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HEINL RADIO BUSINESS LETTER

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August 2, 1944.

MR. FLY DENIES THAT HE IS LEAVING THE FCC - OR DOES HE?

If you know how long "some substantial period of time is" then you know how long Chairman James Lawrence Fly is going to stay at the Federal Communications Commission. Although it has been repeatedly denied at the Commission that Mr. Fly would resign, a statement he issued last Monday is the first formal word from him on the subject. It read:

"In view of the unreliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of fifteen years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of the law. However, there are a few jobs to finish around here and I promise to see them finished. At the moment I have no definite plan except to remain here for some substantial period of time."

One of the "unreliable rumors" referred to was the assertion by Drew Pearson Sunday night over the Blue Network that Chairman Fly would leave the Commission after election to go with William Benton of the Benton and Bowles Advertising Agency in New York. Mr. Pearson told this writer later that he had the report on excellent authority. It is well known that up to now, Mr. Pearson has been on the inside track as to what is going on at the FCC. In fact, he has been friendly to Mr. Fly and has stood by him when others were criticizing. Nevertheless the Pearson statement angered the Chairman and was evidently "the straw that broke the camel's back".

Another story which was said to have aroused the ire of the radio czar was one in the Washington Times-Herald last week (an extract of which appeared in our issue of July 26th), by Willard Edwards who wrote:

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

Mr. Edwards declared there was a deal on Capitol Hill whereby Mr. Fly would resign in return for the quashing of the Federal Communications Commission investigation, which is loaded with dynamite politically and considered a menace to the Democrats' presidential campaign.

Instead of putting these stories at rest, the denial issued by Mr. Fly seemed to stir things up anew. In one quarter it was taken as definitely confirming the fact that he was on his way out and that it would be only a question of time until he went.

Another interpretation placed upon the denial that Mr. Fly issued was that he was protecting himself against the possibility of Republican victories in November when, if Mr. Dewey were elected, he would still hold his place on the Commission but would lose the chairmanship, or if Mr. Roosevelt were re-elected and there would be a Republican House which could curtail FCC activities by cutting off its appropriations. In this case Mr. Fly could get out gracefully and point to his statement as indication that he intended to retire anyway.

Many of the people talked with took the statement as definite confirmation that Mr. Fly was on his way out and that it was just a matter of time until he would leave. One high FCC official said it wasn't known at the Commission whether Mr. Fly would resign or not. "There is a definite impression however", he said, "that Fly doesn't propose to be pushed out or high-pressured and that when he does go he will go in his own good time and in his own way."

Numerous guesses have been made as to where Mr. Fly might go from here but though he is an able lawyer, no one has guessed that he would be employed by an advertising agency. Benton & Bowles handle radio program accounts and how the FCC Chairman could fit in there seemed to be considerable of a mystery especially in view of the fact that he has gone out of his way to criticize the quality of certain programs. "Soap operas" seemed to be his general characterization of these offerings and what he had to say about them was far from friendly.

The assertion was made at the FCC that it was "the press" that was trying to put the rollers under Mr. Fly in retaliation for his attitude towards newspaper owned stations. Another was that the networks were in on it. Also it was pointed out that quite a few individual broadcasters would breathe a lot freer if Chairman Fly were eased out. And finally the politicians on Capitol Hill. There seems to be complete agreement that Chairman Fly and the FCC will make excellent Republican campaign targets.

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E. ANTHONY & SONS SEEK BOSTON FM OUTLET

An application has been filed by E. Anthony & Sons, licensees of WNBH at New Bedford, Mass., and WOGB, West Yarmouth for a new FM station to be located at Mt. Asnebumskit, Paxton, Mass. Facilities asked are 43,400 kc. with 19,650 sq. mi. coverage. Estimated cost is set at \$141,000. Studios for the outlet would be located in Boston, according to the application. FM application for the New Bedford area was reinstated last April.

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"WE CAME, WE SAW, WE COMMUNICATED"; RYAN LAUDS WAR RADIO

The type is small and the length as reprinted in the National Association of Broadcasters' membership report of July 28 is about 3½ pages, but everyone connected with the broadcasting industry should take the time to read the address made by President J. Harold Ryan on "Radio's Public Service in Time of War". Delivered before the State Conference on the Use of Radio in Farm and Home Safety under the New York Department of Health, it was one of the finest tributes ever paid to radio broadcasting.

As far as the writer knows, this is the first time Mr. Ryan, a practical broadcaster who has been in the business from the start, has spoken at any length since he became head of the NAB. In slang parlance, he "surely said a mouthful". We regret not having the space to print the full text. Some of the highlights of Mr. Ryan's address follow:

"Radio, to a great many people in this country, was born on the sixth day of June in the year nineteen hundred and forty-four - less than two months ago. They had used it, enjoyed it, grown accustomed to it, turned to it instinctively on D-Day - but never really knew what it was until its microphones went into action alongside fighting sons, husbands and brothers invading the shores of Normandy from the sea and from the air. The minute by minute account of this mighty combat, the voices of brave men from abroad, the roar of guns and planes and noise of battle sent thousands impulsively to their knees in prayer for those who were known to be in the invasion forces.

"To the industry itself, however, D-Day marked radio's arrival at maturity. A great crisis, more than the passage of years, often brings a person or an industry to its full development, to the firm realization of its faculties and abilities. Radio, slowly and painstakingly groomed for its major role in world affairs, which its founders visioned twenty years ago, on D-Day came to grips first hand with a major phase of this world shattering war. To paraphrase a well-known quotation: 'We came, we saw, we communicated.' In doing so, we attained our uncontested majority."

"The Magnetic Wire Recorder, one of radio's most valuable front line reporting mechanisms, is a wartime development. Light - an easy load for one man - this equipment permits recording on a spool of wire. No needles, no fragile records - this rugged recorder absorbs an accurate sound picture of the heaviest combat, explosions and all, as the reporter tells his running story of action at the front. Rushed back to transmission headquarters, the battle description is ready for broadcast immediately.

"The forerunner of the Magnetic Wire Recorder, however, was the recording truck used by the radio station in your town to obtain interviews and descriptions of public events in that area, which were later broadcast. * * * Some of the most vivid radio reports of this war owe their existence to the Magnetic Wire Recorder."

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

"And here we should say a word for the companies who invested their advertising dollars and their faith in an untried medium, testing this method and that method, receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction. The record is full of instances in which advertisers started out with announcements or programs, guessed at the right kind of continuity, the right kind of program content, the right time of day or night, and were joined in this guessing game by radio people who were just as new to the business as the advertisers. Some advertisers guessed right, many guessed wrong, but they came back with determination. They continued to back up their judgment with their hard-earned American dollars and ultimately earned dividends on all that they had spent in proving the medium of radio. Radio's advertisers are part and parcel of the American system of broadcasting which they helped build."

"A technical method was reached for solving this problem in the radio field and the results surprised even the broadcasters themselves. During 1943 the total contribution of advertisers, broadcasting stations and networks, to the campaigns carried on by the Government in furtherance of the war amounted to the very considerable sum of slightly in excess of \$202,000,000."

"The OWI figure, 54,560,257,000 listener impressions since 1942, means that America's population, which listens to the radio practically 100%, has been covered completely more than 400 times. Radio has sold this war and its responsibilities to one hundred and thirty million people more than four hundred times since April of 1942.

"Rather than slacking up in 1944, the first twenty-nine weeks show a figure of 18,662,713,000 listener impressions, which accounts for a third of the total of the entire period since 1942."

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WASHINGTON POST TAKES OVER STATION IN NATIONAL CAPITAL

The Washington Post, assuming control of Station WINX in Washington Tuesday afternoon through the purchase of all of the stock of that station and with the approval of the Federal Communications Commission, adds another newspaper-owned station in the Capital. Soon to follow will be WOL, recently purchased by the Cowles Brothers. The Washington Star already has WMAL. Thus three of the six stations in Washington will be newspaper-owned.

Also WINX brings new figures into radio who should be very helpful to the broadcasting industry in upper strata official circles. Eugene Meyer, publisher of the Post and President of WINX, is one of the best-known men in the country, and Wayne Coy, Vice-President and Secretary, was formerly Special Assistant to the President in OEM and later Assistant Director of the Budget in the Executive Office of the President. Mr. Coy recently left the White House to become associated with Mr. Meyer on the Post. C. C. Boysen will serve as Vice President and Treasurer of the station, and Lawrence J. Heller, founder of WINX remains as Manager of the station.

Mr. Meyer made the following statement in taking over WINX:

"When I took possession of The Washington Post in June, 1933 I stated in the first edition that:

"It will be my aim and purpose steadily to improve The Post and make it an even better paper than it has been in the past. It will be conducted as an independent paper devoted to the best interests of the people of Washington and vicinity, and hopes to have their interest and support."

"Every effort has been made by the management and staff to adhere throughout the years to the ideals announced on the first day of the present ownership and management. The progress of The Post reflects a sympathetic understanding by the public of the purposes and policies which have been pursued.

"In the same way, it will be the aim and purpose steadily to improve WINX and make it an even better radio service than it has been in the past. It will be conducted as 'Washington's Home Station', devoted to the best interests of the people of Washington and vicinity, and hopes to have their sympathetic interest and support. I indulge the hope that WINX, guided by the same sense of responsibility to the public, will gradually win its way in a program of service to the community. A radio station, like a newspaper, must be a cooperative institution and its value will be established by its success in understanding and meeting the interests and the needs of its constituency."

Obvious suggestions have been made that the call letters of the new station be changed to WPOS and that a made to order musical signature is Sousa's famous "Washington Post March".

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KSTP APPEALS TO PRES. ROOSEVELT TO END PETRILLO STRIKE

The KSTP musicians strike again made the front page of the New York Times and other newspapers in the East when Stanley Hubbard, President of KSTP, last Monday sent the following telegram to William H. Davis, Chairman of the War Labor Board, urging President Roosevelt's intervention in the Minneapolis strike because of James C. Petrillo's "defiance of the Government".

"Petrillo continues to defy the War Labor Board. George Murk, president of Minneapolis Musicians Local 73, announced in morning papers the union has no intention of complying with the War Labor Board directives that KSTP musicians be sent back to work, unless ordered to do so by President Roosevelt.

"Minneapolis local operates like any other business with president, vice president, secretary and Board of Directors. Local also operates a bar, poolroom and restaurant and is licensed by the Minneapolis City Council for such operations.

"Under the circumstances feel you should request the President to order these men back to work immediately and further suggest the President should also be requested to take over this union, which is continuing to defy your order."

Mr. Hubbard, in commenting on his telegram, declared that Mr. Petrillo has "not only defied the War Labor Board in this case but when the War Labor Board called Petrillo down on May 1 (during a previous contract dispute) to show cause why sanctions and penalties should not be assessed against the union, Petrillo defied them again by not showing up.

"His attorney, Padway, who is also counsel for the AFL, did appear and stated to the Board that they would comply with the War Labor Board orders. In our case, and also in the case of the transcription record people, Petrillo defied the board. As long as Petrillo thinks he is bigger than the War Labor Board and defies the Government we think it is about time the President used his wartime powers and took over the union."

It was reported that the War Labor Board would take some action with regard to Mr. Hubbard's telegram, but it was said today (Wednesday) that as yet the Board had not considered the matter.

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The British Broadcasting Corporation advises that the Leopoldville transmitter (located in the Belgian Congo) on a frequency of 9.783 mc/s is now relaying BBC programs from 9:30 P.M. to 12:45 AM EWT daily. Previous experience has shown that the Leopoldville transmitter gives a consistently good quality signal in all parts of the United States.

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CIO URGES ITS MEMBERS TO APPLY FOR FM LICENSES

The CIO News, a weekly publication, urges unions to make application to the Federal Communications Commission now for frequency modulation licenses which, it said, in time of labor-employer disputes will "insure labor a chance to get its story to the public".

The paper charged that commercial radio is monopolized by employer interests and inevitably favors their side.

It asserted that on a "sharply political basis" the commercial stations have thrown the CIO-AFL labor for victory program off the air, denied labor time to solicit membership, censored broadcasts and effectively prevented labor from stating its case.

"On all major issues - cost of living, full employment, reconversion, international affairs - labor can use FM to make its views known and its position appreciated", the paper said. "The NAB code today forbids the sale of time for such union programs, but no governmental regulations restrict it."

Asserting that FM is the "answer to half a dozen prayers", the paper describes FM as "small stuff now" but the medium that "may give labor a chance to compete successfully with the soap operas."

"Hence it is absolutely imperative for labor and other peoples' organizations to get in their applications now to FCC if they are not to be left out in the cold in FM broadcasting", the CIO urges.

"Delay will mean that commercial interests will sew up the field and labor - if it wants to buy time or stations - will find itself confronted with all the old censorship restrictions and with prices prohibitive for all except the wealthy.

"The possibilities of FM as a people's voice for progress and democracy are enormous. A group of FM stations, dedicated to free speech and public service, could make available to the public true consumer information rather than the hokum of commercial copywriters, could develop children's programs designed to inspire and to educate rather than to rasp the nerves of youngsters, could provide the people with public health information, instead of phony patent medicine blurbs."

The CIO News said there are approximately 900 radio stations now serving the nation and asserted that "90 per cent of them take in the welcome mat when they see labor coming up the steps."

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"How to Speak and Write for Radio" is the title of a new book by Alice Keith, Director of the National Academy of Broadcasting in Washington, D. C. There is a foreword by Earl Godwin. The publishers are Harper & Brother and the price is \$3.00

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WTOP GETS CLAUDE MAHONEY RIGHT OFF THE OLD MILK WAGON

The appointment of Claude Mahoney to the WTOP news staff, has been announced by Carl J. Burkland, General Manager of Columbia's Washington station.

For the past two years, Claude Mahoney has been heard in Washington over WMAL, where he succeeded Earl Godwin as a morning news commentator for Thompson's Dairy. Godwin and Mahoney made their slogan "Right Off the Old Milk Wagon" famous.

Mr. Mahoney has been succeeded by David Wills at WMAL.

A newspaperman of 16 years' experience, Mr. Mahoney, hailing from Elwood, Indiana, Wendell Willkie's home town, has covered Washington for various papers since 1936. He has been associated with the Indianapolis Star, Wall Street Journal (as White House reporter), and the Washington Evening Star.

Mr. Mahoney has built up a large audience numbering among its listeners many high Government officials and other Capital notables. One of these is J. Harold Ryan, President of the National Association of Broadcasters. Another is William D. Hassett, Secretary to President Roosevelt, who hailing from Vermont, is sometimes critical of Mr. Mahoney's Hoosier vernacular. Mahoney once laughingly retorted by calling the erudite Mr. Hassett "a walking Thesaurus". Nor does Hassett's watchful ear prevent Claude from taking a good-natured gibe at the White House itself.

For instance, in one of his broadcasts last week, he read a news bulletin that the regulation preventing pedestrians from walking on the White House side of Pennsylvania Avenue during wartime would again be strictly enforced. Next day came in a correction that the regulation would not be enforced. Mahoney commented: "Of course, don't you know this is election year? Not only will we be able to walk on the White House side but see if we don't get batteries, radio tubes and even steaks!"

Mr. Mahoney is now heard over CBS-WTOP at 7:40 to 7:50 A.M. EWT and 6:00 to 6:10 P.M. Monday through Saturday.

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NAB SENDS ADVANCE SIGNAL CORPS PRESENTATION TRANSCRIPT

The National Association of Broadcasters has sent to its members for release next Monday, August 7th, at the time of the event a complete transcript of the recorded "Presentation Ceremony" in Washington in which the Army Signal Corps will award a Certificate of Appreciation to the National Association of Broadcasters. Recordings of the ceremony will also be released to NAB member stations on August 7 for broadcast over local facilities. Quotations from this transcript may be attributed to the recording as of that release date.

The Association will likewise telegraph a story of the ceremony to its members on August 7th.

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 ::: SCISSORS AND PASTE :::
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To Bar Religious Quackery On The Air

Fred Eastman, Professor of Biography and Drama in the University of Chicago's Federated Theological Faculty, said in Chicago that representatives of Protestant, Catholic and Jewish groups were organizing with the major air networks to prevent "quackery" in religious radio programs.

He told the Pastor's Institute and Educational Conference that the organization would call for financial responsibility and public accounting of funds.

"Ministers must take interest in the excessive commercialism of radio", he said, "for too many of the religious programs are conducted on a commercial basis."

He estimated that \$200,000,000 had been contributed in 1943 by listeners to religious programs which asked for donations. One such program, he declared, paid more than \$1,500,000 for its radio time in 1943 and several others paid sums ranging from \$200,000 to \$500,000.

- (Associated Press)

Urges Expanded Police Radio For Postwar Crime

Police departments should build their personnel carefully, expand their radio communications and prepare for such innovations as the use of television for the identification of prisoners and detection of crime, he declared. - (Edward J. Hickey, Connecticut State Police Commissioner addressing the New York State Association of Chiefs of Police)

Claims Dewey Will Favor Press

Governor Dewey appreciates the power of the printed word. Although he will use radio at considerable cost, and it is anticipated that his pleasant baritone voice will win him votes, a decision has already been reached to rely more on printed matter than upon recorded radio transcriptions during the course of the campaign. Whether newspaper advertising will be employed depends upon the size of the fund raised by the Republican National Committee. Mr. Dewey believes in the value of newspaper advertising. - (Editor & Publisher)

"There is no date set when the war contracts as such will end. We know that time is coming, and we urge manufacturers to appoint an officer or committee to make plans for plant changes in that event. But right now your job is to continue full production on the war contracts." - (Col. William M. Mack, Chief of the Procurement Division in the Office of the Chief Signal Officer of the Army.)

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FIRST ANNUAL TELEVISION BROADCASTERS CONFERENCE DEC. 7

The first annual conference of the Television Broadcasters' Association, Inc., will take place in New York City on Thursday and Friday, December 7 and 8, 1944.

O. B. Hanson, Vice President and Chief Engineer of the National Broadcasting Company and a Director of TBA, has been named Chairman of the Conference Committee. Jack R. Poppele, Secretary and Chief Engineer of WOR will be conference coordinator, and Will Baltin, Secretary-Treasurer of TBA is in charge of press and public relations for the event.

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GENE THOMAS CELEBRATES TENTH YEAR AS WOR SALES MANAGER

Ordinarily July 31st is just the end of a quarter to Eugene S. Thomas, WOR Sales Manager, but July 31st this year marked Gene's tenth year with the station.

