according to Federal Telephone officials, are responsible to a large degree for the high quality performance of the transmitter.

The demonstration Friday will be under the general supervision of Col. Lawrence W. Lohman, Vice-President in charge of CBS Television. The occasion is also expected to mark one of the first public appearances of Dr. Frank Stanton as the new President of CBS, Dr. Stanton made his debut in that capacity at the dinner given to President Truman by the Radio Correspondents' Association in Washington last Saturday night.

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#### COWLES PLANS TO DAZZLE CAPITAL WITH FIRST COLOR TELEVISION

The Cowles Broadcasting Company, of Des Moines, owners of WOL, Washington and stations in New York, Boston and other cities, will undertake two important experiments in the National Capital - the first color television station in Washington and the first facsimile (radio newspaper) broadcasting station in the Capital. Applications have been filed by T. A. M. Craven, Cowles Washington Vice-President with the Federal Communications Commission for construction permits to carry on both of these experiments.

The new television station will utilize the color system developed by the Columbia Broadcasting System. The transmitting equipment is being manufactured by the Westinghouse Electric Corporation and receivers for this experimental demonstration are being produced by the General Electric Company.

It is expected that the experimental station, the construction of which has been delayed by strikes, will be placed in operation during the Fall of this year, at which time, color television in actual operation will be demonstrated to the public in Washington.

Sets will be placed in hotels, the Board of Trade, the National Press Club, possibly the department stores, and other places where people gather so that they may see exactly what color television is like. The reliable service range of the color television station which will be located on the WOL site on the northern tip of the District of Columbia in Montgomery County, Md., will be about 21 miles. No attempt will be made to cover Baltimore or Richmond but rather to serve the Washington area thoroughly and satisfactorily.

"This new color television station will operate on frequencies much higher than those being proposed for monochrome (black and white) television stations", the Cowles company explains. "It is believed that this will be the first color television station slated for Washington.

"Realizing the obsolescence of the low definition monochrome television based upon prewar technical developments, the Cowles Broadcasting Company has decided to demonstrate to the public of the metropolitan area of Washington the greater advantages of high definition television utilizing both better monochrome and color. In so doing, it is expected that advantage can be taken of the marvelous radio technical advances made during World War II.

"The Cowles Broadcasting Company's first step in the experiment will be to establish a sound engineering base for the service. When this has been achieved they plan to establish a regular broadcast television service utilizing these new advances."

With regard to the proposed Washington experimental facsimile station, the Cowles company states:

"This new station will be erected for the purpose of demonstrating the feasibility of utilizing radio electronic methods for the distribution and delivery of printed news. The first step in the experiment will be to establish the engineering standards which are necessary for the maintenance and operation of such a station in the service of the public. During the course of the experiment, the delivery of a newspaper by radio will be demonstrated. It is hoped that the results to be achieved by the experiment will make possible the inauguration of a news service to the Washington public utilizing electronics for the delivery of newspapers to the home."

The cost of an attachment to the radio set for receiving facsimile will be from \$25 to \$100 depending upon whether it is simply reproduced on a roll or in the shape of a newspaper. The Cowles Washington facsimile station expects to experiment with a sheet about the size of a tabloid newspaper. Two newspapers would be broadcast each day plus bulletins of the importance of extra newspapers.

Cowles Brothers are also the publishers of the Des Moines Register and Tribune but the paper to be broadcast in Washington will be one specially made up for these experiments.

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A large order has been placed by the U.S. Army for the purchase of copies of "Television Programming and Production", the newest book by Richard Hubbell, television executive of The Crosley Corporation; the publishers are Murray Hill Books of New York.

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FIGHT OVER FM RURAL COVERAGE TO GO ON DESPITE FCC EDICT

It appears the proponents of a lower FM band which they claim would give more adequate rural coverage instead of accepting the whack the recent Federal Communications Commission adverse ruling gave them have cast aside the kid gloves with which they have been sparring and are now going in for slugging.