Back in 1934 he joined WOR as a member of the sales promotion staff, and a year later he was named Manager of that Department. In 1937 he was appointed to the position of Sales Manager, and two years ago added the duties of Secretary of the Executive Committee to his schedule.

Mr. Thomas is particularly pleased that on the day of his tenth anniversary WOR sales for the three months just ended doubled sales of any quarter-year period during his first years as Sales Manager.

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PRESS AND RADIO URGED TO TIGHTEN NEWS CONTROL

Byron Price, Director of Censorship, calls for continuing and increasing help of the radio and the press in protecting vital information. Mr. Price reminded that "hard fighting lies ahead" and that security is essential "so long as the lives of our fighting men are in danger." The highest military authorities, he said, have recognized and stated that the alertness and cooperation of news agencies, newspapers and radio "contributed greatly to the security which was so vital to the success of landing in France."

"What we must protect at all hazards", Mr. Price said, "is information of the time, place and method of attack, sequence of operations the strength of attacking forces and their technical make-up and equipment."

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ACTION AND APPLICATIONS RECEIVED BY THE FCC

The Commission en banc took the following action:

WHOM, WBAC, Joseph Lang, Margaret Harron and Helen R. Lang (transferors), Iowa Broadcasting Co. (transferee), New Jersey Broadcasting Corp. (Licensee) Jersey City, N.J., granted voluntary transfer of control of New Jersey Broadcasting Corp., licensee of Station WHOM and relay station WBAC, by transfer of 2,500 shares or 100 percent, of issued and outstanding capital stock from Paul F. Harron, Joseph Lang, Margaret Harron and Helen R. Lang to Iowa Broadcasting Company for a consideration of approximately \$403,528.63 (Commissioner Durr dissented); KSO, Iowa Broadcasting Co. (assignor) Kingsley H. Murphy (assignee) Des Moines, Iowa, granted consent to voluntary assignment of license of Station KSO from Iowa Broadcasting Co. to Kingsley H. Murphy, for total consideration of \$275,000.

Also, WOWO, Westinghouse Radio Stations, Inc., Fort Wayne, Indiana, granted extension of license of Station WOWO to Sept. 30, 1944, pending examination and determination of the application for assignment of the license of Station WGL from Westinghouse Radio Stations, Inc., to Farnsworth Television and Radio Corporation; WMT, Iowa Broadcasting Co., Cedar Rapids, Iowa, adopted Order denying petition for rehearing filed by Iowa Broadcasting Co. (WMT), directed against the action of the Commission June 14, 1944, granting the application of Jamestown Broadcasting Co. Inc. (KSJB), Jamestown, N. Dak. for modification of license.

Applications Received

WLIB, Brooklyn, N. Y., applied for voluntary assignment of license to Dorothy Schiff Thackery, owner and publisher of New York Evening Post for \$250,000 cash; WTAD, Illinois Broadcasting Corp., Quincy, Ill., transfer of control of licensee corporation from W. Emery Lancaster to Lee Broadcasting, Inc. (930 kc) and also voluntary assignment of license to Lee Broadcasting, Inc. (930 kc); Altoona Broadcasting Co., Altoona, Penna., construction permit for a new Standard Broadcast Station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation; Potomac Broadcasting Corp., Alexandria, Va., construction permit for a new Standard Broadcast Station to be operated on 730 kc., power of 250 watts and daytime hours of operation, amended re change type of transmitter, changes in corporate structure and specify a studio site.; Scranton Broadcasters, Inc., Scranton, Pa., construction permit for a new high frequency (FM) broadcast station to be operated on 48,100 kc., with coverage of 19,557 square miles.

Also, Missouri Broadcasting Corp., St. Louis, Mo., construction permit for a new high frequency (FM) broadcast station to be operated on 45,100 kc., with coverage of 13,200 sq. miles; Capital City Broadcasting Co., Des Moines, Iowa., construction permit, for a new Standard Broadcast Station to be operated on 1600 kc., power of 250 watts and unlimited hours of operation; Shelbyville Radio, Inc., Shelbyville, Indiana, construction permit for a new High Frequency (FM) Broadcast Station to be operated on 46,100 kc., with coverage of 3,730 square miles; KEX, Oregonian Publishing Co., Portland, Oregon, voluntary assignment of license to Westinghouse Radio Stations, Inc. (1190kc)

Also, Joe L. Smith, Jr., Charleston, W. Va., construction permit for a new Standard Broadcast Station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation; WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., construction permit for reinstatement of application which expired for increase in power from 100 watts to 250 watts and changes in transmitting equipment (1340 kc.); The Reporter Broadcasting Co., Abilene, Texas, construction permit for a new High Frequency (FM) Broadcast station to be operated on 45,700 kc., with coverage of 6,936 sq. miles; National Broadcasting Co., Inc., Los Angeles, Calif., application for construction permit for a new commercial television broadcast station to be operated on Channel #3 (6600-72000 kc) amended to specify a transmitter site on Mt. Wilson, Calif. and to specify an ESR of 1400; Nevada Broadcasting Co., Las Vegas, Nevada, construction permit for a new High Frequency (FM) Broadcast station to be operated on 49,500 kc. with coverage of 560 sq. miles.

Also, James Broadcasting Co., Inc., Jamestown, New York, construction permit for a new high frequency (FM) broadcast station to be operated on 46,100 kc. with coverage of 10,352 sq. miles; National Broadcasting Co., Inc., Chicago, Ill., construction permit for a new Commercial Television broadcast station to be operated on Channel #1 (50000-56000 kc.) amended to specify ESR as 2380; Consolidated Broadcasting Corp., Ltd., Los Angeles, Calif., construction permit for a new commercial television broadcast station to be operated on Channel #7 (102000-108000 kc.)

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WALLACE GOES BERSERK ON "EVIL CONTROLLED PRESS AND RADIO"

Speaking at the Iowa Democratic State Platform Convention in Des Moines, following his defeat at Chicago, Vice-President Wallace declared that a segment of the press and radio "controlled by evil monetary interests continually fans every flame of prejudice which will maintain hatred between the farmer and worker" and added that "the problem is to do something effective about it."

To this the New York Times, leading Democratic newspaper, retorted:

"Vice President Wallace's speech at Des Moines merely confirms the conclusion of the Democrats at Chicago that his renomination would have been too great a liability for the national ticket to carry. He properly advised the Democrats of Iowa to 'conduct the campaign on a high plane'. But such statements as 'The money behind the Republican press and radio subtly spreads its poison every day', which immediately followed, hardly seemed the best illustrative example of this advice. Least excusable of all was Mr. Wallace's statement that 'a Dewey victory, no matter how estimable Mr. Dewey himself may be personally, will inevitably give hope to the wrong elements in Germany and Japan.'

"Four years ago, when Mr. Willkie was the Republican candidate for the presidency, Mr. Wallace as the Democratic candidate for the Vice Presidency put forward precisely the same argument, and in a much more outspoken form. 'I want to emphasize', he then said, 'that replacement of Mr. Roosevelt, even if it were by the most patriotic leadership that could be found, would cause Hitler to rejoice. * * * I do not believe the American people will turn their backs to the man that Hitler wants to see defeated.'

If this said anything, it said that a vote for the Republican candidate was a vot for Hitler. This type of argument can endanger our national unity and do great harm abroad. Few things could do more to lower the level of the campaign, certainly, than its revival at this time."

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STANDARDIZING ARMY-NAVY COMMUNICATIONS SPECIFICATIONS

Within recent weeks impressive progress has been made in standardizing Army and Navy specifications for many items of communication equipment. Reports to Major Gen. H. C. Ingles, Chief Signal Officer, indicate that over fifteen hundred qualification approvals have been coordinated between the Signal Corps and the Bureau of Ships

Two new agencies have been handling this standardization. The first is the Signal Corps Standards Agency which was organized pursuant to a joint agreement between Lt. Gen. Brehon Somervell, Commanding General, ASF, U.S. Army, and Vice Admiral Robinson OP & M., U.S. Navy. The Bureau of Ships installed permanent representatives to cooperate with this new agency, but this form of cooperation has been supplemented by a second organization called Army-Navy Electronics Standard Agency. Both are at Red Bank, New Jersey.

Standard specifications covering the major components and materials of communication equipment have been prepared and approved for joint procurement and already very substantial savings, both of time and money, have been effected. In each instance only one agency makes the qualification tests and forwards data to other interested agencies as a basis for approvals. In the case of plastics, for instance, this is done by the Bureau of Ships, and in the case of dry batteries it is done by the Signal Corps. Specifications on these and other materials are being processed as Joint Army-Navy Standards and will be used by all of the Services of the Army and all of the Bureaus of the Navy. Joint inspection of equipment and coordination of waivers are similarly replacing the duplication of former days.

In certain instances, as in the case of vacuum tubes and of R-F cables, the routine procedures of the Signal Corps Standards Agency and ANESA have been found insufficient, and special groups or subcommittees have been set up with responsibility for handling the special problems involved, but so far as is possible the aim is to simplify rather than to elaborate administrations.

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: : : TRADE NOTES : : :
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The Globe-Democrat Publishing Co., St. Louis, Mo., has applied for a construction permit for a new Commercial Television Broadcast Station to be operated on Channel #1 (50000-56000 kilocycles)

Crosley Radio Corp., of Cincinnati, net for the first half of 1944 was \$2,556,288 or \$4.68 a share, compared with \$2,654,135 or \$4.86 a year ago.

The Harvey Radio Company has purchased the three-story building at 106 West 45th St., just off Sixth Avenue in New York City.

The War Production Board, moving gradually toward the re-conversion of war industry to the production of essential civilian goods, has drawn up a list of seventy-one wartime restriction orders which may be relaxed on Aug. 15, when regional WPB offices are empowered to authorize civilian production on the basis of local supplies of manpower and materials.

Among the seventy-one orders listed for possible relaxation are: Radio and Radar L-151, domestic watt-hour meters; L-21-a, automatic phonographs, and aluminum M-1-i and Magnesium, M-2-b.

The NBC has issued a handsome book printed in gold and white titled "G.I." as a record and historical memento of the Army Hour. There is a foreword by Maj. Gen. Alexander D. Surles, Director of the Bureau of Public Relations of the War Department and an introductory letter by Niles Trammell, President of NBC.

On the cover is an embossed gold seal of the United States. The book is dedicated to the American Soldier.

A new telephone switching unit of amazing lightness and compactness makes it possible for Army communications men to set up emergency field switchboards in place of the bulky switchboards hitherto required. The Adapter Plug U-4/GT, as the unit is called, may be used together, along with a field telephone for the operator's set, provide a workable switchboard substitute which may be set up rapidly on a branch of a tree or any support that presents itself.

Religious programs will be unacceptable for sponsorship on WMAZ, Macon, Ga., beginning September 1, 1944, according to announcement by Manager Wilton E. Cobb. The move will involve cancellation of \$8,160 in business. Since the first of the year the station has refused an additional \$30,836 in religious broadcasting.

In lieu of the present religious programs WMAZ will schedule The Church of the Air at 9 A.M. and 12 Noon on Sundays.

Because sharply increased military requirements for dry cell batteries are expected to make their greatest inroads upon the supply available for civilians during the next three months, the Office of Civilian Requirements of the War Production Board urged users of vacuum tube hearing aids to conserve their "B" batteries in every way possible. Dry cell batteries are used in radio communication and many other ways.

m. k. 4
Dale

HEINL RADIO BUSINESS LETTER

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August 9, 1944.

CHICAGO ANNOUNCER DEMANDS EXCEED LITTLE STEEL FORMULA

Class B stations in Chicago called upon to meet an increase in staff announcers' salaries, claim that the demands of the American Federation of Radio Artists go far beyond the Little Steel formula. Since last January it is claimed the announcers employed by the stations involved have had enormous increases since January in straight time hourly earnings as follows:

<u>Station</u>	<u>Increase</u>
WJJD	31.5%
WIND	31. %
WSBC, WGES, WAIT	147. %
WAAF	42.8%

The case is now awaiting a decision from the War Labor Board in Region VI in Chicago. There follows the general arguments presented to the WLB in a brief by the Class B stations urging that the AFRA demands be rejected:

- I. The Issue and the Parties
- II. The Inflationary Character of the Union's Demands. The Demands Go Far Beyond the Little Steel Formula. Apart from the Magnitude of the Demands Themselves, the Principle of "Pay Within Pay" Has Very Serious Inflationary Implications.
- III. The Union's Claim that the Principle of "Pay Within Pay" Must be Recognized in Order to Eliminate an Inequality is Unsound.
 - A. The Inequality Concept Applies to Rates or to Earnings in Dollars Not to the Method of Payment. The Inequality Concept Has Never Been Used to Change a Method of Payment.
 - B. A Claim of Inequality Cannot be Based Upon a Comparison of Secondary and Major Stations. They Are Not Comparable Units.
 - C. The Services Performed by the Announcers on the Secondary Stations are Vastly Different From Those Performed by the Announcers on the Network Stations.
- IV. Serious Inter-Plant Inequalities Would Result from Recognition of the Principle. The Earnings of Secondary Announcers Would Approach or Exceed the Compensation of Major Station Announcers.

- V. The Recognition of the Principle Would Create Serious Intra-Plant Inequalities and Maladjustments
- VI. The "Pay Within Pay" Principle is An Unacceptable Principle to the Employers and, as Applied to Secondary Stations, Will Result in Interminable Controversy and Problems of Administration.
- VII. The Board Lacks Jurisdiction to Compel an Employer to Adopt a Particular Method of Compensating His Employees.

Some of the specific arguments presented are:

"We wish to emphasize the inflationary significance of the principle which the Union here is seeking to apply. The Union has recognized that it could not, in view of the wage stabilization programs, obtain the wage raises they desire in the form of a direct increase in staff salaries. They are, therefore, seeking indirect increases far beyond any that the Little Steel Formula would directly permit. The technique is in a sense a subtle one. They seek to divide the nature of the services performed by the employees into two parts (although the distinction has never existed insofar as these employees are concerned) - (a) staff sustaining duties for which the announcers should receive their regular salaries, augmented by a direct 10% increase (such regular salaries being given the novel title by the union of 'staff sustaining salaries' - a phrase never used or recognized before); and (b) commercial duties which they perform for advertisers, for which the Union demands a scale of commercial fees. Through this division of their functions, they seek to obtain aggregate increases far beyond anything they could directly get under the Little Steel Formula. The same sort of a division, it should be noted, could be created for any employee in any industry. It would be possible to divide the function of any employee, not only of radio stations but of any other industry as well, into similar component parts and to compensate him at his regular salary for one-half of his functions and give him compensation in another form for the other half of his functions. The Union bases the distinction on the theory that the announcer's services on commercial programs are of benefit to the advertiser. The distinction in the functions of an employee is, of course, economic nonsense."

"The nature of the work performed by the announcers in broadcasting local commercial programs on the major network stations in Chicago is entirely different from that of the staff announcers of the secondary or non-network stations."

"A witness Bobbie Brown of CBS explained that the whole routine of network shows goes on with respect to local shows on the network stations. The announcers are competitively auditioned; they very carefully rehearse.

"On the secondary stations, however, no rehearsal time is used. The announcer is simply furnished a book of commercial copy and reads it in sequence during his staff stretch. He does not rehearse or participate in rehearsals. He is not as skilled as the announcer who appears on the network station."

"The application of the 'pay within pay' principle to announcers would lead ultimately to demands for the extension of it to technicians, musicians, sound-effects men, production men and other classes of radio employees. The cumulative effect will be that the small broadcasting company would be reduced from an integrated, independent communications medium to a mere concessionaire, with many little businesses and private contractors using its facilities for their own personal business ventures. The principle will lead to interminable conflict over questions of administration, depending upon arbitration to settle differences as to a matter so basic as the compensation of employees. If the Board would compel the employers to adopt a principle which is so unacceptable to them, it would in effect, be acting as a compulsory arbitration tribunal. On the merits of this case, we do not think that the War Labor Board should or would compel recognition of the principle."

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U. S. PARLEY FORESHADOWS CHANGES IN WORLD RADIO SET-UP

The general telecommunications conference called by the State Department Friday and Saturday of this week, August 11th and 12th, to discuss international frequency allocations, is expected to be the forerunner of a new world-wide postwar radio setup.

The discussions will revolve primarily around possible revision of the International Tele-Communications Convention of 1932 and the International Radio Regulations of 1938, as well as a proposed revision of the frequency spectrum.

"It is the hope of the department", the State Department announcement said, "that proposals will also be submitted by members of industry and by other United States Government agencies looking toward the most complete collaboration between Government and industry and toward appropriate international conferences, so that the plans ultimately worked out will be in the best interest of all the public and private American agencies involved."

Measures to make specified wave-length bands available for aviation-ground communications, navigation aids and other technical uses are under study by American officials. One measure recommended by the Inter-Departmental Radio Advisory Committee is elimination of all direct international short-wave broadcasting of entertaining or informational nature.

As a substitute, the Committee suggested that the type of programs now put on international short-wave broadcasts be sent either by short-wave relay or by cable or other means of relay to domestic stations broadcasting over the world.

Elements in radio which make the old assignment of wave lengths out of date, it was said, were the rise of television and the development of the "frequency modulation" broadcasting. Both

of these require special wave-length assignments in competition with such customary uses of radio as airplane-to-ground communications, which are expected to be greatly expanded by the development of aviation.

Of the forthcoming conference, the Washington Post says:

"Apparently the first problem that will have to be faced is whether the American companies now competing in the field of international communications should be merged into one big regulated monopoly. The arguments made by Mr. Fly and others for that course are persuasive. While competition has some advantages even in fields of natural monopoly, these seem to be offset by the increased efficiency, economy and bargaining power that a merger would probably give. * * *

"Merger of all the companies operating in this field would assure maintenance of cables and their alternative use with an even distribution of the costs. Shifting of part of the load to cables would also relieve that over-crowded portion of the radio spectrum used for long-distance communications. Finally, it has been pointed out that a unified system could much more easily absorb that part of our vast military communications system that may be commercially useful. The Army now has the largest wire and radio system ever developed.

"Probably the strongest argument for combining all our international communications facilities under one management is that it would tend to put the United States on an equal footing with other nations, notably Great Britain, in this field. Comparatively weak American companies are no match for powerful monopolies operating abroad. Consequently Americans often pay discriminatory rates."

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E. ANTHONY & SONS APPLY FOR PROVIDENCE TELE STATION

E. Anthony & Sons, licensees of Station WNBH at New Bedford, Mass., and WOCB at West Yarmouth, have applied for a construction permit for a new commercial television station at Providence, R.I. to be operated on Channel #10 (186,000-192,000 kilocycles).

Also indicating their interest in FM, the Anthony Company last week applied for a new FM station to be located at Mt. Asnebumskit, Paxton, Mass., on a frequency of 43,400 kc. An FM application they made for the New Bedford area has likewise been reinstated.

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BOB KINTNER NEW BLUE V-P; BLUE OFFICIALS GE TELE GUESTS

Robert E. Kintner, former Washington correspondent, is the latest to join the broadcasting ranks. As Vice-President of the Blue Network, Mr. Kintner will act in a supervisory capacity over the general public service and public relations activities of the network.

Eighteen of the leading executives of the Blue Network, including E. J. Noble, Chairman of the Board and Mark Woods, the President, and five officials of Time magazine, headed by President Roy Larsen, were guests of General Electric on a two days' visit in Schenectady to see and hear television and FM last week.

Now a Lieutenant Colonel in the Army of the United States, Mr. Kintner was with the War Department Bureau of Public Relations. He was recently given a medical discharge and will revert to inactive status before joining the Blue Network.

"We feel that the Blue Network is fortunate to obtain the services and counsel of a newspaperman and writer of such wide and varied experience", Mr. Noble said. "We believe that broadcasting carries with it certain obligations to the public and to the government under which it operates.

"As Vice-President, Mr. Kintner will work in close cooperation with all departments of the Company, and in particular will be associated with the departments charged with publicity, promotion and programming. While his duties of necessity will call for studies and visits to all sections of the country, his office and headquarters will be in New York."

On active duty with the Army of the United States since July 28, 1941, Mr. Kintner, before being commissioned was co-author with Joseph Alsop of a national syndicated Washington newspaper column. He was graduated from Swarthmore College in 1931, and, before forming his association with Mr. Alsop, was a financial reporter and Washington correspondent for the New York Herald-Tribune. In addition to writing their daily column, Messrs. Alsop and Kintner were authors of numerous articles in national magazines, and of several books, among which was "American White Paper", considered an authority in its field and long a best seller.

The studios of WRGB, the General Electric television studio, was turned over to the Blue Net visitors exclusively while the regular program was given last Friday night. Following the studio presentation, short talks on the programming of television were given by Vice President Robert S. Peare and on television equipment by Vice President W. R. G. Baker.

Acting as host to the party was Owen D. Young, Chairman of the General Electric Board of Directors, along with Mr. Peare and Dr. Baker.

The Blue Network delegation consisted, in addition to Mr. Noble and Mr. Woods, of Edgar Kobak, Executive Vice-President; Chester La Roche, Chairman of the Executive Committee; Phillips Carlin, Vice-President in Charge of Programs; E. R. Borroff, Vice-President in Charge of the Chicago Division; Keith Kiggins, Vice-President in Charge of Stations; Robert Swezey, Legal Counsel and Secretary; Charles E. Rynd, Treasurer and Assistant Secretary, and others.

From General Electric, in addition to Mr. Young, Mr. Peare and Dr. Baker, were Paul L. Chamberlain, Manager of Sales, Transmitter Division of the Electronics Department; W. R. David, Sales Manager of Broadcast Equipment; J. D. McLean, Television Equipment Sales in the Transmitter Division; W. J. Purcell, Engineer in Charge of Broadcast Operations; R. L. Gibson, Assistant to Mr. Peare, and C. D. Wagoner of the News Bureau.

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DURR, FCC CHAIRMAN, MAYBE, BUT NOT A.D. (AFTER DEWEY)

The mention of Commissioner C. J. Durr, of Alabama, a left-wing New Dealer, as successor to Chairman James L. Fly if the latter resigns from the Federal Communications Commission, apparently hasn't made much of a hit with the broadcasting and communications industries.

The general opinion seemed to be that Mr. Durr, who is a brother-in-law of Justice Hugo Black of the Supreme Court, was too much like Mr. Fly in his views.

Also, if Commissioner Durr should be elevated to the Chairmanship, someone commented, "he wouldn't remain there long A.D. (After Dewey) if Dewey were elected. If, as seems apparent, the Administration is trying to get rid of Fly, there doesn't seem to be much of a point in replacing him by Durr."

Mrs. Clifford Durr, the wife of the Commissioner, is Vice Chairman of the National Committee to Abolish the Poll Tax in Virginia, and her name has been listed as a member of the National Citizens Political Action Committee (CIO).

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Lieut. Col. T.G.B. Morriss, 58 years old, U.S. Army Air Corps, retired, said to be the first man to transmit a radio message from an airplane, died in his hotel suite last Friday in Hollywood of a heart attack.

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WINTERBOTTOM POSTHUMOUSLY AWARDED ARMY CERTIFICATE

Cited for "services of immense value" to the United States Army Signal Corps, in his position as Vice President and General Manager of R. C. A. Communications, Inc., William A. Winterbottom, who died on July 8th, was last week posthumously awarded the Signal Corps' Certificate of Appreciation.

The presentation was made at the RCAC offices in New York City, by Col. Jay D. B. Lattin, Signal Officer of the Second Service Command, to Mr. Winterbottom's son, Arthur W. Winterbottom, Manager of the Plant Valuation Division of R. C. A. Communications.

Gen. J. G. Harbord, Chairman of the Board of the Radio Corporation of America, paid tribute to Mr. Winterbottom in the August issue of Relay, R. C. A. Communications magazine of which Ray Hutchens is editor. In fact, almost the entire issue was dedicated to Mr. Winterbottom. On the cover was a photograph of the flag at RCAC's main office in New York at half mast. Among the other pictures was one taken back in 1933 when Marconi made his last trip to the United States with Senatore Marconi, Mr. Winterbottom and Mr. Sarnoff in the center of a group of RCA officials.

There was also a greeting which Orrin E. Dunlap, Jr., RCA Director of Advertising and Publicity sent to Mr. Winterbottom upon completion of thirty years' service which read in part:

"If anyone wins an orchid on this June 1st, in the year of 1944, he is William Arthur Winterbottom. To you thirty years in wireless must seem but a flash - high speed, of course!

"As we look back, we see how the "W" in Winterbottom and the "W" in Wireless stand for the same things, 'world-wide waves', 'wisdom', 'winsome', and 'words', of course, for you have keyed millions of them into the air and copied millions of them from space.

"Certainly that magnetic compass that adorns your watch chain is but a decoration for you need no direction-finder or radar to find your way around the realm of wireless. You know it from A to Z. That is your reputation in communication circles and in the newspaper field, where sincere respect for your judgment and good common sense has always been on high. To return to the "W", you have worn well with the years; you have won the esteem of radiomen, and as one who has had the pleasure of knowing you since around 1922, it is a joy to salute you on this 30th Anniversary and to wish you many, many more happy years in wireless.

"With best 73's to "WAW - Winterbottom-And-Wireless."

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RADIO MANUFACTURERS COMMITTEES FOR WAR AND POST-WAR

R. C. Cosgrove, of the Crosley Radio Corporation of Cincinnati, President of the Radio Manufacturers' Association, has appointed committees for the forthcoming year to deal with postwar as well as war conditions.

Among the major committees are the Industry Reconversion Committee headed by A. S. Wells of Chicago, and the Contract Terminations Committee, headed by E. E. Lewis, of Camden, New Jersey. The Industry Reconversion Committee has overall jurisdiction of industry reconversion problems, including development of government agencies' civilian reconversion plans; disposal of surplus materials; and product planning. The Contract Terminations Committee is now engaged with the Signal Corps, Navy and other government agencies.

New committees for new projects include the School Sound Systems Committee, to develop specifications and promote public address equipment in schools and similar institutions, and the Radio Technical Planning Board Television Reporting Committee. The latter will review the forthcoming report of RTPB Television Panel No. 6.

The Advertising Committee in charge of RMA publicity which is continued under the Chairmanship of John Garceau of Fort Wayne, is holding a meeting in Philadelphia today (Wednesday).

The Committee will be the guests of the Philco Corporation, under its plan of visiting various plants of RMA companies when possible, and following a Spring meeting at the Crosley Corporation plant in Cincinnati. At today's meeting the Committee will view Philco television.

Arrangements to appoint OPA Industry Advisory Committees, composed of manufacturers of radio sets and radio parts, are nearing completion. There already is an OPA Industry Advisory Committee of tube manufacturers.

The two new RMA Set and Parts Committees will assist OPA in formulating new price schedules for radios and parts for use when civilian production is resumed, involving revision of OPA schedules #83 and #84.

Conferences by officials of the Defense Supplies Corporation with industry groups and RMA committees are continuing on plans for disposal of surplus radio and other communication equipment.

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Among factories slowed down on war production during the Philadelphia transportation strike were Philco and RCA Manufacturing Company at Camden.

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ABRAMS EXPECTS POSTWAR RADIO TO JUMP TO \$3,000,000,000

Predicting that the post-war demand for radios and allied products would result in the expansion of the industry's volume from \$350,000,000 a year before the war to \$3,000,000,000 annually, Benjamin Abrams, President of the Emerson Radio and Phonograph Corporation in New York, declared that the industry would be in an excellent position to employ a "substantial share of the service men who will be returning home soon."

Mr. Abrams declared that the radio industry should employ as many men from the Army Signal Corps as possible because of the valuable experience these men had during the war.

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FCC LISTS 158 RADIOTELEPHONE OPERATORS NOW AVAILABLE

The Federal Communications Commission Saturday released List No. 4 containing the names, addresses and other information concerning 158 holders of first- and second-class radiotelephone licenses who have indicated availability for employment since the release of List No. 3 last month. Both lists, which total 758 names, are being made available wherever needed to alleviate the current shortage of radio operators and technicians in the communications industry.

All persons using List No. 3 or List No. 4 are cautioned that the Commission does not certify as to the experience or availability of any person listed, but merely sets forth the information as received. Users of the list are also advised to consider the applicable orders and regulations of the War Manpower Commission and the National War Labor Board.

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"FREE SPEECH SAME WHETHER BY RADIO OR PRESS" - RYAN

Noting the anniversary of freedom of the press last Friday, Harold Ryan, President of the National Association of Broadcasters, issued the following statement:

"On this day, August 4, in the year 1735, freedom of the press was established when John Peter Zenger, publisher, was tried and acquitted of libel on a charge of criticizing the government. Antedating by many years the Constitution of the United States, free speech was recognized as a principle of liberty. That same principle persists today, whether it be in the conduct of the press or the radio or of any other medium of public contact. If definitive terms are needed, to specify each and every medium of public information, then let us write them into the law of the land and keep on writing them as new forms of mass communication are created, so that the principle of free speech may never be attacked or even questioned."

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CBS PRESENTS D-DAY BROADCASTS TO NATIONAL ARCHIVES

Transcriptions of nearly 16 hours of news programs broadcast by CBS on D-Day, contained in 67 - 16-inch recordings, have been placed in the National Archives of the United States in Washington, D. C. Presented for Paul W. Kesten, CBS Executive Vice President, on behalf of Columbia, by Earl H. Gammons, Director of CBS' Washington office, the recordings were accepted by Dr. Solon J. Buck, Archivist, and Capt. John G. Bradley, Chief of the Division of Motion Pictures and Sound Recordings.

Included in the D-Day transcriptions are eye-witness reports from landing craft, from bombers, and from beaches; and the voices of General Eisenhower, King Haakon of Norway, and the Prime Ministers of Belgium and The Netherlands.

Accompanying the recordings was a letter from Mr. Kesten, saying in part, "This, of course, is a different kind of recorded history than students of prior generations have had passed on to them, since it is preserved in the medium of the spoken rather than the printed word In finding room for this second presentation, we hope you will be able to reserve space for a third so that happier Americans may in better days hear how peace returned to the world."

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SYLVANIA INDUSTRIALISTS HOST; DISCUSS POST-WAR PLANS

Sylvania Electric Products, Inc., played host to twenty industrialists at Emporium, Pennsylvania, home of the original radio tube plant. The group, known as the Extrapolators, was organized by Mr. J. M. Bickel of the Carrier Corporation in 1942 for the purpose of discussing mutual post-war problems and their companies' post-war plans. Having benefit of each other's ideas has made it possible for this group to plan far more intelligently for the post-war period.

Subsequent meetings have been held at the Studebaker Corporation in South Bend, Indiana; the National Cash Register Company in Dayton, Ohio; and the American Rolling Mills in Middletown, Ohio.

Those who were present were: J. M. Bickel of the Carrier Corporation, J. K. Owen and George Rauch of National Cash Register Co., Harry B. Marsh of Perfect Circle Company, David R. Osborne of Studebaker Corp., Colman O'Shaughnessy of The Stanley Works, C. F. Graesser of Monsanto Chemical Company, Dr. S. Morris Livingston of the U. S. Department of Commerce, R. A. Dadisman of American Rolling Mills, F. H. Gilliland of the Hoover Company, Lyman H. Hill of Serval, Inc., Prof. Albert Haring of Indiana University, Herbert Metz of Graybar Electric Company, William C. Gordon of Curtis Publishing Company, Odin Thomas, Council for Market Development, Ray P.

Winberg of Revere Copper and Brass Company, and Stanley A. Holme of General Electric Company.

While in Emporium, the group made their headquarters at the Sylvania Club. Those representing Sylvania at the gathering were Don G. Mitchell, Paul S. Ellison and G. R. Holden.

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WM. H. BARSBY NEW R.C.A. COMMUNICATIONS TRAFFIC MANAGER

William H. Barsby, associated for more than thirty years with the radio and international communications industry, has been appointed Traffic Manager of R.C.A. Communications, Inc., succeeding John B. Rostron, who died on June 12. Mr. Barsby served as Assistant Traffic Manager since 1929.

Before joining the Marconi Wireless and Telegraph Company of America in 1914, Mr. Barsby was employed by the British Post Office and the Commercial Cable Company. He was assigned to the Pacific Coast office of Marconi, and had the distinction of dispatching and receiving the first commercial radiograms between the United States and Japan.

Mr. Barsby served in the United States Navy during World War I, assisting in the organization of the Navy's first centralized communications office in Washington, D. C. In the Fall of 1918, he picked up from the big enemy station at Nauen, Germany, the first request for an armistice. He was delegated by his commanding officer to deliver the message personally to the White House.

Mr. Barsby was Superintendent of the Belmar station of the Radio Corporation of America from 1919 to 1921. With the formation of R.C.A. Communications in 1929, he became Assistant Traffic Manager.

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B U L L E T I N

THE WAR LABOR BOARD ANNOUNCED LATE THIS AFTERNOON THAT IT HAD SUMMONED JAMES C. PETRILLO, PRESIDENT OF THE AMERICAN FEDERATION OF MUSICIANS, TO A HEARING IN WASHINGTON NEXT THURSDAY, AUGUST 17, FOR A SHOW-DOWN IN IGNORING THE WPB STRIKE ORDER IN THE CASE OF STATION KSTP IN ST. PAUL.

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 ::: SCISSORS AND PASTE :::
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CIO Auto Workers Put FCC On The Spot

The Federal Communications Commission is usually in hot water with the big broadcasters but the latest sizzler was touched off by the CIO's United Automobile Workers. They want the FCC to take away the license of Station WHKC, Columbus, Ohio.

The Commission has never taken away a radio license in its 10 years of existence. Its predecessor, the Federal Radio Commission, took away only three - and those because the stations were owned by quacks.

The auto workers, however, claim that WHKC has suppressed freedom of speech by censoring a script by UAW official Richard T. Frankenstein. As part of its brief to the FCC, UAW inclosed portions of broadcasts by Fulton Lewis, Jr., and Boake Carter, heard over WHKC, which dealt with the same subjects that were cut from Frankenstein's script. Lewis and Carter took an anti-labor viewpoint and were not censored.

Labor is also plenty het up over NBC's recent cancellation of the Labor for Victory program because the network considers anything CIO does to be "political" in an election year.

Even more disturbing to the networks is the pressure drive by the National Association of Manufacturers to force a series of 13 quarter-hour transcriptions in the Nation's 900 radio stations. The series is called "Business Men, Look to the Future", and NAM is asking free time for these programs.

The letter sent to all broadcasters asking for free time states that local businessmen will be informed of the degree of cooperation received from each station.

On the letterheads are featured the names of Alfred P. Sloan, Jr., and James S. Adams. Sloan is Chairman of General Motors, which bought \$835,884 worth of radio time last year; also a Director of E. I. du Pont de Nemours, which spent \$608,400 for radio time. Adams is President of Standard Brands, Inc., which spent \$2,168,422 for radio time last year. No wonder the networks are jittery.

- (Drew Pearson)

Marshall Field Reported In Buying Food

Sources close to Marshall Field revealed last week that Field plans the purchase of four or five more stations in the immediate future in addition to WSAI, Cincinnati, and WJJD, Chicago. Field, who officially took over WJJD recently is currently dickering with KSL, Salt Lake City, only other station on the 1160 frequency,

for permission to erect a directional transmitter that will enable WJJD to be on the air full time.

- (Variety)

G.O.P. To Go In Strong For Radio

The campaign budget is to be heavily weighted on the side of radio. Herbert Brownell, Jr., Dewey's campaign manager, has assembled for his radio division a group of men and women who are the best in the business.

- (Marquis Childs in the Washington Post.)

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BROADCAST APPLICATIONS RECEIVED BY FCC

Don Lee Broadcasting System, Hollywood, Calif., authority to transmit programs originating in the studios of stations affiliated with Mutual Broadcasting System and/or Don Lee Broadcasting System to Station CKWX, Vancouver, B. C., Canada; WHBC, The Ohio Broadcasting Co., Canton, Ohio, modification of construction permit (for change in frequency, increase in power changes in equipment and directional antenna for night use) for extension of completion date from 8/15/44 to 9/15/44.

Also, WTIC-FM, The Travelers Broadcasting Service Corp., Hartford, Conn., construction permit to change frequency from 45,300 kilocycles to 43,300 kilocycles, change service area from 6,100 square miles to 15,563 square miles, install a new transmitter and antenna; The Trustees of Purdue University, West Lafayette, Ind. construction permit for a new non-commercial educational broadcast station to be operated on 42,700 kilocycles, power of 10 kilowatts; Racine Broadcasting Corp., Racine, Wis., construction permit for a new High Frequency (FM) Broadcast Station to be operated on 49,100 kilocycles with coverage of 2,540 square miles.