The Commission last week denied petitions by the Zenith Radio Corporation of Chicago, and the General Electric Company to retain the 44 to 50 megacycle band to supplement the new FM assignment of 88 to 108 megacycles ordered last year. Leading the forces favoring the 40 to 50 megacycle band were Commander E. F. McDonald, Jr. President of the Zenith Radio Corporation, and Major Edwin H. Armstrong, inventor of FM.

When he received the adverse decision, Commander McDonald declared:

"The Federal Communications Commission has crippled frequency modulation by shackling it to the 100 mc. band. This means that the farmer and small town dweller will be deprived of the static-free FM service they need so badly and to which they are entitled."

FCC Commissioner E. K. Jett countered by saying that the data obtained in recent FM tests was inconclusive and therefore could not be accepted as final and that furthermore the higher frequencies at present assigned to FM would cover the rural area of the entire portion of the U.S. east of the Mississippi and a very large proportion of the western area.

At the moment the proponents of the 44 to 50 megacycle band are waiting for the Commission to issue its formal opinion setting forth the reasons for the adverse ruling. It is believed that they will bring this to the attention of the farm organizations of the country. In one quarter there was talk of a Congressional investigation. This may have arisen from the declaration of Senator Charles W. Tobey (R), of New Hampshire, a member of the Interstate Commerce Committee, which handles radio in the Senate, who said: "This is not the end by any means. We will go further with this before we are through. The FCC's decision is full of holes and does not serve the public interest."

Senator Tobey was present at the opening day of the FCC hearings. Senator Burton K. Wheeler (D), Chairman of the Senate Interstate Commerce Committee but who was in Montana at the time the case came up, is also known to be very much interested in the FM allocations. Commander McDonald said: "Denial of FM to the farmer and obsolescence of four hundred to five hundred thousand FM sets owned by the public has made it a public problem which should be considered by Congress."

Commissioner Jett's statement in connection with the Commission's decision was as follows:

"The main reason given by Commander McDonald for proposing a low FM band in addition to the high one was to provide extended rural coverage. This was based on the newly discovered evidence which would prove that lower frequencies give greater range than higher frequencies for a given amount of power and antenna height. Undoubtedly the information presented on the basis of the Deerfield and Andalusia tests will prove of value as time goes on.

"However it was generally conceded by experts at the hearings last week that the data recently collected was inconclusive and therefore could not be accepted as final proof that lower frequencies should be made a part of the FM allocation. At any rate, the FCC has made public a list of metropolitan frequencies between 88 and 108 mc. to be assigned at specific locations. Therefore it is possible to determine on the basis of our existing standards of good engineering practice the approximate coverage of stations operating in the higher band.

"Major Armstrong indicated during the hearing that it would be possible to provide service on the high band out to a distance of about 60 miles. Accordingly, if the proposed assignments to cities as released by the Commission are plotted on a map, it will be possible to determine the amount of rural coverage throughout the U.S. on the metropolitan class of frequencies. Even on this basis, omitting for the moment the coverage of 'community' and 'rural' stations, the entire portion of the U.S. east of the Mississippi and a very large portion of the western area will receive FM service."

Commander McDonald said:

"The new factual evidence presented at the recent FCC hearings held recently was not denied or refuted. Nevertheless, FCC has again gone against the evidence and denied FM the frequencies that would make possible good rural coverage. Not only does this penalize the farmer, who needs the static-free, interference-free service of FM much more than does the city dweller; it also makes obsolete the four to five hundred thousand FM sets now owned by the public. These sets were purchased in good faith after FM was assigned to the 50 mc. band in 1940.

"It is interesting to note that before Chairman Paul Porter was appointed to the FCC, and as far back as 1940 when he appeared before the Commission as attorney for the Columbia Broadcasting System, he recommended to the Commission, in the interest of Columbia, that television should be given preference over FM. It is universally conceded that the farmer cannot have television - why deprive him of FM also?

"Nobody can profit by this decision except radio networks, who originally suggested that FM be moved from the 50 mc. waveband, and some radio manufacturers who, although they last Summer urged that FM remain in the 50 mc. region, are now tooled up for the production of 100 mc. sets and fear that they might lose the profits from the few weeks it would take them to retool for two-band operation."

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## FEDERAL RADIO CORP. ALL SET TO TURN OUT FM TRANSMITTERS

That the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation, was entering the field of Frequency Modulation (FM) Broadcasting was disclosed by E. N. Wendell, Vice President in Charge of Radio Engineering and Sales of the company, who said that Federal is building FM broadcast transmitting equipment for 170 installations. Deliveries will be made starting the end of March, 1946. A number of stations have already been contracted for including one 10 KW transmitter for the New York Post.

For the past several months Federal Telephone engineers have been working on the development of a new and improved type of modulator-oscillator unit for application to its complete line of FM broadcast transmitters. It has now been perfected and brought out of the laboratory into production. Mr. Wendell stated that this revolutionary modulator development makes possible a very low noise reception level, surpassing the engineering requirements of the Federal Communications Commission by a substantial margin. Representatives of the stations contracted for by Federal Telephone are awaiting approval of final construction permits from the FCC.

Federal will produce a single FM broadcast system complete from microphone to antenna which combines the new modulator-oscillator with advanced FTR power tubes. It is designed to conform to the high standards set up for FM high quality, noise-free radio broadcasting.

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## GUIDED TV BOMB TO BE APPLIED TO HOME TELEVISION

Peacetime home television will benefit from the wartime development of a television-guided bomb, the Farnsworth Television & Radio Corporation stated in describing some details of equipment used in this type of "seeing eye" projectile.

Spot visual pickups of newsworthy occurrences - such as parades, sports events, fires and disasters - are made possible by a portable camera-transmitter unit built originally to help bombardiers steer their missiles directly to the target.

As a part of the bomb, the apparatus was designed to fit into an 18-inch cylinder having a depth of 15 inches. The unit necessarily had to be rugged as well as compact. It is light enough to be carried in an ordinary large-sized suitcase and can be operated by battery if a power line is not available.

These factors make the equipment especially adaptable to mobile television coverage of news events as they happen, according to B. R. Cummings, Farnsworth Vice President in Charge of Engineering.

For its operation, a main transmitter beams out synchronizing signals to lock in the signals of the portable camera-transmitter, which then sends its composite signal back to the main transmitter for broadcasting. No wire connections are needed. The present range from which this signal can reach the main transmitter is about 15 miles, Mr. Cummings said.

The unit is also of value to department stores using television as a display medium, since it can be moved easily from floor to floor to transmit a showing of the merchandise on any desired counter.

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### JETT TO PRESIDE OVER NORTH AMERICAN RADIO CONFERENCE

Everything is in readiness for the North American Regional Broadcast Engineering Conference which will meet in Washington next Monday morning, February 4.

The Delegation of the United States will consist of the following: Commissioner Ewell K. Jett of the Federal Communications Commission, Chairman; Harvey B. Otterman of the State Department, Vice Chairman; George Adair, Chief Engineer, and Rosel Hyde, General Counsel of the Federal Communications Commission; and Donald R. MacQuivey of the Telecommunications Division of the State Department. T.A.M. Craven, Vice-President of the Cowles Broadcasting Corporation, will represent the National Association of Broadcasters.

The opening plenary session Monday will be held in the Department of Commerce Auditorium but the other meetings will take place at the FCC offices.

The conference will consider problems related to standard band broadcasting in the North American Region particularly as they are affected by the North American Regional Broadcasting Agreement which expires March 29, 1946. The countries which are parties to the Agreement are as follows: Canada, Bahamas, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and the United States. The British Government has indicated its intention of sending observers in behalf of the other British possessions in the North American Region and it is possible that observers may be present from the Central American Republics and Panama.

Representatives of the United States broadcast industry are invited to participate as observers throughout the conference. It is expected that industry representatives will also be present from other countries.

The agenda of the conference will consist of proposals on behalf of each of the countries which are parties to the NARBA Agreement and various subjects of a technical character designed to improve service in each country as well as to minimize interference between countries.