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Rep. Luther A. Johnson (D), of Texas, pressing for enactment of his resolution abolishing daylight saving said:

"Long before Congress enacted this law, certain cities throughout the country had daylight saving time by agreement, but it was only for a limited time, usually from May 1 to September 30, when the days were longest and as the days grew shorter the law was repealed. I believe the time has come now when this law should be repealed, and I will not favor its reenactment. I believe if the matter were left to the vote of the American people they would overwhelmingly approve of such action."

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 ::: TRADE NOTES :::
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The Federal Communications Commission has authorized Press Wireless, Inc., to file tariffs, effective on one day's notice, establishing rates for deferred press service between France and three cities in this country - New York, Washington and Los Angeles. To New York, messages will go at 3 cents a word; to Washington, at 3½ cents, and to Los Angeles, at 4 cents.

 A meeting of the WPB Radio Industry Advisory Committee has been called for August 15, by Ray C. Ellis, Director of the Radio and Radar Division. Discussion will center around war production problems plus consideration of an initial "blueprint" for future civilian reconversion. Officials emphasized, however, according to the Radio Manufacturers' Association, that there was no prospect of any civilian production of radio-electronic equipment being authorized until 1945 at the earliest, the time depending upon the progress of the war

 The Pennsylvania Railroad will install its new radio train telephones on two main line four-track divisions covering 245 miles of line between Harrisburg and Pittsburgh. Installation will cost more than one million dollars, the company said, and will enable towermen in wayside towers to talk with train crews moving in their areas for the transmission of instructions, reports and information pertaining to train operations.

 Majestic Radio and Television Corporation - Year to May 31: Net earnings \$201,110, against \$236,678 in previous fiscal year.

 Charging that 30 men control the news and thought of the nation, Morris L. Ernst, New York lawyer said at the American Newspaper Guild convention in Milwaukee:

"Names are unimportant", Mr. Ernst said, "but remember that there are five big movie companies, four radio networks, the syndicate and press association group and the fact that 360 out of 900 radio stations are owned by newspapers."

 Writes Edgar Kobak, Executive V-P of the Blue:

"You would think that doing so many things in ways bigger than we have ever done them before would require more people. You would be right: we have more people. Here are the figures: when we started out, February 1, 1942, we had 407 people: as of July 1, 1944, our payroll totals 769 people. Meantime, we have 138 of our men and women in the Armed Forces of our country."

 Army officers of the Sixth Service Command, Security and Intelligence Division, last week presented the green and gold guidon for "Superior War Plant" protection to Zenith Radio Corporation at its plant in Chicago. Zenith is one of forty war plants in the entire country to receive this honor, which is awarded by the Provost Marshal General's office in Washington for the maintenance of exacting requirements in war plant police and fire protection, marksmanship, anti-sabotage activity and visitor identification.

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No. 1643

73-6382

August 16, 1944.

CONGRESS OPENS FIGHT ON BUREAUCRATS; FLY MAY BE TARGET

Great pressure is being exerted by Representative Louis Ludlow (D), of Indiana, for immediate action on his bill which provides for a non-political Congressional investigation of bureaucracy and unconstitutional trends of government. Already forty members of Congress - 9 Senators and 31 Representatives - have expressed approval of the resolution. Representative Ludlow lost no time after Congress returned from its recent recess addressing a letter to Representative Sabath, Chairman of the all powerful Rules Committee, requesting a hearing on the bill.

Although there has been a tremendous agitation against the bureaucrats - none of whom has been more bitterly assailed than Chairman James L. Fly of the Federal Communications Commission - the Ludlow Resolution (H. Res. 547) is the first definite move that has been made against them and it is believed that the Democrats themselves may try to rush the measure through before election in order to take the teeth out of what will surely be a big campaign issue charging them with allowing Chairman Fly and other heads of the Bureaus to assume so much power. Whether the prospect of such a Congressional investigation as this will speed up the departure of Mr. Fly from the FCC remains to be seen.

A significant thing is that the 40 Senators and Representatives who have indicated their approval of going after the bureaucrats (one-fifteenth of the entire membership of Congress) are about evenly divided between Democrats and Republicans. Unless the Democrats take the bull by the horns and try to get the credit for themselves, the consideration will be more or less non-partisan. The States represented by the forty are Kentucky, Iowa, Missouri, South Dakota, Michigan, Colorado, Arkansas, New Jersey, Kansas, Georgia, Mississippi, Virginia, Idaho, Tennessee, Washington, Florida, Massachusetts, Texas, New York, California, Connecticut, West Virginia, Minnesota and Alabama. These twenty-five States represent a pretty fair cross-section of the country. Also, mind you, the forty members mentioned are just those who have committed themselves in writing. Numerous other members have given the Resolution their oral benediction. Further remember the fact that Representative Ludlow, himself a Jeffersonian Democrat, one of the most popular and hardest working members of the House, will leave no stone unturned to press the Resolution.

Although Mr. Ludlow declares there is not the remotest political purpose back of this Resolution, nevertheless it is agreed that it would be smart politics for the Democrats to beat the Republicans to it by taking the first whack at the bureaucrats before the campaign gets under way.

"It was Mark Twain, I believe, who said that everybody complains about the weather but nobody ever does anything about it", Mr. Ludlow declared recently over the MBS network. "Everybody is complaining these days about bureaucracy but so far nobody has done anything about it. The purpose of the resolution I have introduced is to do something about it."

"Thomas Jefferson, the highest authority on the spirit and purpose of American fundamental institutions, said:

"The government is best that governs the least."

"No one, I believe, who is familiar with governmental trends in America will deny for one moment that domestically ours is now an overly governed country. That condition is likely to continue and grow worse unless effective measures are taken to check the trend. During the 10 years from 1933 to 1942, inclusive, 3,565 Executive Orders having the effect of law were issued and only 4,304 public laws were passed by Congress the branch of our government created by the Constitution to enact the laws of our country. Executive Orders mainly originate in the bureaus and are expressions of bureaucratic minds. They often embody the whims of bureau chiefs. Surely there is something wrong with this picture. The record of Executive Orders shows how strong a hold bureaucracy has on our government.

"I say this without any disposition to criticize. I am not trying to place any blame on anybody. Some of these Executive Orders undoubtedly were necessary in the national interest but the multiplicity of Executive Orders issued in modern times nevertheless suggests a real danger that sometime we may have a government by Executive Order instead of a government by laws."

"If this resolution is adopted, what will happen? The great Committee on the Judiciary, composed on both sides of able and outstanding Americans, will proceed at once in its own way to make a study of bureaucracy and trends of Government which are believed to be inharmonious with our Constitution and our American way of life."

"At the head of that committee is the wise man from Texas, Judge Hatton W. Sumners, who probably knows as much about the genius and spirit of American institutions as any man alive. Judge Sumners is not a stranger to the particular subject covered by this resolution. There is no man in Congress nor in the entire Nation who is more highly qualified to make this investigation than Judge Sumners. Let us call him to take the helm and direct the investigation, in full confidence that he and his committee will bring forth a report of history-making significance. In committing this important task to the Judiciary Committee we may have implicit faith that Judge Sumners and his able associates on both sides of the Committee will conduct an honest to goodness investigation and will not allow the Committee to be used as a political sounding board."

"There is much evidence to show that the seeds of disintegration of our traditional form of government - the precious inheritance of our fathers - are germinating in the bureaus at Washington. The representative of an Indianapolis company was recently told by a bureaucrat in one of the Washington agencies:

"You represent a rich company, but it won't be rich very long, capitalism is doomed in America."

"That is not hearsay. That happened to one of my constituents. We do not know all that is going on in the Washington bureaus toward changing the form and mold of our government. The purpose of this resolution is to find out."

"The parentage of our bureaucracy is not exclusively Democratic or exclusively Republican. Though it has reached the apex of its power in recent times, it has been growing and developing for a quarter of a century. Eighteen years ago Hatton W. Sumners Chairman of the Judiciary Committee, introduced a resolution for an investigation of unconstitutional trends of government very similar to this one and supported it with a powerful appeal in the Well of the House but he could not get anybody interested.

"Twelve years ago when Herbert Hoover was President I wrote a book on the subject entitled 'America Go Bust', in which I described the vast and increasing bureaucratic growth of that era. In that book I said:

"Generally speaking, the Government of today (1932) is composed of a thousand forms of bureaucratic activities that have their roots in common soil. That common soil is the pocketbook of the American taxpayer."

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\$5,300,000 NAVAL RESEARCH AND RADIO LABORATORY PLANNED

Construction of a \$5,300,000 Naval Research Laboratory will start near Washington within the next two weeks, the Navy Department has announced. The laboratory will contain special facilities for radio research and will be built to relieve congestion at the old Naval Research Laboratory at Bellevue, several miles south of the Capital. It was there that Dr. A. Hoyt Taylor and others developed radar.

The Navy's new research laboratory will be erected on a 938-acre site in Montgomery and Prince Georges counties adjacent to Washington and will employ 700 persons.

J. P. Courtney, head of the Real Estate Division, Bureau of Yards and Docks, said negotiations are under way with the 32 property owners involved. He added that a majority of the owners already have agreed to terms proposed by the Division.

Mr. Courtney explained that a condemnation suit was filed August 4 in Federal District Court in Baltimore and that the Navy was given possession of all unoccupied land at that time. An order also was issued giving the Navy possession of occupied property by Tuesday, he said. The site lies along both sides of Paint Branch, east of Hillandale and west of Beltsville. Approximately two-thirds of the land is in Montgomery County and the remainder in Prince Georges County.

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RCA VICTOR TO REEMPLOY 6,000 WAR VETERANS

A comprehensive policy for the re-employment of war veterans - women as well as men - was announced by the RCA Victor Division, Radio Corporation of America, which has approximately 6,000 former employees serving in the armed forces.

A statement of policy was announced by Forrest H. Kirkpatrick, the company's Personnel Administration Director. It includes beneficial arrangements that go well beyond the broad federal laws enacted to protect servicemen's re-employment status. It outlines specific provisions for extensive re-training and upgrading programs, recognition of seniority rights, insurance privileges, rehabilitation programs, and vacation allowances.

Unique in the training program provisions is a "protection of rights" clause for returning veterans who desire and obtain company approval to take special training offered by the government before returning to the company. The policy provides that any veteran who indicates, within forty days of his discharge from military service, his intention to return to RCA after a period of such training may be granted a "leave of absence" up to one year. In some instances this period may be extended beyond the year by mutual agreement of the company and the veteran.

Special consideration will be given handicapped servicemen, according to RCA's policy. "Former employees who have disabilities resulting from service in the armed forces", it declares, "should have opportunities for work and proper job placement. When a disability makes it inappropriate for a former employee to resume his old job or a comparable one, efforts will be made to place him in the highest paying available job for which he is qualified."

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Because of the Army's immediate need for large additional numbers of Army Nurses, all stations are being urged by the National Association of Broadcasters to step up Army Nurse Corps recruiting efforts. Backbone of the campaign is to be the "Voice of the Army", 15-minute transcribed program, now broadcast by approximately 800 stations every week.

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BROADCASTING OF CONGRESS WOULD NOT BE DONE BY U. S.

In introducing a resolution Tuesday (S.J. Res. 145) authorizing the broadcasting of the proceedings of the Senate and the House, Senator Pepper (D), of Florida, made it clear that he had in mind that it should be done by the broadcasting companies and not the Government. Senator Pepper addressed the Senate, saying:

"I think the whole country was very much influenced and delighted by being able to hear over the radio the proceedings of the two great national conventions. I have been immensely impressed by the number of people who after our convention was held have made reference in talking to me to some detail of the convention which they had heard over the radio. I think the millions of people of the country remained close to their radios to hear the proceedings of both conventions because they knew that there the policies of their Government were being determined. Because the people are interested in the democratic processes, and because the radio brought the conventions almost into the homes and public places of the country the proceedings of the conventions had a profound influence upon the thinking of our people.

"It has seemed to me for some time a project worthy of consideration as to whether the proceedings of the Congress might be broadcast to the people of the country. Surely the people of this country are sovereign. Surely all of us regard ourselves as their spokesmen. We are all trying to serve their objectives and their great purposes. If they could by the marvel of the radio be brought, as it were, as the visitors in the galleries are privileged to be, to be witnesses of the deliberations of their Representatives and Senators in Congress, I believe it would be in furtherance of the democratic process.

"So, I introduce and ask to have appropriately referred a joint resolution authorizing the broadcasting of the proceedings of the Senate and the House of Representatives. I bespeak for the joint resolution the consideration of my colleagues in the Senate. It is not contended that the joint resolution is perfect in form. It does not contemplate the setting up of any Government-owned facilities. It does direct the Architect of the Capitol to aid the broadcasting companies in the broadcasting of the proceedings of the Senate and the House of Representatives."

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DIRECT RADIO MESSAGE SERVICE ESTABLISHED TO INDIA

Direct high speed radiotelegraph service has been inaugurated between New York and Bombay by Mackay Radio and R.C.A. Communications, Inc. The new circuits cover a distance of 8,000 miles.

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MAYBE PETRILLO WILL SHOW UP IN WASHINGTON; MAYBE HE WON'T

Although His Nibs James C. Petrillo has been summoned by the National War Labor Board to appear in Washington at 10 o'clock tomorrow (Thursday) morning, the NWLB today hadn't heard whether he would be there or not. Up to now, as far as could be learned, he had ignored the summons entirely.

Usually when an ordinary mortal gets sent for by the Government, he jumps through the hoop, but not James Caesar. When called to Washington, he usually delegates Joseph Padway, American Federation of Labor General Counsel, to appear for him but in the case of tomorrow's summons, the NWLB doesn't know that he will even do this. It was the best guess down there that as usual James C. wouldn't show up. Anyway, they wouldn't be surprised if he didn't.

Presumably Mr. Petrillo's appearance is sought in the Capital in connection with the ban on the manufacturing of transcription records. However, if the NWLB gets him there, they will also talk with him about the platter turning dispute and the KSTP strike.

When Mr. Petrillo last week refused to call off this strike of 16 studio musicians in Minneapolis, as ordered to do by the NWLB, the Board indicated that the case would be sent to higher authorities in the Government.

The controversy involves a dispute over payment of Minneapolis wage scales to musicians technically hired to work for KSTP in its nearby St. Paul studio. The union is demanding that eight musicians be guaranteed a twenty-two hour week at a wage of \$52.50. The company has said it would pay a pro rata equivalent, but could not guarantee that much work for that many musicians.

The WLB decided that solution to the argument in view of Petrillo's stand lies now with either Economic Stabilizer Fred M. Vinson or President Roosevelt.

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ASHBY AGAIN HEAD OF N. Y. LAWYERS COMMUNICATIONS GROUP

Judge A. L. Ashby, Vice-President and General Counsel of the National Broadcasting Company has again been appointed Chairman of the Communications Committee of the New York County Lawyers' Association. Besides Judge Ashby, the Committee is composed of: Wilson E. Tipple, Secretary; M. Marvin Berger, Lawrence R. Condon, William DeForest Manice, Joseph H. Ream, Richard B. Scandrett, Jr., Samuel Shapiro, Robert D. Swezey, Harry J. Ohlheim, Ralph F. Colin, Emanuel Dannett, Jack Lewis Kraus, 2d, Wolcott H. Pitkin, Edward R. Schoen, Leslie J. Tompkins, John F. Gibbons, Henry Ladner, Frank Razhap, J. Robert Rubin, Bethuel M. Webster.

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FDR LAUDS PRESS-RADIO SILENCE; SMITH OF NBC TRIP AIDE

Digressing from his prepared broadcast from Seattle upon his return from Hawaii and Alaska, President Roosevelt praised the press and radio saying:

"May I just add a word of appreciation to the press and the radio of our country. You know we have a voluntary censorship, purely voluntary. I want to thank them for the protection and the security which they gave to me and to my party at a time on this trip when nearly all the time I was within easy reach of enemy action.

"The press associations and some of the newspapers naturally refused to publish the facts which they got from local friends who had heard of my arrival, my trip around the Hawaiian Islands - from local friends whose sons out there had written home about it, - and the newspapers didn't print it. That is a modern marvel."

A radio writer remarked:

"This 'purely voluntary censorship' the President refers to is really 'a purely voluntary censorship' with a club over your head."

Carleton Smith, of the National Broadcasting Company, well-known as a White House announcer and who in addition holds the responsible position of Manager of WRC in Washington, had the distinction of accompanying the President to Hawaii as the representative of the four networks. It is said to be the first time a radio man has accompanied President Roosevelt on any of his recent journeys outside of the United States.

In addition to introducing the President at Seattle, Mr. Smith was at the President's side when he addressed the Democratic National Convention from the naval base at San Diego.

That the President's broadcast from Seattle lacked the old-time pep and didn't add to his radio laurels was evident from what some of the critics in the Capital had to say about it.

"Most remarkable fact about the President's Saturday night speech from Seattle, insofar as Washington listeners were concerned, was not what he said, but how he said it", Frank C. Waldrop observed in the Washington Times-Herald.

"The voice was still the voice of F.D.R. - but how changed. Gone was the old style silvery smoothness and easy flowing delivery. Instead, there was noted a slow, careful, and several times actually stumbling delivery that lacked punch and precision.

"Sunday morning found this city a-buzz with curiosity as to what has happened to the gifted orator who once made his promises sound so good, so true and so beautiful on the nationwide hookup."

"His Saturday night speech will never go into the archives as an important state document", said the Washington News (Scripps-Howard). "In content, context and delivery it was the effort of a very tired and travel-worn man.

"Artemus Ward said of Napoleon: 'He tried to do too much and did it.'

"We're not talking 1944 politics when we say we hope our President and Commander in Chief in this time of super-tension will heed the wisdom of that epigram."

"The press associations reported that he deviated from his text to praise the newspapers and radio for keeping the secret of his trip, so he must have been reading from a prepared manuscript", Marquis Childs wrote in the Washington Post. "But it had an extemporaneous sound quite unlike the Roosevelt of 1936 and 1940.

"Perhaps it was the fatigue of a long voyage, although in the past the President has been restored by a few days on a ship. Perhaps it's his intense preoccupation with the conduct of the war."

Nor did the President's added praise for the press and radio silence his critics. Of course, they said, the press and radio would protect when there was real military necessity but it was argued that when he had accompanying him on a supposedly wartime inspection trip, Sam Rosenman, his head political speech writer, Elmer Davis, his No. 1 press agent, and Carleton Smith, White House radio announcer, the thing was phoney and that in silencing the press and radio at such a time, he was abusing his power of censorship. Especially so, when stopped off in Chicago and had a secret political confab with National Chairman Hannegan and reportedly Boss Kelly.