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HOUSE COMMITTEE APPROVES BILL TO CURB PETRILLO

The House Interstate Commerce Committee has recommended that the House pass the bill introduced by Rep. Lea (D), of California to curb the demands of J. C. Petrillo, President of the American Federation of Musicians. In doing so it said that the demands of Petrillo "were a great disservice to legitimate labor organizations as well as to the public."

The Lea bill makes it a penal offense for any labor leader to compel a radio broadcaster to:

1. Hire more employees than needed.
2. Refrain from using recordings or presenting foreign musical broadcasts without a union orchestra "standing by".
3. Refrain from broadcasting education programs, unless musicians involved are compensated for their services.

The Committee's report said that unless Mr. Petrillo's union is curbed by Congress, it would force the radio industry to pay "tribute in excess of \$20,000,000 a year."

It said that the bill would impose no restriction upon the right of labor to strike for higher wages or better working conditions. The Committee added:

"We have the right of free speech but that is not a justification for slander. We have the right to bear arms but that is not justification for murder. Any persons may properly organize for lawful purposes but criminal purposes are beyond their legitimate functions."

The Washington Post recently carried the following editorial:

"We have never been able to understand why special legislation should be introduced for the single purpose of curbing Mr. James Caesar Petrillo. It is true that he has ruled with a high hand, resorting to outrageously coercive practices that interfere with the broadcasting of musical programs in his mistaken zeal to create more jobs for members of his union. But, as we have said before, the head of the musicians' union is only following a common pattern of conduct in issuing his dictatorial decrees and enforcing obedience on the broadcasting companies by pressure tactics. Such abuses of power call for general labor legislation, not measures like the Lea bill, aimed at a particular labor leader and intended for the relief of a particular industry.

"Justice would not be served by passing this type of legislation that would leave other labor czars free to indulge in the coercive tactics that Mr. Petrillo would be forbidden under penalty of fines and imprisonment from continuing to practice. What is

needed is a comprehensive banning of antisocial labor union policies, applicable without fear or favor to all labor organizations. We don't try to suppress crime by passing laws aimed at individual criminals. Why, then, should we adopt particularistic labor measures? Special cases make bad law.

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## 500 FT. TV TOWERS URGED; ADVERTISERS HEAR TV PRAISED

Television came in for its share of attention in Washington this week first with a recommendation fo C. B. Plummer, planning engineer of the Federal Communications Commission that television antenna towers should rise 500 feet above the average terrain, and second with a meeting of the Advertising and Merchandising Panel of the Television Institute under the joint auspices of the Advertising clubs of Washington and Baltimore and Televisor Magazine.

The question of television antenna height came up during a discussion by the National Capital Park and Planning Commission which was asked to consider the matter by the District of Columbia Commissioners who have the problem of deterring how high television towers shall be in Washington, D. C. The Bamberger Broadcasting Company and the National Broadcasting Company have been granted heights of 300 feet at Fort Reno and 350 feet at Werdman Park Hotel respectively tentatively. If Mr. Plummer's suggestion prevails, it would mean that television towers of 500 feet would loom to almost the height of the Washington Monument which is 555 feet high.

At the Television Institute meeting, Paul Mowrey, television supervisor of the American Broadcasting Company said that "while tele costs will be greater than those of either radio or display advertising, they will not be higher than both combined."

Mr. Mowrey painted a bright picture for progressive advertisers who avail themselves of television during the next two or three years. "These advertisers", said Mr. Mowrey, "should compute their advertising costs in terms of experience gained and research which they will be in a position to complete before the time comes to invest in video advertising on an elaborate scale. The important factor is not how much merchandise they will sell today via television, but how much money they will be able to save in the future by virtue of their understanding of what this new medium can and cannot accomplish for their sales."

Richard Hubbell of The Crosley Radio Corporation, of Cincinnati, author of the new book "Television Programming and Production", presided.

J. R. Poppele, President of the Television Broadcasters' Association; Paul Knight, General Manager of Television Station WPTZ of Philadelphia; Carleton Smith, General Manager of Station WRC, and Carl Burkland, General Manager of Station WTOP, were guests of honor at the luncheon session.

The meeting closed with a television program broadcast from the Dumont experimental station atop the Harrington Hotel to the Statler, about nine city blocks away.

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## RADIO CORRESPONDENTS ENTERTAIN PRESIDENT TRUMAN IN STYLE

Again one of the very best dinners of the season was that given to President Truman by the Radio Correspondents' Association at the Hotel Statler in Washington last Saturday night. Each year this organization of Washington correspondents for the networks and independent stations grows in size and importance. About 500 persons attended the dinner and President Truman himself, a distinguished radio speaker, was presented with an active membership card in the Association. President Richard Harkness of the National Broadcasting Company, told Mr. Truman he had the No. 1 Hooperating of the country.

Entertainment was furnished by the four networks and the music by the famous U. S. Marine Band under Capt. William F. Santelmann and the NBC Orchestra conducted by Dr. Frank Black. A highlight of the evening was the performance of pianist Sergt. Eugene List, who reported the numbers he had played for Stalin, Churchill, Atlee and President Truman at Pottsdam. Lowell Thomas was master of ceremonies.

Preceding the dinner there were cocktail parties by CBS, NBC and NIBS.

Among those seated at the head table at the dinner were Admiral Nimitz, the Secretary of the Treasury, the Secretary of Labor, the Secretary of Agriculture, the Attorney General, Chairman Paul Porter of the Federal Communications Commission, Admiral Leahy, and Senator Wallace White, of Maine.

Also, Brig. Gen. David Sarnoff, President of the Radio Corporation of America; Leonard Reinsch, radio advisor to President Truman; Dr. Frank Stanton, new President of the Columbia Broadcasting System; Niles Trammell, President of the National Broadcasting Company; Edgar Kobak, President of Mutual Broadcasting System; Edward J. Noble, Chairman of the American Broadcasting Company; Mark Woods, President of American Broadcasting Company; Col. Albert Warner, of Cowles Station WOL in Washington, and Hans V. Kaltenborn.

Among the guests were:

William Ackerman, CBS, New York; Bill Bailey, Broadcasting Magazine; Charles Barry, ABC, New York; William G. Benton, Assistant Secretary of State; K. H. Berkeley, WMAL, Washington; Carl J. Burkland, WTOP, Washington; Louis Caldwell, radio counsel WGN; Senator Homer E. Capehart; Arthur J. Casey, Station WOL, Washington; Martin Codel, Codel News Letter; Wayne Coy, Station WINX, Washington; George Crandall, CBS, New York; T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Francis C. de Wolf, Chief, Telecommunications Division, State Department; FCC Commissioner Charles R. Denny; Sid Eiges, NBC, New York; Earl H. Gammons, Director, WTOP, Washington; Fred Guthrie, Assistant V-P, R. C. A. Communications, Inc., Washington; William D. Hasset, Secretary to President Truman and Charter Heslep, Washington Representative, WBS in Washington.

Also, Hugh Higgins, National Association of Broadcasters, Washington; J. Edgar Hoover; Rosel Hyde, FCC General Counsel; FCC Commissioner E. K. Jett; Merle Jones, Manager, Station WOL; Robert Kintner, Vice-President, ABC; Thomas Knode, NBC, New York; Edward McGrady, Vice-President, RCA, Washington; Claude Mahoney, commentator, WTOP, Washington; Clarence Menser, Vice-President, NBC; Eugene Meyer, owner Station WINX Washington; Harvey B. Otterman, State Department; Bryson Rash, Station WMAL; Joseph Ream, Vice-President, CBS, New York; Charles G. Ross, Press Secretary to President Truman; Frank M. Russell, Vice-President, NBC, Washington.

Also, Fred Shawn, NBC; Carleton D. Smith, Manager, Station WRC, Washington; Robert S. Swezey, Vice-President, MBS; Sol Taishoff, Broadcasting Magazine; Senator Glenn Taylor; Sen. Charles W. Tobey; Senator Millard Tydings; FCC Commissioner Ray C. Wakefield; A. D. Willard, Jr., National Association of Broadcasters, Washington, and FCC Commissioner W. H. Wilss.