Enroute to the West Coast, radio stations and newspapers were flooded with calls from listeners and readers either tipping them off that the President was there or accusing them of not knowing what was going on or of not printing the news - the inference being if the stations and papers were holding out on that they were not telling the truth on other things. It is believed that the President was advised to add the praise to the press and radio as a result of this criticism. However, it evidently has not done much to soothe the broadcasters and publishers directly concerned.

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BOB KINTNER RECEIVES LEGION OF MERIT DECORATION

Upon his retirement from the Army to become a Vice-President of the Blue Network, Lieut. Col. Robert E. Kintner was awarded the Legion of Merit decoration. Colonel Kintner was recently given a medical discharge. He has been with the War Department Bureau of Public Relations. He was a former Washington correspondent for the New York Herald Tribune, and a member of the famous writing team of Alsop and Kintner.

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TELECOMMUNICATIONS CONFERENCE SIDESTEPS FOREIGN MERGER

In addition to making no provision whatever for increased space for international short-wave broadcasting, although television, and FM were taken care of, the joint government and industry conference on post-war world communications which was held in Washington last week took no action on the proposed merger in foreign countries of U. S. radio and cable companies. It had been reported that the conference would consider this subject but the merger was not even discussed, the idea evidently being that it was less pressing than some of the other matters.

Every move made at the Washington gathering was toward the speedy preparation of agenda for another International Telecommunications Convention, such as the ones held at Madrid and Cairo. Francis Colt de Wolf, new Chief of the Telecommunications Division of the State Department, expressed the opinion, depending on war conditions, that this Convention might be called early next year, and urged that no time be lost. Accordingly, December 1st was the date set for the Committees to complete proposals for our State Department to submit to the forthcoming convention.

Three Committees were appointed to work out the details between now and December. The Committee on Amendment of the 1932 International Telephone Communications Convention of Madrid is headed by Harvey B. Otterman, Assistant Chief of the State Department's Telecommunications Division, and the Committee on the 1938 Cairo revision of general radio regulations, other than those pertaining to allocations, by Capt. E. M. Webster, Chief of the Communications Division of the United States Coast Guard.

The more technical phases of the changes involved, including frequency allocations, registration and other problems, have been assigned to a committee of communications executives and engineers headed by Dr. J. H. Dellinger, Chief of the Radio Division of the Bureau of Standards and Chairman of the State Department's Technical subcommittee in charge of the conference.

Referred to this Committee for consideration in connection with the proposed amplification of the powers of the International Telephone Communications Union with headquarters at Berne, Switzerland, was a recommendation for an International Central Frequency Board authorized not only to register but on occasion to reallocate frequencies in the interest of clarity of transmission and thus avert "interference" which would otherwise result.

The Washington Star had this to say of the conference:

"The significance of the current meetings between a State Department Committee and representatives of our radio and cable companies is that they are designed to work out an agreement on the policy and program to be advocated by our Government at forthcoming international conferences on world communications. Nothing could be more important, for this is a subject that bears directly not merely

upon American pocketbooks but upon the character of the next peace as well.

"Shorn of its numerous technical aspects, at the risk of some oversimplification, the picture of global communications can be reduced to two basic facts. The first of these is that a British monopoly, with 10 per cent participation by the British government, controls 170,000 miles of cable networks and thus is dominant in this field of communication. The second is that the United States holds the commanding position on the international air waves, with American companies leading all others in the number of radio circuits operating to areas overseas, wholly apart from the remarkable and unrivalled world-wide transmission system developed by the United States Signal Corps since the start of the war.

"Though our pre-eminence in the radio field presents something of a challenge to the British cable monopoly, however, it is limited in many respects, not the least of which is the fact that it is in part dependent on the use of terminals in British territory under agreements scheduled to expire at the close of the war. According to communications experts, the postwar competitive situation will not be greatly changed unless a new international understanding is reached, short of which nationals of the United States and other countries, when they use the British cable, will continue to have to pay from double to five times the rates charged British users. As in the past, moreover, some American businessmen may again find reason to complain that their commercial messages abroad, necessarily going through British control points, suffer delays helpful to their competitors in Britain.

"Beyond this important pocketbook consideration, there is the larger and much more significant issue of the free flow of news between country and country, an issue whose world implications are recognized in both the Democratic and Republican platforms for this year's presidential campaign. In an atmosphere of monopolistic communications control and prohibitive and discriminatory rates, suppression and distortion of information can readily flourish, which is another way of saying that international misunderstandings and frictions - prime breeders of war - can be set in motion. Surely, in this field, as much as in any other, the family of nations should feel impelled - for the sake of an enduring peace - to arrive at some clear-cut agreement."

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BLUE NET ANSWERS \$1,000,000 WINCHELL LIBEL SUIT

The Blue Network Co., Inc., in an answer filed in United States District Court last week in Chicago, denied it had committed any libel or slander against George Washington Robnett, Executive Secretary of the Church League of America. Mr. Robnett had filed a \$1,000,000 libel suit against the network, also naming the Andrew Jergens Co. and Walter Winchell.

The suit was based on Mr. Winchell's broadcast of portions of the book, "Under Cover". The network's answer declared the broadcasts were transmitting a "fair and accurate report of facts and conditions that had already taken place and with no intent of libeling or slandering Robnett."

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FORESEES FIRST U.S. COAST-TO-COAST TELEVISION NETWORK

How the East and West may be linked in the first American television network is shown on a double-page map in a profusely illustrated new brochure on "Television" just published by the Department of Information of the Radio Corporation of America, of which Orrin E. Dunlap, Jr., is the Manager.

Ralph R. Beal, Assistant to the Vice-President in Charge of RCA Laboratories, has predicted the day when Californians and New Yorkers are going to see the seemingly fantastic spectacle of two sunsets in a single day. It will be accomplished simply by television transmitters in New York and California that scan sun-down horizons during the three-hour time differential. Not long ago, it was news when radio listeners on the East Coast heard the buzz of a bumble bee in Los Angeles. Now it is predicted that Easterners will be able to see and hear the Western bumble bee, or anything else that comes within the range of television's electronic eye.

The purpose of the brochure is to tell of the advances of television.

"Out of the ingenuity of American invention, research and engineering, television is emerging as a potential billion-dollar industry and service to the public. It moves in the forefront of all the promises in the art and science of radio", an opening chapter on the "Progress and Promise of Television" sets forth.

"Plans for sight-and-sound broadcasting are taking definite form. The radio-electronic field of production is alert to revolutionary changes ahead. For, in providing the public the ultimate in service, manufacturers are fully aware that they must produce good, economical home-television sets; networks must be linked; stations built and equipped. That is in prospect as soon as industry reconverts to peacetime enterprise."

"Television's movement has been speeded and its practical service guaranteed by the magic of electronics. At the forefront of this new art is Dr. V. K. Zworykin of RCA Laboratories, noted for his invention of the Iconoscope - television's electronic 'eye' - and his development of the Kinescope, or electronic 'eye' of the receiver. Perfection of these cathode-ray tubes revolutionized television and caused abandonment of mechanical scanning which experimenters had used for years to prove that radio could see at a distance.

"The progress of television to this point gives more than an inkling of what is in store."

Other chapters are captioned "David Sarnoff Introduces Television", "RCA Establishes Pattern of Future", "Home Owners Assured High Quality Television", "Seemingly Fantastic Spectacles To Be Seen", "Theater Television Has Great Promise", "Millions

Might Pay To See Televised Events", "Radio Relays For Television", "Network Schedule For Nation", "Another Prospect: 'Eyes' Of Industry", "Television's Coming Market", "Television Means New Jobs and Joys", and "Milestones in Television".

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WGN SCRIPTS ORDERED IN CIO RADIO SUIT

The Mutual Broadcasting System and Station WGN, Chicago, Monday were directed to provide the Federal Communications Commission with radio scripts of five speakers for use in connection with a suit brought by a CIO union to prevent WHKC, Columbus, Ohio, from renewing its license.

Speakers named in subpoenas for their scripts are Col. Robert R. McCormick, Fulton Lewis, Jr.; Upton Close, Boake Carter and Dewitt Emery.

The summonses were filed with the United States Marshal in Chicago by Ben Meyers, attorney for the United Automobile, Aircraft and Agricultural Implement Workers. The union, in asking the FCC to deny the Columbus station renewal of its license, alleged the station discriminated against labor organizations by not allowing the UAW on the air for organization purposes and by censoring its scripts.

The union contended the station allowed other organizations to use its facilities without censorship to criticize the New Deal, the CIO, Vice President Wallace, the Democratic party and the CIO Political Action Committee.

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DAVIS APPOINTED GENERAL COUNSEL OF NAB

John Morgan Davis, Philadelphia attorney, has been appointed General Counsel of the National Association of Broadcasters and placed in charge of labor relations, Harold Ryan, NAB President has announced. Mr. Davis, engaged in the practice of law in Philadelphia, will retain his legal connections there and give general direction and supervision to the NAB labor relations activity.

A graduate of the University of Pennsylvania Wharton School of Finance and Commerce and of the law school, he alternated his studies with broadcasting in 1929 when he became an announcer at WLIT, Philadelphia. He later was employed at WCAU and returned to WLIT as Assistant to the General Manager - and in 1935 when WFIL was created through the merger of WLIT and WFI - he remained with the combined operation.

Latin in 1935, Mr. Davis acquired an interest in Station WBIG serving as Vice President and General Counsel. He has retained that post continuously since.

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U. S. Sponsor Reported For "Tokyo Rose"

"Tokyo Rose" and other Japanese propagandists will be featured in a new program idea over KYA, San Francisco, and sponsored by Roos Bros., clothiers of San Francisco, if plans materialize. Format of the new program, the first of its kind in the American radio field, calls for the rebroadcast of Tokyo programs, recorded by R. C. A. Communications.

The proposed program, which Don Federson, Manager of KYA, and Eleanor Lyons, Advertising Manager of Roos Bros., say has been cleared through the FCC, the OWI and the Board of War Communications, will be launched within the next few days. It calls for the rebroadcasts of Tokyo excerpts, then an analysis by KYA news commentators and editors, with the accompanying Navy or War Department covering the same subjects whenever possible or feasible.

- (Variety)

Want President To Make More Radio Talks

Many within the Administration have become acutely aware that to most people, including those who once regarded him almost as a personal friend, the President has become a strange and distant figure. So, if they can get to him, they will urge him to make a number of radio talks. * * *

Whether the President will respond to pleas for a series of radio talks is a question. He has been stubborn on this score during the past two years even when the urging came from non-political sources. Many people leaving politics to one side, feel he owes it to Americans everywhere to speak under wartime security.***

On June 5 he made a short radio talk on the fall of Rome and a few days later he appealed to war bond buyers but these were not in the class of the fireside chats of an earlier day. * * *

The demands on the President to speak will become more urgent, the nearer election day comes, particularly if it seems likely to be close. He will be implored to go on the air to save Missouri, to save Kentucky, to save the labor vote, to save the independent vote. It was that way in 1940.

- (Marquis Childs, in syndicated column
"Washington Calling")

Quentin Reynolds Convention Speech May Prove Boomerang

As expected, the speech by Quentin Reynolds before the Democratic National Convention in Chicago has complicated his position as a news commentator available for sponsored network shows. At least one client, who had an option on Reynolds for radio before the convention, now is a little bit leery about using him to plug his products.

Feeling naturally is that anyone giving news broadcasts during the next three months is bound to handle and interpret hundreds of items about the campaign and election. And it's no secret, of course, that most of the business outfits possessed of enough coin to bankroll a network show are lined up behind "the mustache" in the current campaign.

- (Variety)

Hired \$200,000 Worth Of Radio Talent For His Campaign

Colonel T. H. Barton, wealthy oil man, one of the contenders for the Democratic Senatorial nomination in Arkansas, recently toured the State with a 40-person opera company from Station WSM, Nashville, reported to have cost him a thousand dollars a night. In addition, rootin' tootin' "Uncle Mack" James McKrell toured the State with the "Bible Lovers' Revival", most popular radio feature in Little Rock. All of these people were on the colonel's payroll. Some estimates have it that he spent a quarter of a million. Investigator Shillito told the Senate Committee that he probably spent around \$200,000.

- (Drew Pearson)

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POTENTIAL RADIO ADVERTISING IS \$2,403,000 A DAY

Editor & Publisher has received the following from Frank Tripp, Chairman of the Allied Newspaper Council and the Bureau of Advertising, American Newspaper Publishers' Association:

"In an off the record speech which I made at the April meeting of the ANPA and which a month later was exclusively published in Editor & Publisher, I made the statement that a whole day from 7 A.M. to midnight, 17 hours daily, on all of the radio stations of the land could be purchased for \$1,382,109. I made the statement that this was based upon the hourly rate of every station as of April and allowed for no discounts.

"I made the further statement, based upon the above conclusions, that a whole year of time on all stations could be bought for \$504,469,785 and I stated that that figure constituted radio's potential as of today.

"This statement was approximately true when using the hourly rates as a basis, but I have since obtained information which I believe should be published. It is that based upon quarter hour rates which are higher than hourly rates and allowing for income available from station breaks and spot announcement advertising the daily potential of all radio stations in the land is conservatively \$2,403,000 per day, or \$877,095,000 for 365 days. Therefore this last figure comes nearer radio's current potential than my figure based upon hourly rates and in the spirit of fairness and accuracy I hope you will publish these figures.

"Thus radio's potential compared with all daily and weekly newspapers' potential becomes \$877,095,000 for radio and \$1,540,000-000 for newspapers."

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: : :
: : : TRADE NOTES : : :
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The price schedule that previously governed manufacturers' maximum prices for consumer type radio receivers and phonographs has been revoked, and the articles transferred to coverage by the regulation affecting most other consumers' durable goods, the Office of Price Administration announced last week.

This transfer to coverage (effective today) was made because the previous regulation covering the articles (Revised Price Schedule 83) dealt only with price control problems that were acute in 1942, before civilian production was completely shut off, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio receivers and phonographs.

Pending the formation of an Industry Advisory Committee to assist OPA in formulating a new specific regulation covering consumer type radio receivers and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect.

American Army and Navy guns of all sizes are blasting the enemy on every war front with more deadly effectiveness than ever before because of amazingly accurate muzzle velocity measurements, as precise as 1/100,000 of a second, made possible by a new electronic time-interval counter developed in RCA Laboratories at Princeton, N. J.

Station WELD, at Columbus, Ohio, which has for its slogan "Ohio's Foremost FM Station" has just issued a 16-page illustrated booklet in which the station "presents its story of Facsimile".

"Get Ready Now to Sell Television" is the title of a new guidebook for merchants and distributors, just issued by Caldwell-Clements, Inc., 480 Lexington Avenue, New York. The book describes types of television sets to be brought out postwar by all principal manufacturers, retail prices, communities planning stations, complete video vocabulary, and answers to frequent questions asked about television. FCC Chairman James L. Fly contributes a foreword to the volume, compiled under the editorial direction of Dr. Orestes H. Caldwell, former Federal Radio Commissioner, and M. Clements.

For the sixth consecutive year the World Series will be broadcast exclusively over the facilities of the Mutual Broadcasting System under the sponsorship of the Gillette Safety Razor Co. of Boston, Mass. More than 250 stations will be linked coast to coast and in Canada.

Development of an explosion-proof storage battery which the Navy Department designed and worked with the Philco Storage Battery Division to put into mass production for urgent war uses, was revealed by M. W. Heinritz, Vice-President in Charge of the Storage Battery Division of Philco Corporation, recently.

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No. 1644

August 23, 1944.

NO NEW RADIOS UNTIL GERMANY SURRENDERS INDUSTRY TOLD

If you know how long it will be before Germany collapses you can tell when the manufacturing of civilian radio sets will be resumed. Not until then the War Production Board Radio Industry Advisory Committee was told when it met in Washington last week will there be any new radios. Since no one knows when Germany will throw up the sponge that makes the date any one's guess but WPB officials held out very little hope that there would be anything doing this year.

These officials told the advisory committee that the radio-radar production program for 1944 must continue upward through next December and about 16.4 per cent above the July output rate. Army and Navy officials concurred in this estimate of over-all increase during the remainder of the year.

WPB Vice Chairman Wilson said:

"Many government controls may be removed after Germany surrenders and the over-all war production program will be reduced by about 40 per cent."

Mr. Wilson said that controls would be removed as soon as possible, but urged the radio and radar industry to maintain its present high levels of war production until after Germany surrenders.

Both Vice Chairman Wilson and Ray C. Ellis, director of WPB's Radio and Radar Division, who presided at the meeting, told the committee that cutbacks, after the collapse of Germany, might yield a sufficient supply of raw materials to enable civilian production without quota restrictions since the amounts of steel, copper, and other raw materials needed by the radio industry are comparatively small. In any event, there will be no authorizations for civilian production, beyond that currently permitted, until after the German collapse, officials advised the committee.

In discussing the "spot" authorization order of August 15, WPB officials pointed out that radio, as well as automobile, electric refrigerator and washing machine production, was excluded from the civilian output program. They said that though some WPB limitation orders have been rescinded or modified in the present civilian program, the L-265 order restricting civilian radio production was left untouched. Forthcoming OPA price ceilings also discussed by the committee. Mr. Jacobs, of the OPA Radio Section, said that OPA advisory committees of sets and parts manufacturers would soon be announced and meetings arranged in mid-September to work out specific civilian price ranges.

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Also discussed was the manpower situation, which was reported as "spotty," especially in Chicago, New York and Philadelphia. Suggestions also were made for more adequate information to manufacturers regarding program reductions in cutback procedures on "V" Day. The methods providing for such information are being arranged by the WPB radio and radar staff together with the Army and Navy. The spreading of contracts and equalization of the war production program was urged upon the committee by government officials. The WPB components recovery plan was discussed. Radio manufacturers suggested better descriptions of items and more speedy distribution of information regarding available components for war production. Committee members advised WPB that components were in adequate supply.