The Committees in charge of the dinner included Rex Goad, of Trans-Radio, Charter Heslep, of MBS, Earl Godwin, NBC, Jack Paige, WOL, Robert Menaugh, Supt. House Radio Gallery, and Harold McGrath, Supt. of Senate Radio Gallery.

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J. R. POPPELE, RADIO PIONEER, ELECTED V-P OF WOR

J. R. Poppele, WOR's Chief Engineer, was elected Vice-President of WOR Monday, January 28th. Mr. Poppele still will retain the titles and duties of Secretary and Director of the Corporation.

Mr. Poppele was born in Newark, N. J. on February 4, 1898. He attended school there and studied electrical engineering. He served as a radio operator during the first World War. Joining WOR in 1922, he has been a guiding figure in the growth of the station.

Originally WOR's only engineer, Mr. Poppele now heads a staff of more than 80 technical experts. During his association with WOR he has instituted and maintained a research laboratory in which many devices now in common use have been developed to help the advance of broadcasting. Much of the equipment of the 50,000 watt transmitter in New Jersey was specially designed under his direction.

Mr. Poppele began television experiments in 1926 and is now President of the television Broadcasters' Association.

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Austria plans to manufacture 100,000 radio sets this year but not for the Austrians who are too poor to buy them. Almost all of the sets will be exported to get foreign exchange to buy food and essential raw materials.

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FCC ADDS NEW ASSISTANT INFORMATION DIRECTOR

Lee Farran, who assumed the position of Assistant Director of Information for the Federal Communications Commission on Monday, is a former Ohio newspaper and publicity man and was recently discharged from the Army as Master Sergeant, having served since 1941, mostly in the South Pacific area.

He served in the Public Relations Section of the 37th Infantry Division, the Third Army Headquarters and the South Pacific Base Command, specializing in radio. After returning from the South Pacific area, Mr. Farran served in the Public Relations Section of the Selective Service headquarters in Mississippi.

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TRUMAN TO EXPRESS "MARCH OF DIMES" THANKS TO RADIO MEN

To thank industry leaders for what broadcasting has done in promoting the "March of Dimes", President Truman is scheduled to greet these gentlemen at the White House today (Wednesday). The list given out of those expected to attend includes:

A. D. Willard, Jr., NAB Executive Vice President; J. Leonard Reinsch, radio adviser to President Truman; Edgar Kobak, President, MBS; Davidson Taylor, CBS Vice-President; Clarence Menser, NBC Vice-President; James D. Shouse, WLW, Cincinnati; John Elmer, WCBM, Baltimore; Joseph O. Meland, WHO, Des Moines; Clair R. McCollough, WGAL, Lancaster; T. A. M. Craven, Cowles Broadcasting Co.; and Campbell Arnoux, WTAR, Norfolk.

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APPLICATIONS FOR BROADCAST SERVICES ACCEPTED BY FCC FOR FILING

Puerto Rico Communications Authority, Municipality of Rio Piedras, Puerto Rico, construction permit for a new standard broadcast station to be operated on 904 kc., power of 10 KW, directional antenna and unlimited hours of operation; Rahal Broadcasting Co., Beckley, West Virginia, construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation; Central Broadcasting Corp., Flint, Mich., (Detroit, Mich.), construction permit for a new standard broadcast station to be operated on 600 kc., power of 1 KW, directional antenna and unlimited hours of operation; Methodist Radio Parish, Inc., Flint, Mich., construction permit for a new standard broadcast station amended to change frequency from 1500 to 1510 kc. (250 watts and daytime hours of operation).

Also, P. C. Wilson, Canton, Ohio, construction permit for a new standard broadcast station to be operated on 1300 kc., power of 1 KW and daytime hours of operation amended to change frequency from 1300 to 1540 kc.; Audrain Broadcasting Corp., Mexico, Mo., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation (facilities to be relinquished by KHMO); Monona Broadcasting Company, Madison, Wisconsin, construction permit for a new standard broadcast station to be operated on 1070 kc., power of 10 KW, directional antenna night and unlimited hours of operation; Amphlett Printing Co., San Mateo, California, construction permit for a new standard broadcast station to be operated on 250 watts and unlimited hours of operation to change frequency from 1490 to 1550 kc. and make changes in antenna system.

Applications for Standard Broadcast Facilities Tendered for Filing: Worth Broadcasting Co., Fort Worth, Texas, construction permit for a new standard broadcast station to be operated on 960 kc., power of 5 KW and daytime hours of operation; Stark Broadcasting Corp., Canton, O., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW and daytime hours of operation.

Applications Accepted for Filing last week: KPOF, Pillar of Fire, near Denver, Colorado, construction permit to increase power from 1 KW day and night to 1 KW night and 5 KW day and install new transmitter (910 kc.); KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, construction permit to increase power from 1 KW day and night to 5 KW day and 1 KW night, install new transmitter and change studio location (1270 kc.).

Applications for Standard Broadcast Facilities Tendered for Filing: Henry F. Fett, Dearborn, Mich., construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and daytime hours of operation; KTSA, Sunshine Broadcasting Co., San Antonio, Texas, construction permit to increase power from 1 KW night, 5 KW daytime to 5 KW day and night and install directional antenna for night use (550 kc.); Abilene Broadcasting Company, Abilene, Texas, construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation; Dickinson Publishing Co., Inc., Dickinson, North Dakota, construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

Also Peach Bowl Broadcasters, Yuba City, California, construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

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 :: SCISSORS AND PASTE ::  
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Paul Porter Is Also From Missouri, Truman's State  
 ("Washington Post")

The Senate isn't hiding its annoyance over President Truman's penchant for nominating Missourians for Government posts.

But it's also a good bet the Senate will go along with his nominations - just as it grumblingly went along with President Roosevelt's.

Rumors persist that Paul A. Porter, Chairman of the Federal Communications Commission, who was born in Joplin, Mo., may be called to the White House as a presidential adviser, but those close to Porter say such a move, if it occurs at all, may not take place for some time. Reason: Genial, story-telling Porter, former Publicity Director for the Democratic National Committee, is too busy. FCC, for example, has 271 hearings scheduled for the remainder of this month, February and March.

As for Porter : "No comment."

Appraising the Radio Editors  
 ("Variety")

In an attempt to appraise the current state of radio writing in the country today, Variety interviewed many leading radio execs in New York, with them waded through hundreds of clippings of newspaper radio columns, and received the benefit of the unvarnished and considered opinions of those in radio who are most knowledgeable on the subject. \* \* \* \*

That radio writing can be influential has been shown in a number of instances. Outstanding, perhaps, is the case of Cleveland. That town is considered by many in the trade as the "strongest" in the country from the viewpoint of radio writing. Bob Stephens and Stanley Anderson do a good job, respectively on the Plain Dealer and Press. \* \* \* \*

St. Louis has Jim Spencer doing straight news on the Post Dispatch and Harry LaMertha adding criticism in the Globe-Democrat.  
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Outstanding in the corn belt is Mary Little of the Des Moines Register and Tribune. \* \* \* \*

Chicago should be an important radio writing town, having been at one time the industry's No. 1 production center and being, even now, in an important third place. Larry Wolters, of the Tribune is an intelligent reporter, tied down by his paper's anti-Administration policy and its interest in (first) WGN and (second) the Mutual network. "Don Foster" of the Chi Times steers away from criticism; Betty Burns in Marshall Field's Sun has been cut in space (and Field is supposed to be pro-radio!), does mostly features and news, no criticism; Adele Hoskins on the News is new, considered by radioites as promising, is careful of criticism so far.

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The position of Jack Gould, Radio Editor of the New York Times perhaps summarizes much of what goes on in radio writing on the dailies. He is an excellent reporter; writes well. When he tackles talent and show criticism, he is often "different" - some think, deliberately so; but he does listen to radio, is interested in it seriously. Much of his writing is considered "trade stuff" - technical pieces about the future of FM, Petrillo vs. the broadcasting industry, etc. Some of that, apparently, is because that's what the boss wants - even though the boss may not say so explicitly. But Gould - not because of himself individually, but because of the paper's prestige - is tremendously influential. A peep out of him will bring a dozen memos flying from top execs. The "evil" complained of may not be straightened out immediately (or at all), but the problem is certainly weighed.