The WPB Radio Industry Advisory committee follows: M. F. Balcom, Sylvania Electric Products, Emporium, Pa.; M. Cohen, F. W. Sickles Co., Springfield, Mass.; R. C. Cosgrove, Crosley Radio Corp., Cincinnati; W. P. Milliard, Bendix Radio, Baltimore; W. S. Hosford, Western Electric Company, New York City; E. E. Lewis, RCA Corp., Camden, N. J.; G. W. Henyan, General Electric Company, Schenectady; E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Ind.; P. L. Schoenen, Hamilton Radio Corp., New York City; Joseph M. Spain, Packard Bell Company, Los Angeles; A. S. Wells, Wells-Gardner Company, Chicago; and F. D. Williams, Philco Corp., Philadelphia.

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RADIO SET MAKERS LOSE NO TIME MAKING RECONVERSION PLANS

Notwithstanding the fact that WFB has given notice that the production of civilian radio sets will not be resumed until after Germany surrenders, the radio manufacturing industry is going ahead with its reconversion plans as well as its war program, both of which will be considered at a meeting of entire Board of Directors of the Radio Manufacturers Association called by its President, R. C. Cosgrove, of the Crosley Radio Corporation, Thursday, September 21, in New York City.

Preceding the RMA Board session in New York next month, there will be meetings of several committees. Chairman R. C. Sprague of the Parts Division has called a meeting on Tuesday, Sept. 19. Postwar employment of returning servicemen and also other personnel problems will be considered on Wednesday, Sept. 20, of the Employment and Personnel Committee, of which G. W. Thompson is Chairman. The executive committee of the RMA Engineering Department, Dr. W.R.G. Baker, of General Electric, chairman, will be held in New York September 6.

The RMA Advertising Committee at its recent meeting in Philadelphia began a program to explain the gigantic contributions of the radio-electronic companies to the war effort and inform the public that no "miracle" radios may be expected as soon as civilian production is resumed, but that there will be substantial improvements from war experiences. The committee members were guests of Philco and witnessed a television demonstration. The next meeting of the committee will be in Chicago in October with the Zenith Radio Corporation as the hosts.

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Industry cooperation with the Defense Supplies Corporation on disposal of war surpluses was considered at a conference in Washington last week of an RMA Industry Reconversion Subcommittee. Plans by set as well as parts manufacturers to assist in classification of economically usable surpluses or those to be scrapped were considered in detail.

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DESPITE CONTROL FEAR STATIONS DOING O.K. NEW DEALER SAYS

Lowell Mellett, hailed by President Roosevelt as a columnist who at last would tell the people the truth, is a trifle caustic about the broadcasting situation. Mr. Mellett, of the well known Mellett newspaper family, and former White House secretary, last week wrote in the WASHINGTON STAR and other newspapers that print his syndicated column:

"From time to time our free air is filled with magnificent nonsense. Referring, not to what we hear on the radio, but to what we hear about radio.

"An effort has been made to convince the American people that freedom of the airwaves is in dire danger because of Government control. Passionate speeches have been made in Congress. Editorial writers have viewed with alarm. The basis for all this is the law under which a radio station must have a Government license, renewable every three years, in order to operate. The result, we have been told, is that radio folks cannot call their souls their own.

"As expressed by Neville Miller, president of the National Association of Broadcasters, before a Senate committee: "Today uncertainty underlies the whole basis of the relationship between the Federal Communications Commission and the licensee. Eligible and reputable persons are dissuaded from making investments in the broadcast field because of this fact.

"And by Niles Trammell, president of the National Broadcasting Co.: 'If American radio is to remain the greatest radio service in the world, it must be given new freedom from fear, the feat of the blight of Government control.'

"And by William S. Paley, president of Columbia Broadcasting System: 'I have become convinced that radio, in Lincoln's phrase, cannot exist half slave and half free.'

"Of the newspaper editorials, this one from the Memphis Commercial Appeal sums up what a lot of others have said: 'As things go, the FCC has a noose around the neck of radio and is anxious to find any excuse to jerk the rope tight.'

"How true is this and how real these fears? There is a record on the subject that provides the answers.

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"It is said that the most timid thing in the world is money. It doesn't have to be said that hard-headed American businessmen don't buy nooses for their own necks. They don't buy radio stations for the fun of being half slave and half free. Are they 'being dissuaded from making investments in the broadcast field?'

"Forget the four networks. (They are doing right well, by the way. NBC, which in 1942 earned a return before income tax, of 137 per cent on the value of its property, in 1943 earned 190 per cent. The Blue Network, with a return of only 8 per cent in 1942, earned 149 per cent in 1943. CBS increased its return from 97 per cent to 158 per cent. The Mutual Network went up from 59 per cent to 84 per cent.)

"Consider the individual stations--whose net income, between 1942 and 1943, increased 50 per cent. Much new money is being invested in stations. Since the first of January many transfers involving the payment of big money have occurred. Prices have ranged from \$100,000 to a million dollars.

"The FCC found that Station WINX, 250-watt, operating in Washington on a local channel, had total assets, tangible and intangible, according to its own books, of only \$48,254. For the year 1943, its net income before Federal taxes, was only \$20,186. Yet WINX was sold this summer for \$500,000--to Eugene Meyer, publisher of the WASHINGTON POST, who wears no man's noose.

"But, you may say, Mr. Meyer had other than business reasons for buying, a desire, perhaps, to make his voice heard in the National Capital. Take then the case of Station WJLD, Bessemer, Ala. A nice little property worth, according to its own books, only \$14,236. Last year its net income before Federal taxes and before paying the proprietor's salary, was only \$4,966. Somebody bought that station last month for \$106,000.

"There are dozens of such examples, but take as a final one WQXR. The New York Times, following the trend of newspapers into the broadcasting business, has purchased Station WQXR, whose net worth is given as \$227,037. For this property the Times has pungled up one million cold hard dollars.

"Observing this hot desire to buy into the radio business, the American people probably will get over their fear, if they have any, that there may be something sinister in the law establishing Government control or in the Government agency exercising that control.'

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A talk "The American System of Broadcasting" given by Frank E. Mullen, vice-president and general manager of the National Broadcasting Company to the New York University Summer Radio Workshop last month has been reprinted in pamphlet form. In this address Mr. Mullen raised two questions in connection with our broadcasting system (a) What makes it a system; (b) What makes it American?

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GOULD NEW "TIMES" RADIO EDITOR; HUTCHENS GOES LITERARY

Jack Gould, well known to the broadcasting industry for his coverage of the ASCAP fight, the Petrillo strike, the Columbia television row and other big stories has succeeded John K. Hutchens as Radio Editor of the NEW YORK TIMES. Mr. Hutchens yielding to an enticing offer, and one very much to his taste, has joined the staff of Robert Van Gelder TIMES Book Review Editor.

Mr. Gould is one of those rare individuals who was born in New York City and didn't go to the great city from somewhere else. He went to the TIMES in 1937 (as a member of the drama department) from the NEW YORK HERALD-TRIBUNE where for 5 years he had been a crack general reporter specializing in show business trade stories (union matters mostly). Gould stayed in the drama department until the summer of 1941, during which time he was Night Club Editor. He was described by a close associate as "one of the best general news hawks in the business." Mr. Gould was away from the paper on leave for six months or so in 1941-42 joining the radio department in the summer of '42.

John Hutchens, born in Chicago, went to New York via Montana and the West in the fall of 1927 to the NEW YORK POST where he was Film Critic and Assistant Drama Editor. He was a member of the TIMES drama department from 1929-32 and 1934-38; Drama Editor of the BOSTON TRANSCRIPT from 1938 to 1941 and Radio Editor of the NEW YORK TIMES from the summer of 1941 until now. (During that 1932-34 gap Mr. Hutchens was travelling in Europe).

Sidney Lohman, who has also been with the TIMES for many years and an important man in the radio department, now moves up a notch and takes over the radio program gossip column "One Thing and Another" and other features which Mr. Gould has been doing.

Tom Kennedy who was one of the country's first radio editors, carries on as the Associate Radio Editor of the TIMES. Out of Carnegie Institute of Technology in 1915 Mr. Kennedy served in the Navy in a radio engineering capacity in World War I, then became Radio Editor of the PITTSBURGH POST and SUN in 1925, Technical Radio Editor, PHILADELPHIA EVENING LEDGER 1926 and a specialist in engineering and radio industry matters with the TIMES since 1927.

The first radio executive of the TIMES was Orrin E. Dunlap, Jr., who was a wireless operator in the first World War. A graduate of Colgate and the Harvard Business School, he was on the TIMES for 18 years. He is the author of the only authorized biography of Marconi, and of numerous books on radio and television. Mr. Dunlap is now Director of Advertising and Publicity of the Radio Corporation of America.

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Tom Treanor, 35 years old, correspondent for the National Broadcasting Company and the Los Angeles Times, was killed on the road to Paris last Saturday. A Third Army jeep in which Mr. Treanor was riding was run over by a tank.

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GREAT MAJORITY LIVING UP TO NAB CODE SAYS EDGAR BILL

A reassuring report on the way the National Association of Broadcasters Code of Ethics is working is given by Edgar L. Bill, President of WMBD, Peoria, chairman of the NAB Public Relations Committee. In a special program managers bulletin issued by the NAB August 18 Mr. Bill writes:

"The NAB Code is the result of the experiences of hundreds of broadcasters in all parts of the country. The Code outlines basic standards of good programming and it was made for the purpose of being a guide to individual stations. It was adopted by the NAB convention in 1939 in a much milder form than originated by the Committee. It is always subject to additions and change as we see the need for it.

"No one will make you as a program manager carry out the Code. Its enforcement is voluntary. However, the broadcasting industry as a whole has said it is sound, it is good business, and it is common sense.

"The great majority of radio stations do live up to the Code. The few that fail to live up to it usually do so because they are having financial troubles and they let down the bars to get the business or because they are short sighted and selfish. The radio facilities we work with are very limited. There are many who would like to get into the business but it is impossible. It is a special privilege to own and operate a radio station, isn't it? And radio is a powerful influence in educating, informing, entertaining, and molding public opinion. Then that makes our job as operators of radio stations a public trust. We are regulated by law and by government commission. In reality we are regulated to a greater extent by public opinion. Every minute we are on the air we are bidding for the good will of the listener. When the public or any part of it thinks we are not making the best use of radio, the public will then ask for more regulations.

"At regular intervals public opinion sticks its head up against radio. A few years ago it was the problem of children's programs, too much commercial copy and plug uglies. Later it was a question of fair distribution of time for controversial issues. More recently it has been on the question of our news policy and radio commentators.

"The big question in the minds of all radio operators is what the future will bring. Will radio be a medium of free speech or will it be operated or further regulated by the government? That is another way of asking if radio can operate itself, take responsibility in good program building and be fair to all sides in its discussions.

"After four and a half years of having a Code for our industry, there are still some stations that hide behind the Code rather than make full use of it. They use it as armor against the things they do not want to do rather than taking advantage of it. One station that disregards the Code brings on public criticism that hurts the whole industry.

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"The future of radio depends upon how well we as operators live up to our public responsibility and our tremendous opportunity in programming. That is the reason why we should follow our Code and make use of it in all of our programming."

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CHARGES CONCEALMENT OF JAP INDIAN OCEAN SUB ACTIVITIES

In a letter to Editor of the WASHINGTON STAR last week F. P. Guthrie, District Manager of RCA Communications, Inc., wrote:

"I cannot refrain from protesting against the editorial, "The U-Boat Defeat," which appeared in The Star of August 11, the same issue which listed my dear son as "missing in action" in the Asiatic area. The account of the dastardly attack on his ship, the sinking of the lifeboats and the murdering of the victims was carried only in your final edition of July 31.

Your editorial gives the impression that the U-boat menace is a thing of the past. There seems to be a campaign of concealment of the field-day the Japanese U-boats are having in the Indian Ocean, where our boys are sent on slow cargo boats, not in convoy nor escorted in any manner. Why is not something done about that? They say the British are in charge in the Indian Ocean, but that circumstance does not absolve the United States authorities of responsibility for sending our boys to be murdered by the Jap U-boats without any protection whatever."

The account which appeared in the STAR July 31 which Mr. Guthrie referred to read:

"Roy Porter of NBC broadcast today from Chengtu, China, a story of the slaying of about three-quarters of the crew of a United States Liberty ship in the Indian Ocean in mid-June by seamen of a Japanese submarine.

"Mr. Porter said the story was substantiated by an American who recently arrived in China. Of about 100 crew members of the ship only 23 were saved and hospitalized following their rescue by a United States scouting plane. Among the survivors, Mr. Porter said, are Capt. John Gussack, Brooklyn, and the ship's first engineer, Charles Pyle, Lodi, Calif.

"According to the story, Mr. Porter said, the American ship was first torpedoed, the crew members taking to lifeboats. Then the enemy sub surfaced and ordered all the Americans to the foredeck, where they were beaten and tortured, their hands tied behind their backs. Many were killed and their bodies kicked overboard, Mr. Porter added.

"The orgy ended only when a scout plane approached and the Japanese vessel submerged, leaving the surviving seamen thrashing in the water, their hands still tied. They were finally rescued after 15 hours in the water."

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The connecting link was the name Gussack as Capt. Walter Guthrie, Mr. Guthrie's son had written him from Australia that one of his room mates was a Capt. Gussack.

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WPB EASES WHOLESALE RADIO DISTRIBUTORS RESTRICTIONS

Lifting of important restrictions governing wholesale radio distributors was announced Monday by Ray C. Ellis, director of the Radio and Radar Division of the War Production Board.

As a result of a revision of the radio and radar section of Priorities Regulation 13, WPB said, wholesale radio distributors will be in a position to offer substantial aid to the war effort.

The relaxed order establishes a rating floor of AA-5 or better for all wholesale distributors, who may now obtain stocks to meet the emergency requirements of prime contractors from idle and excess component stocks that are on hand in other contractor plants.

Prior to the revision of PR-13, wholesale radio distributors were not permitted to purchase electronic parts of equipment without special sales authorization from WPB.

WPB officials explained that the revision is not intended to permit stockpiling by wholesale distributors, but is primarily intended to implement the movement of idle and excess stocks, and also to allow wholesale radio jobbers to fill rated orders for electronic parts.

WPB officials believe that this forward movement in establishing an AA-5 rating floor will result in stimulating and expediting fulfillment of prime contractor short range requirements with hitherto unprecedented speed and precision. The freeing of certified rejected components without priorities, from idle and excess stocks, minimizes paper work and also marks material that has no military significance immediately available for other uses, it was explained.

Another important revision in the order includes the free sale of rejected components to wholesale radio distributors without priorities. Under the order, distributors may purchase rejected components direct from the prime contractor's idle and excess stock without coming to headquarters for approval.

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The Board of Directors of Philco Corporation last week declared a dividend of twenty cents (20¢) per share of common stock. Previous dividend was 20¢ per share paid last June.

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BUSY SCHEDULE FOR NAB CHICAGO WAR CONFERENCE NEXT WEEK

Every minute will be made to count at the National Association of Broadcasters Executives War Conference in Chicago next week. Committee meetings will start the ball rolling Monday, August 28, with a dinner meeting of the NAB Board. J. Harold Ryan will keynote the opening session Tuesday morning, August 29, "Radio Broadcasting and the War Effort." There will be a Broadcast Advertising Clinic participated in by Paul W. Morency of WTIC, Hartford, Conn., John M. Cutler, Jr., WSB, Atlanta, T.A.M. Craven of the Iowa Broadcasting Co., and others.

Assistant Secretary of War for Air Robert A. Lovett will address the general luncheon Tuesday. Edgar Bill, of WMBD Peoria, Chairman of the NAB Public Relations Executive Committee, will preside over the Public Relations Clinic at 2:15 p.m. Wednesday morning at 9:30 o'clock, a session will be devoted to station coverage and at 11 o'clock a business session of NAB.

Chairman J. L. Fly of the FCC will address the Wednesday luncheon and at 2:15 the Small Market Station Panel will convene, at 3:15 the 6th War Loan will be discussed, and at 3:35 p.m. the Music Clinic will meet. Thursday morning at 9:30 the Labor Clinic will have the floor, and at 11 o'clock the Legislative Committee will take over. Thursday afternoon the post-war future of broadcasting, television, FM, and facsimile will be the topic for discussion with T.A.M. Craven presiding and Paul Chamberlain, GE; Thomas F. Joyce, RCA; W. B. Lodge, CBS; Niles Trammell, NBC; Major Armstrong and others taking part. The conference will wind up with an NAB Board of Directors meeting Friday.

Unofficial gatherings in connection with the Broadcasters War Conference are on Monday Blue Networks Affiliates Business Meeting, CBS Districts Nos. 2 and 6 Business meeting, NBC Parade of Stars and MBS Affiliates Business meeting, NBC, Blue, MBS, Affiliates Cocktail parties and Blue Net Affiliates Dinner. Tuesday, Keystone Broadcasting System Affiliates Business Meeting and CBS Advisory Board and Keystone Affiliates Dinner.

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FM FOR 100,000,000 AFTER WAR SAY FM BROADCASTERS

Static-free, high fidelity radio will be ready for 100,000,000 Americans after the war through use of Frequency Modulation, an improved system of broadcasting better known as FM, according to FM Broadcasters, Inc., who continue: "These millions reside within areas totalling 2,000,000 square miles which will be served by stations now on the air and those planned to date.

"FM was ready before the war. An estimated 500,000 FM receivers are now in use. But only 46 FM stations have been able to complete construction because the armed forces have taken over all production for use in battle communications.

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"Last winter when there were 42 FM stations and 62 applications filed with the Federal Communications Commission for permission to build, industry leaders predicted the manufacture of 5,000,000 FM sets within a year after the war and 20,000,000 in public hands within four years.

"But recent events have scuttled their predictions. There are now 210 requests at the FCC for FM stations. These are representative of 150 metropolitan communities located in all but nine of the less-densely populated western states. They constitute a heavy majority of the nation's buying power and advertising, the industry's life blood, has been taking notice."

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SAYS TELE ENTERED WAR ADOLESCENT -- WILL EMERGE ADULT

"Television entered the war an adolescent. It will emerge an adult. Like our young men who have been similarly catapulted into maturity, it may come home to a family anxious to impose upon it old habits and a planned career, which it has outgrown."

Thus wrote Alan Barth in an article "Television Comes of Age" in the July 29 issue of the NATION. Mr. Barth declared that the "war blasted the lid off" television and told about the "hot controversy" the Columbia Broadcasting System recently stirred up over television. Columbia liked the article so well that it reprinted it and is now giving it the widest distribution saying:

"The words which Mr. Barth wrote for the NATION are so clear and informative that we think you will find them worth reading. * * * It is in our opinion one of the most thoughtful and lucid appraisals which has been written concerning the post war prospects for better television pictures."