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Newspaper space is opening up. More radio writing is in the offing. Boston papers (except Hearst-owned) are skedding radio sections. The Washington (D.C.) News is planning a weekly, four-page section - and it could be influential since, in the capital, where Congressmen, FCC people, etc., read those papers, there is now not a radio column worth glorifying by that name. The radio industry might help set the pace for decent, informative radio writing and criticism by helping papers develop punchy sections.

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Senator Burt Wheeler's Re-Election  
(Drew Pearson, Bell Syndicate, Inc.)

Senator Burton K. Wheeler (D), is in Montana, sounding out re-election prospects. His prestige at home is not so high.

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Truman Sticks To Task of Improving Radio Speech  
(Bob Considine, International News Service)

Brig. Gen. Harry Vaughan, President Truman's tough, outspoken military aide and long-loyal rooter, looked up from his bourbon glass at a recent party, when someone repeated the usual things about Truman's radio voice. Vaughan bellowed:

"Okay, wise guy. Truman hasn't got pretty blue eyes. He isn't shaped like Johnny Weissmueller and his voice isn't as pretty as Frank Sinatra's. But, by God, he's an honest, smart, hard-working fellow. What else can you ask of a President?"

Nevertheless, Truman frequently stabs at improving his speech-making. He has slowed down his radio voice to 120 words a minute. When he can spare time he makes snort records of his voice and notes his flaws.

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 ::: TRADE NOTES :::  
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The proposal that Congress hold night sessions and allow them to be broadcast will not make much of a hit with the networks and stations which might have to give up valuable evening commercial time. The night broadcast proposal was made to a Senate-House Committee studying ways to modernize Congress by a subcommittee consisting of Senator LaFollette (P.), of Wisconsin, and Representative Mooney (D), of Oklahoma. The night broadcasts were proposed as experiments.

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 Award of the Legion of Merit has been made by the United States Army Service Forces to Sidney Sparks, Traffic Manager of R.C.A. Communications, Inc., in New York, for outstanding achievements while a Lieutenant Colonel and Officer in Charge of the War Department Signal Center at Washington, D. C., from October, 1943, to August, 1945, it was announced last week. The decoration was presented to Mr. Sparks in Washington by Maj. General Frank E. Stoner, the Assistant Chief Signal Officer, U. S. Army.

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 Carl Gebuhr has been named CBS Director of Press Information in Washington, and of WTOP, Columbia-owned station in the capital. Recently returned from Japan, where he served as Executive Officer of a motor patrol gunboat, Mr. Gebuhr served in the U. S. Navy for almost four years, attaining the rank of Lieutenant (j.g.) Previously he was on the public relations staff of the U. S. Civil Service Commission in Washington.

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 Don G. Mitchell was elected Executive Vice President of Sylvania Electric Products Inc. at a meeting of the Board of Directors held last week. Mr. Mitchell joined Sylvania as Vice-President in Charge of Sales in 1942.

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 Statements by top executives of many of the nation's leading railroads are featured in a special series of advertisements recently initiated by the Mobile Communications Division of the Farnsworth Television & Radio Corporation.

The Farnsworth program is designed to highlight for management and employees of the railroad and radio industries, as well as interested financial and government agencies, today's forward-looking thinking by railway leadership and the place of radio in this field.

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 A new radar "yardstick" for world mapping so perfected that it can measure distances up to 250 miles with almost pinpoint accuracy was described by its inventor, Stuart W. Seeley of the Radio Corporation of America, in making the first public announcement of Shoran a precision radar system, used with devastating effect in blind bombing during the last states of the war.

"The use of blind Shoran bombing over the battlefields of Europe", Mr. Seeley, Manager of the Industry Service Division of FCA Laboratories, said, "showed that it was capable of equalling visual bombing in accuracy under normal conditions and surpassing it when the latter suffered from target identification difficulties. On occasion, rolling barrages of fragmentation bombs were laid down only a few feet ahead of our advancing troops."