Referring to the Columbia controversy Mr. Barth, who is an editorial writer on the WASHINGTON POST wrote:

"The CBS proposal has stirred up a hot controversy in the radio trade. Two objections to it have been raised, apart from the fact that it has not yet been incontrovertibly proved feasible. One is that the entire prewar investment in television -- the transmitters of pioneer broadcasters as well as the seven thousand receiving sets in the hands of the public -- would have to be scrapped. The other is that the change-over would retard production and employment in the industry in the immediate postwar period.

"These objections have been voiced most volubly by Niles Trammell, president of the National Broadcasting Company, a subsidiary of the Radio Corporation of America. While CBS is interested exclusively in broadcasting, not in manufacturing, postponement of production would work a real hardship upon RCA, which possesses the facilities, the dies, and the know-how to turn out prewar television transmitters

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and receivers as soon as the materials become available. Philco, Dumont, and Emerson, all makers of equipment, feel much the same way. Zenith and Westinghouse, though manufacturers, are squarely on the side of CBS. General Electric and Farnsworth have taken no part in the controversy. General Electric, indeed, has accepted an order to turn out the first postwar ultra-high-frequency transmitter for Columbia."

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SOMETHING NEW IN SOUND EFFECTS -- ANNOUNCER BLOPPED ON AIR

There was something entirely new in sound effects last Monday night at Station WINX in Washington when two announcers Sam Brown and Tony Wakeman engaged in a free for all fight while they were on the air. Brown allegedly interrupted a sports broadcast by Wakeman by allegedly blopping him over the head with the leg of a piano. Station officials said the trouble was caused by the two announcers disagreeing as to who would broadcast results of the third race at Washington Park, a feature with a wide following in Washington since the total is part of a "numbers" figure.

Whatever the cause the radio audience heard what a real fight sounds like over the air. As a result of the fracas Brown charged with assault was arrested but later released on \$1,000 bail for arraignment in Municipal Court today (Wednesday). The incident attracted considerable attention because WINX was recently purchased by Eugene Meyer, Publisher of the WASHINGTON POST and the station is now going through the process of reorganization.

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E. ANTHONY & SONS SEEK BOSTON TELEVISION STATION

E. Anthony & Sons, licensees of Station WNBH at New Bedford, Mass., and WOCB at West Yarmouth, have applied for a license for a commercial television station in Boston to be operated on channel #2 (60,000-66,000 kc). The Anthony Company likewise recently applied for a television at Providence, R. I.

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The RMA Parts Division, of which Robert C. Sprague is chairman, will join in sponsorship of the "Electronic Parts and Equipment Industry Conference," in October in Chicago. This will give the October meeting sponsorship of four organizations, including the National Electronic Distributors Association, the newly organized Association of Electronic Parts and Equipment Manufacturers, and the Sales Managers Group, Eastern Division.

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SALVAGE OF OLD MODEL "WALKIE-TALKIES"

As new model "walkie-talkie" radio sets become available for Army troops overseas and in the United States, soldiers at signal depots are salvaging virtually "everything but the squeal" from the older models, following instructions distributed by the Signal Corps of the Army Service Forces.

The exception of the squeal is made advisedly, since one of the reasons for replacement of the early sets, now rated as obsolete, is that some receivers had a tendency to re-radiate energy in the form of high-pitched signals. In combat areas these unintended broadcasts could be picked up by the enemy, sometimes with disastrous results to the radiomen.

Signal depot men are instructed to disassemble the old models, known as the SCR-194 and 195, and recover eighty-five parts, including twenty-seven items which, after inspection and reconditioning, can be used in or with other Signal Corps equipment.

Most of the capacitors, resistors, switches and sockets, and such individual articles as transformers, handsets, volt-meters, and antennas are either direct replacements or substitutes for similar components on other transmitting-receiving sets used by the Army. Even the two quartz crystals used in the old "walkie-talkie" can be turned over to a Signal Corps field grinding team for regrinding and further use. Nuts, screws and washers are neatly sorted and kept for general hardware stock. An example of the meticulous care of the conservation program is the War Department's recommendation that "in removing items such as resistors and capacitors, care should be taken to keep any attached pigtail leads as long as possible. In the event that the pigtail leads are less than one inch in length, the item should be salvaged."

The new "walkie-talkie," known as the SCR-300, has a super-heterodyne receiver, as did its predecessor, but the offending squeal is mercifully missing. Other improvements include tripled transmitting range, using the FM (frequency modulation) principle, an extra goose-neck antenna which enables the user to remain inconspicuous while lying on the ground or in a foxhole, and a thorough water-resisting and fungus-resisting treatment.

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RULES AMENDED FOR DIFFERENT DAY AND NIGHT TRANSMITTERS

The Commission en banc last Tuesday amended Section 3.64 of its Rules Governing Standard Broadcast Stations in order to permit a station operating with different power day and night to obtain a license authorizing the use of alternate transmitters of different power for day and night use.

:::
 ::: TRADE NOTES :::
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In order to accommodate those whose requests had to be turned down because of the more limited capacity of Carnegie Hall the N. Y. Philharmonic-Symphony Concert Sunday, October 1, will be broadcast by CBS from Madison Square Garden. Admission will be by tickets given out by the U. S. Rubber Company.

With the broadcast of October 8 the broadcasts again will come from Carnegie Hall as the orchestra begins its regular season.

A new Pyranol radio-noise-suppression capacitor, specially designed to reduce radio-noise voltage from generators, inverters, motors, and other equipment, has recently been announced by the General Electric Company. The capacitors are of the thru-stud type with a terminal at each end. One line of a d-c or a-c power circuit can be "fed" through the unit, thereby reducing internal inductance and resistance, and increasing filter efficiency for a given capacitance. The capacitors are especially effective in reducing radio noise at higher frequencies.

Television in post-war years, functioning in combination with fleets of airplanes and other electronic devices, will be one of the nation's most potent aids in crime prevention and law enforcement, Frank J. Wilson, chief of the Secret Service, said in Cleveland in a talk broadcast by NBC from the 51st Annual Conference of the International Association of Chiefs of Police.

Allen B. Dumont addressed the graduating class of the Rensselaer Polytechnic Institute at Troy, N. Y. and received the honorary degree of Doctor of Engineering.

Mr. DuMont, who is president of the Allen B. DuMont Laboratories, Inc. and a graduate of RPI in 1924, was cited particularly as "a pioneer in the development and use of the cathode-ray tube, which today, is the heart of the weapon radar." He also improved the science and art of television, the citation added.

Station KALE of Portland, Ore. has been granted consent to transfer of control of station KALE, from C. W. Myers and Mrs. Josephine Hunt, to the Portland Journal Publishing Co., involving transfer of 800 share, or 66-2/3% of Issued and outstanding capital stock of KALE, Inc., to the Journal Pub. Co., in consideration of the transfer to Mr. Myers and Mrs. Hunt, share and share alike, of 250 shares, or 25% of Class A voting Common stock, and 250 shares or 25%, of Class B non-voting Common stock of KOIN, Inc., owned by the Journal Pub. Co.

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 :::: SCISSORS AND PASTE ::::
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Arthur Krock on FDR's Bremerton Broadcast

One thing on which both Republicans and Roosevelt friends agree is that his Bremerton Navy Yard radio address fell flat, lacked the old F.D.R. zingo. Inside fact is that the President prepared the speech cold, without any outside help. No "ghosts" were along.

It was reported that Judge Samuel I. Rosenman was along on the entire trip and helped draft the Bremerton talk. Real fact, however, is that Rosenman and Elmer Davis, OWI chief, left the President at Pearl Harbor. Davis flew on to Saipan and Guam, Rosenman back to the White House.

NOTE -- One friend, listening to the President's broadcast, remarked: "It's so bad that 'Pa' Watson must have written it."
 - (Drew Pearson in "Washington Post")

Cowles Talk Reverberating

AN ALL-TIME RECORD for pro and con discussion, of interest to promotion men particularly, in the trade press is being established by the talk of John Cowles, publisher of the Minneapolis Star-Journal and Tribune, which was delivered before the NNPA convention in New York in April. Mr. Cowles advocated the formation of newspaper networks similar to radio networks as a way of making it easier for the advertiser and obtaining more national lineage. The arguments between those approving and disapproving are still going on four months later.
 - (Editor & Publisher)

Soundproof Home Answer to Neighbor's Loud Radio

I was interested in E. W. A.'s letter complaining of radio noises, but he should cheer up. It isn't necessary that he hear his neighbor's radio, nor even his neighbor; it only happens because the building code doesn't yet require soundproofing in residential buildings, although for health reasons it should.

His "dream home" can be so soundproofed that he still can have a radio.

In this field, in my experience, New York and Washington are far behind London, where apartment buildings with any pretension to being modern are planned and detailed to reduce airborne and impact noises to a minimum.

I know of one fairly new apartment building here in Washington in which every step taken by the tenant above is distinctly heard, the lower tenant often being awakened by them during the night.

The home I dream of in the future also will be soundproofed.
 - (Harry Barrett in a letter to the Editor of the "Washington Star")

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FRANK E. MULLEN

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"WAR PROVES SOUNDNESS U. S. BROADCASTING SYSTEM" -- RYAN

Opening the National Association of Broadcasters Executives War Conference at Chicago last Tuesday J. Harold Ryan, president, declared that the service radio had been able to render the United States in time of war had been further proof of the soundness of the American system of broadcasting. Mr. Ryan told those assembled that it was the third conference the broadcasters had held under the impact of a complete global war and that he believed "we were warranted in feeling that from this point we can discern the beginning of the end of the war against Nazi Europe."

"The twenty-second annual meeting of the Broadcasters has a significant meaning," Mr. Ryan continued. "It speaks of a comfortable age in an industry as young as radio broadcasting. It means that this organization antedates many of the most important landmarks in radio's history and many of the important institutions with which broadcasting has to deal, including the Federal Communications Commission and its predecessor, the Federal Radio Commission. It spells a certain amount of permanency in a world that from day to day shows less and less signs of permanency. Since our last meeting sixteen months ago the interests and hearts of all of us have been with the fighting forces of our country and our energies and abilities have been placed at the service of our national government. We have been not only an observer but an active participant in an outstanding modern marvel -- the rearming of America and the furnishing by this country of the engines and materials of war to all of the Allied Nations.

"Typical of the expressions of commendation that have come to the Association from the Government was the statement of Brigadier General Jerry V. Matejka, Chief, Personnel and Training Service, Office of the Chief Signal Officer, in presenting to the Association the Chief Signal Officer's Certificate of Appreciation: 'When the going was the toughest, the National Association of Broadcasters took the lead in helping us in the Signal Corps to get the personnel we needed.'

"A few days ago Jesse Butcher, Radio Director of the National War Fund, known personally to many of you in this room, called on the telephone from New York to express his conviction that without the 100% cooperation given to the efforts he is directing by the broadcasting stations of this country it would never have been possible to have raised over \$175,000,000 for the use of this country and its allied nations.

"Why do we mention these things? It is certainly not to flatter our ego or to pat ourselves on the back in any way for the results that we have been able to obtain for ourselves, our servicemen, our people and our Government. We have but done our duty. For that

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we can take no more than an honest sense of pride. As we look on the results achieved we are overcome with a sense of humility that this modern method of mass communication, whose steps we guide, has been chosen for this historic place in this great struggle and has acquitted itself so well. This whole experience has given us a new insight into the meaning of those three mystic symbols, 'public interest, convenience and necessity.' As we face after the war our obligations to the public the valuable experience of these war days cannot but condition us to further service to the ideals to which broadcasting has devoted its energies, its capabilities and its opportunities.

"We hold that it is the duty of everyone attending this meeting to give to the discussions the benefit of his experience and advice to the end that we may go from this gathering with the fullest possible benefits arising from the meeting of many minds. This organization is of the very essence of democracy, whether that democracy be expressed through the medium of such meetings as this or through the deliberations of the Board of Directors which is constituted on the most representative principle."

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DO YOU KNOW ABOUT THE 4TH CHIME? BOOK DEDICATED TO IT.

Radio's impressive role in collecting and distributing news reports from world capitals and war theatres as the stream of bulletins passed through NBC's News Room from 1931 to the invasion of the Normandy coast on June 6, 1944, is the theme of "The Fourth Chime," a bound volume of 176 pages published this week in a limited edition by the NBC Promotion Department under the supervision of Charles P. Hammond, director of Advertising and Promotion.

The book takes its title from the confidential "alert," a fourth note added to the familiar three-chime NBC signature, which NBC sounds on the air to summon to their posts all news, operating and executive personnel responsible for broadcasting news. Sounded only in time of great emergency, or when news is of such import as to demand extra-intensive coverage, the Fourth Chime was first heard in 1937, the afternoon the giant dirigible Hindenburg came to disaster at Lakehurst. Most recently it sounded during the early morning hours of D-Day. In all probability it will be heard next when it heralds the report of German capitulation.

"When you read 'The Fourth Chime'," Niles Trammell, president of NBC says, "I hope you will remember that only under the American system of broadcasting could this record of public service have been achieved --- that through free radio and a free press the American people have become the best informed people on earth."

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The Emerson Radio and Phonograph Corporation, New York City, has appointed Neidhoefer & Company, Milwaukee, Wisconsin, and Auto Equipment Company of Denver, Colorado, as distributors of Emerson Radio products in those territories.

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INDUSTRY MUST GRAB FM, TELE, OR OTHERS WILL, CRAVEN WARNS

Making his first public appearance in his new role of vice-president of the Iowa Broadcasting Company at the Chicago NAB War Conference last Tuesday, former FCC Commissioner T.A.M. Craven talked cold turkey to the broadcasters about their postwar opportunities and problems. What he had to say regarding television, for instance, was typical of the general tenor of his address -- that the broadcaster had better keep streamlined.

"The broadcaster should be ready to undertake television service", Commander Cravin warned. "If he is not, someone else will."

Mr. Craven also spoke in somewhat the same vein of television theatre broadcasting, facsimile, radio newsprint services and network linking by radio instead of land line.

"In attempting to estimate the situation, one must consider the fact that at least five distinct groups are involved in the decisions which must be made. The first of these is the public," Commander Craven declared. "Will the public purchase receivers in sufficient quantities to justify the advertiser and others to support the new radio broadcasting structure? Will the radio set manufacturers place upon the market have receivers of standard design in sufficient quantities at prices which are attractive to the public? The third group is the broadcaster. Will he employ the personnel and will he purchase, install and operate the necessary equipment to provide the new service to the public? Will the advertiser pay sufficient money to enable the broadcaster to render new services which are acceptable to the public? Will the Government recognize the economics of the situation in such a manner as to encourage private industry to apply these new technical developments in a practical manner?"

"Let us analyze the questions. Will the public purchase receivers? That depends upon the post-war purchasing power of the public. If the purchasing power is poor, the public will not purchase receivers in large enough numbers to count. If the purchasing power is good, the public will purchase receivers, provided there is a service to be received. If the new service is good from every standpoint, the public will be completely justified in investing its money in new radio receivers. Next, will the Government, particularly the Federal Communications Commission, encourage the application of new developments in a manner which recognizes sound business economics? I answer this with a categorical 'yes'.

"Will the radio manufacturers place upon the market receivers of standard design in sufficient quantities and at prices to attract the public? The answer to this must be 'yes!'. The radio manufacturer will possess the 'know-how' to convert the new war inventions into practical broadcast transmitting and receiving apparatus. The radio manufacturer will possess more than adequate facilities to produce this equipment in large volumes. Moreover, competition among manufacturers will be intense. Hence, we need not fear exorbitant prices for equipment. However, before the manufacturer can proceed logically, he must know what portions of the radio spectrum will be allocated to

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the various types of radio service. This decision involves controversies and differences of engineering opinion. At present, the situation appears most confusing.

"Heretofore the manufacturer appears to have disregarded the broadcaster. To me this does not appear strange because, generally speaking, the radio manufacturer was the first to broadcast and he has continued to influence the situation most profoundly. Today, however, I would suggest that before the radio manufacturer should feel secure in his decision to manufacture new kinds of receivers in large quantities for the public, he must consult the broadcaster more than he has in the past.

"Will the advertiser support the new radio industry? The answer is an obvious 'yes.' He has supported the old radio industry excellently. He will support the new as soon as it has proved itself worthy. Everyone familiar with radio today realizes that when the new radio has earned general public acceptance in the form of 'listening--reading--or looking' in sufficient numbers of population to insure a return on the advertising dollar, that dollar will be forthcoming into the treasury of the radio industry. What should the broadcaster do? The broadcaster of today will either modernize his facilities or he will cease to broadcast to the public in the future. Newcomers will take the place of a non-progressive broadcaster.

"The 'how and when' is not easy to specify. Therefore, before attempting to answer both parts of this question, let us estimate the situation still more closely. Everyone knows we must provide the necessary capital to proceed. This problem need not be discussed. However, it may relieve us to know that, except in so far as taxation affects the raising of capital to establish any new business enterprise, capital for the new developments of radio will be made available by many persons extremely anxious to invest in one of the most publicized modern industries of the post-war era. The securing of capital will not be the worst problem. Actually, from the standpoint of ultimate public confidence, the ease of securing capital may be the problem which the radio industry and the Government will have to consider.

"Frequency modulation will also make possible the establishment of stations in communities not now adequately served. Every existing amplitude modulation broadcaster, particularly those in large cities, may have to provide an FM service in the future. Ultimately, FM may become the principal method of broadcasting by the present regional and local stations in the thickly populated areas of the country. This does not mean that AM broadcasting will disappear. We must remember that the farmer will always desire a choice of programs. Television broadcasting is certain to expand. The cost of construction and programming will be relatively high. Therefore, television broadcasting will be slow in achieving profitable operation. It will appear in the larger cities before it becomes a reality in smaller communities. We should not underestimate the potential power of television broadcasting as a valuable medium for the advertiser. Profitable operation is inevitable when facilities are provided on a national scale.

Television theater service may become a necessary corollary to television broadcasting to the home. Experience in foreign countries indicates the public may become interested in viewing television in a theater. If television receivers are costly as compared to the pocketbook of the average person, it seems almost inevitable that television theaters will become a reality. Ways and means to coordinate broadcasting to the home as well as to the theater must be planned. Facsimile broadcast service as well as multiple address facsimile service to the home and office, cannot be overlooked. Many persons already subscribe to news printer services. This is considered costly today. Tomorrow, the cost may be reduced if radio methods are employed. No one has yet produced a sufficiently practical plan of organization and operation as a profitable service. This may be done some day.

"A new broadcast service of the future cannot achieve full economic success until it is operated on a national scale. Therefore, costs for interconnecting stations in a network, so as to make available all sources of news and talent to the nation as a whole, must be reasonable. If the telegraph and the telephone carriers of the nation will not provide this service at reasonable costs, the broadcaster must be prepared to organize radio systems which will be adequate for the purpose. This can be done if necessary. However, it is my belief that the telephone and telegraph carriers will provide this linking service by both radio and land lines at costs which are reasonable.

"If war developments make high definition color television very imminent, we should forget the pre-war television and start the real television on a high definition color basis. Likewise, if the FM frequency bands are in the wrong portion of the radio spectrum, we should resolve that question by either moving the present band in its entirety to another portion of the spectrum or we should expand the present FM band considerably to overcome potential poor results from the standpoint of interference. It would seem wise to think of the establishment of the new broadcast services of the future as requiring a period of at least ten years of construction and organization before the new broadcasting service achieves a sound economic operation on a national scale. Likewise, it would seem wise not to be too impetuous, lest capital be wasted. On the other hand, it seems opportune to formulate plans for future action and to make decisions as to how and when to execute these plans."

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C-O-R-R-E-C-T-I-O-N

Proof positive that Horace Greeley, whose handwriting was said to have been the world's worst, had nothing on the writer was in the last issue. In the Scissors and Paste column we wrote a headline "Another Knock on F.D.R.'s Bremerton Broadcast" but so bad was our handwriting that in stencilling, this deciphered as "Arthur Krock on F.D.R.'s Bremerton Broadcast." It heaped coals of fire on the head of the writer because the comment about the President's broadcast was really by Drew Pearson and reprinted from the Washington Post.

R.D.H.

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ALICE KEITH TELLS HOW TO SPEAK AND WRITE FOR RADIO

Harper and Bros. brings out this month a practical and comprehensive book on the subject of broadcasting. "How To Speak and Write for Radio" by Alice Keith, Director of the National Academy of Broadcasting in Washington, D. C., is a compilation of many outstanding radio scripts, talks, interviews, news and sports broadcasts, quizzes, advertising commercials, round-table discussions, music continuity, variety programs and radio dramas.

But it is more than a compilation of professional scripts in replica. The author, who, as a pioneer in radio education, was Director of Educational Activities for RCA and first Broadcasting Director of the CBS American School of the Air, has given some sage advice to novices in the field of radio and helpful hints to all speakers who use the microphone.

One chapter of the book, which, incidentally, could well serve as a reference manual, is devoted to methods of improving the speaking voice. Lyman Bryson, Adelaide Hawley, Bill Stern, Jean Hersholt, Eddie Cantor, Burns and Allen, Duke Ellington, and William Ford Manley are a few of the personalities whose scripts have been selected for their excellence. The book also contains actual news and sports releases furnished stations by news associations and public service programs broadcast by such agencies as the National YMCA and the American Red Cross.

In this foreword, Earl Godwin, famous news writer and commentator, says that radio has brought back the art of good speech, "the strong simple language people used in the days before typewriters and printing presses," and Miss Keith emphasizes repeatedly in her book the necessity for a choice of short colorful words and brief conversational sentences. In discussing microphone technique, the author allays the fears of the timid by suggesting that a broadcaster will succeed when he can speak clearly, with a smooth even flow of breath, when he can interpret with intelligence and emotional power--and then, talk to the mike as if it were a friend across the table.

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DEMOCRATS APPOINT RADIO DIVISION FARM DIRECTOR

John Merrifield has been appointed Farm Director of the Radio Division of the Democratic National Committee, according to an announcement by J. Leonard Reinsch, Radio Chairman. Merrifield is on leave of absence from WHAS, Louisville, where he has been Farm Director since April 1940. Prior to his WHAS post Merrifield was Farm Director of WLW.

A graduate in Agricultural Economics of Iowa State College in 1932, Merrifield first started in radio with the WLS farm program department in 1924. Merrifield will develop special farm programs for the Democratic National Committee to be broadcast in the Middle West.

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FDR BROADCAST STATUS STILL MIXED DESPITE WAR DEPT. GRANT

Although it seems to be the general impression that the War Department granting equal time to all political parties over the Army's short-wave overseas facilities is an equalizing of President Roosevelt's political broadcasts, the order really has nothing to do with Presidential broadcasts except when the President, the same as any other candidate, avails himself of Army short-wave overseas time. Neither does Mr. Roosevelt's announcement that on September 23 he is going to make a political broadcast, which the Democratic National Committee will pay for, clear up the question of what is a political broadcast on his part. Unless each time Mr. Roosevelt himself designates whether it is political or non-political, and even then it might be vigorously questioned by his opponents.

In the opinion of this writer, anything the President may broadcast from now on might be construed as political even if he only got on the air and said "Hello, Everybody", because everyone would know that he was a candidate seeking re-election. From an advertising standpoint it wouldn't be any different than Henry Ford getting on the air at a time he was desirous of selling a lot of automobiles. Everybody would know who Henry Ford was and why he wanted to get himself before the people at that time. Even if the President, himself, in the business of raising Christmas trees, went on the air to discuss this subject, as he laughingly suggested at the White House last Tuesday, this might likewise be construed as political.

Although previously discussed, the question as to whether or not the President's Bremerton speech was political, was raised by the Socialists. To the amazement of Washingtonians, the War Department ruled that the speech was political. Immediately there was a scramble to find out who had the courage to make such a ruling. It was not made known until a week or so later that the responsibility of this decision was assumed by Maj. Gen. F. H. Osborn, director of morale services and Col. Robert Cutler, co-ordinator of soldier voting. Considerable sympathy was expressed for these officers, especially when John J. McCloy, Acting Secretary of War, jumped in and overruled them. He said he had done this on his own initiative, though he admitted the White House had called asking for the facts. The charge was made on Capitol Hill that President Roosevelt personally had brought about the reversal.

Whether this was true or not, immediately following the reversal by Ass't. Secretary McCloy, the War Department issued the following ruling regarding political radio broadcast time:

"Under the Federal Soldier Voting Law, the Army may re-broadcast 'political addresses' over Government-controlled radio stations, provided that equal time, if requested, is given to each political party having a candidate for President in at least six States.

"The Democratic, Prohibition, Republican, Socialist and Socialist-Labor parties now have Presidential candidates in at least six States.

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"The Army rebroadcasts to the armed forces overseas over approximately seventeen different short-wave beams. The Army does not rebroadcast via short wave within the United States.

"In order to provide orderly opportunities for members of the armed forces overseas to receive information by radio rebroadcast with reference to the coming election, the Armed Forces Radio Service will make available from its allotted overseas rebroadcasting time a period each week for each political party, qualified under the statute, between early September and Nov. 1. Overseas voting should be completed by this date.

"The Armed Forces Radio Service will establish a schedule of rebroadcasting times, in conformity with the law and within the practical limitations of its facilities, and will notify each qualified party of the arrangements made.

"A party failing to use its scheduled time in any week will be deemed not to have requested time for such week, but such failure will not affect the right of the other parties to use their scheduled times for that week."

Following the War Department statement, Republicans immediately raised the contention that any speech by President Roosevelt should come out of the Democratic time quota.

Senator Revercomb of West Virginia summed up the party viewpoint.

"Any troop broadcast time given to a speech by the President certainly should be a part of the time allotted to the Democrats. He is a candidate, and whatever he says amounts to an appeal for support."

The War Department, however, sidestepped that.

Commenting upon the situation in an editorial, "Shortwave Politics", the Washington Post said;

"The War Department appears to have emerged at last with a sensible resolution of the furor raised over the President's Bremerton address. Each of the five political parties having a candidate for President in at least six States will be granted equal use of the Army's facilities for shortwave rebroadcasting of political addresses to the men in service overseas. This may be a little hard on G. I. Joe. It may give him a more intensive political diet than he will care to digest during the next ten weeks. But then presumably he retains the inalienable American prerogative of tuning to another station or turning off the radio completely. And it seems to be the only system under which all political candidates in this highly political season of the year can be treated with genuine impartiality.

"The War Department's ruling neatly evades the onerous assignment of determining when Mr. Roosevelt is serving in his

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capacity as Chief Executive and when he is serving as the leader of the Democratic Party. We envy neither the lesser official who looked upon FDR at Bremerton as a politician nor Assistant Secretary of War McCloy who chose to regard him on that occasion as the Nation's President. The distinction can never easily be made and had better not be attempted. Now none of Mr. Roosevelt's rivals has a reasonable complaint--at least in respect to reaching the men in uniform abroad. Perhaps the soldiers will come out of this political campaign with a better knowledge of what it's all about than the civilians at home."

President Roosevelt at his press conference Tuesday led up to the fact that he would make his first political speech to the International Teamsters Sept. 23 at a dinner arranged by Daniel J. Tobin, union president, with a long dissertation, described by those who heard it as very ironical, about plans to make a non-political speech on Christmas tree raising, but he was afraid this might be interpreted as a political speech.

Mr. Roosevelt said with heavy sarcasm that the topic of raising, planting and selling Christmas trees was a very good topic for a non-political talk; one that should bring joy to the hearts of all.

He added with sustained irony that he was willing to produce his books showing that he had made money as a Christmas tree raiser for the inevitable investigation which would follow charges the address was political.

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NOT POLITICAL, EH? ASKED RE WAR DEPT. FDR RULING

Regarding Ruling No. 2 of the War Department that the President's broadcast from Bremerton was not political, Ruling No. 1 having said it was political, the Washington Daily News (Scripps-Howard) ejaculated:

"Now isn't this somethin'? Acting Secretary of War McCloy rules that President--beg pardon, Commander-in-Chief Roosevelt's--address from Bremerton, Wash., after his trip to Honolulu and the Aleutians, was 'not political'. It was instead a 'report'. And so deciding, Mr. McCloy reverses a six-hour-old Army ruling that the law permitted the Socialist Party equal radio time for broadcast to soldiers overseas.

"O. K., let's take Mr. McCloy's word for it. Now the thing to do to make everything fair and square is for the Navy to provide a warship and escort for Norman Thomas, the Socialist candidate, to take a junket to our outposts and come back and make his 'non-political' report. Then provide the same conveniences and setting for Thomas Dewey, the Republican candidate. Comrade Browder, having dissolved his Communist Party and joined the New Deal, will need no special reservation this year."

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CALLS WAR DEPT. FDR BROADCAST DECISION DISMAL FAILURE

The Washington Star also took a shot at the War Department's reversal on President Roosevelt's Bremerton broadcast decision saying:

"The War Department has made a rather dismal failure of its first attempt to differentiate between a 'political broadcast' by the President and a 'nonpolitical report' from the Commander in Chief.

"This is not surprising, for actually there is no real difference. When the President is running for reelection anything that he does or says, either in his role as Chief Executive or as Commander in Chief, has political significance and political implications. That is a simple fact which cannot be altered by calling one of his addresses a 'report' instead of a 'speech'.

"Mr. McCloy, Assistant Secretary of War, has stated that the President had nothing to do with this reversal. But it is clear enough that the men who have to make these decisions are subordinates of the President and Commander in Chief. And when the President undertakes to declare in advance, as he did in this instance, that one of his trips or speeches is not political, then those subordinates are placed in a very difficult position, to say the least.

"If the President continues to campaign as Commander in Chief, which gives him a great advantage over his political opponents, he will have to expect continued criticism. He should accept that criticism gracefully, however, for it is the direct result and the unavoidable consequence of his decision to seek reelection and to campaign, not in the 'usual partisan political sense,' but on his record as the Nation's wartime Commander in Chief. This is an undesirable state of affairs, but it should not be aggravated by such things as the President's press conference attitude in this instance or misrepresentation and distortion on the part of his opponents."

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WAR FORCES COMPETITORS TO USE SAME OUTLET FOR DURATION

With the sale of KSO, Des Moines, to the Kingsley Murphy interests of Minneapolis, a situation unique in radio has evolved. Now KSO, an avowed competitor of KRNT, a Cowles owned station, is forced to broadcast from the same studios as KRNT and to use the same transmitter. KSO has leased its new location for studios, but installations are held up because of critical materials. The KSO towers and transmitter house building will probably come after the war.

For a number of years KSO and KRNT were owned by the Cowles interests. When F. C. C. ruled that only one radio station could be owned and operated by one person or corporation, KSO was sold. The sale and change of management of KSo was attended by a number of personnel changes both for KSO and KRNT. Craig Lawrence, who has been general manager for two and one-half years, is now in New York,

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where he has taken over the general managership of WHOM with studios in New York City and Jersey City, New Jersey. He is soon to become vice president of WCOB of Boston (these eastern stations will be affiliated in ownership with KRNT.) Mr. Lawrence's position has been taken by Phil Hoffman, vice president of the Iowa Broadcasting company and former station manager of WNAX with studios in Yankton, South Dakota, and Sioux City, Iowa. (WNAX is also a Cowles station) The top position for KSO is held by George Higgins, formerly of Minneapolis and St. Paul. He is known throughout the midwest as a sports announcer. From announcing, Higgins went to the executive branch of radio at St. Paul for Station WTCN.

Herbert F. Holm, formerly of the Minneapolis Tribune newspapers, will take over the duties of controller. Edmund Linehan, who has been with KSO since coming from the University of Iowa, will continue as program director. Linehan joined the KSO continuity department in 1934. Six years ago he was named program director for KRNT and KSO. Charles Miller is the new KRNT program executive. For four years he worked at KFAB and KFOR in Lincoln, Nebraska and for two years served in a like capacity for WING in Dayton, Ohio. Robert Dillon, who was recently given a medical discharge from the Army Air Forces, has resumed his position as commercial manager for KRNT, a position he held before joining the armed services two years ago.

H. T. Enns, Jr., National Sales Manager for the Iowa Broadcasting company, too is leaving soon for New York City to become National Sales representative for the Iowa Broadcasting company and affiliated stations. He will continue to represent KRNT in the National Sales Field. L. Densmore Peterson has been named chief accountant and will take over the duties for Karl Haase, assistant treasurer and chief accountant, who will serve in a like capacity for the Cowles affiliated stations in the East.

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CBS PUTS IN WASHINGTON STATION RELATIONS EXECUTIVE

Edward Yocum has been appointed the Director of the Washington Office of the Columbia Broadcasting System's station relations department, it was announced by CBS Vice President, Joseph H. Ream. In making appointment, Mr. Ream said, "The new post is being created at this time because of the anticipated increase in post-war problems arising from changes in frequency allocation." Since 1935, Mr. Yocum has been general manager of station KGHL in Billings, Montana. In Washington he will devote his time to working with Columbia affiliates in relation to general problems of allocation and station operation.

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Chief John C. King, of the Hartford Fire Department, riding in his car about three miles away, received the first word of the Ringling Circus fire over the car's two-way radio system.

"I reached the catastrophe on the fastest ride I ever had through the streets of Hartford," Chief King said.

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:::: SCISSORS AND PASTE ::::
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BBC Develops Midget Recorder for Battle Front

On the technical side, war reporting as it has developed during the course of the war presents two problems. The first of these is to provide a medium by which war correspondents can record their impressions whilst actually at the scene of military operations, Frank Gillard, BBC war correspondent writes. The second problem is to transmit that impression or recording back to Broadcasting House in London for inclusion in the various programme services.

It was realised in 1940 that lighter equipment should be designed which could not only be carried by the war correspondent but be sufficiently simple in design for him to operate himself. A search produced two kinds of portable recorders, neither of which was found entirely suitable or available in sufficiently large quantities.

In a few weeks the BBC research engineers produced what is now known as the Midget Recorder, and it is this recorder which did such excellent service in reporting the first fourteen days of the campaign in Normandy. Its weight is 35 lb., its size little larger than a portable gramophone, and its operation is confined to one knob.

To save battery weight, the motor is clockwork driven and the microphone-cum-recording amplifier, with its dry batteries, are all inside the box. The battery unit has been built on the cassette-loading principle and is capable of running the amplifier for a period of about an hour. The recorder will run for $3\frac{1}{2}$ minutes without changing the disc, and a warning light shines 15 seconds before the end of each disc. Should the correspondent disregard this, the recorder automatically stops.

These Midget Recorders were used by BBC correspondents in the first assault on Normandy, one accompanying the airborne troops. During the first phase the discs were transported back to England, where they were censored, re-recorded, and copies distributed by the War Reporting Unit operations room to the various BBC programme services. Without these recorders many of the despatches which have been heard in the War Reports would not have been possible.

It was realised at the outset that the delays and difficulties of conveying disc recordings back to Broadcasting House would be considerable unless access could be obtained to a radio telephone transmitter within easy reach of the front line. In the Mediterranean campaign existing transmitters in the area were used for this purpose.

During the last two or three years the BBC has been preparing war reporting transmitters, and these are being installed behind the battle fronts for the transmission back to this country of war correspondents' material. One of these is a low-power transmitter

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capable of working on medium or short waves, complete with its own engine, generator set, aerial, masts, communication receiver and microphone equipment, all installed in a 3-ton 4-wheel-drive Army lorry. This transmitter is now transmitting the bulk of the despatches back to this country for recording or inclusion 'live' in the nightly war Reports.

Finally, a studio lorry is being provided which can work either in conjunction with a mobile transmitter or feed programmes by line to the transmitter should the most accessible point for war correspondents not be the site of the transmitter. In this studio lorry will be fitted microphones, and reproducing equipment capable of editing the recordings made by correspondents on their Midget or Humber vehicle recorders.

(London Calling)

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FDR and Dewey Names Deleted From Radio Quiz Programs

The sponsor of one of the top quiz radio programs called together all the people associated with the show and warned them that the program must be non-partisan. "Until the election is over," he ruled, "you must remove from the lists of questions all those about President Roosevelt. Our show must not take sides during this campaign. There must be nothing about Roosevelt on the programs" ... "How about mentioning Dewey's name?" the director suggested ... "Dewey's name must not be mentioned," the sponsor ruled, "because that would remind the listeners about Roosevelt."

(Leonard Lyons, Syndicated N. Y. Column)

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Mr. Fly's Swan Song?

The question has been raised if the address Chairman James L. Fly, of the Federal Communications Commission is making today (Wednesday) to the NAB War Convention in Chicago may not be his swan song to the broadcasting industry. Judging from Mr. Fly's recent statement, it seems only a question of time until he leaves the Commission. One person usually well informed ventures the guess that it will be around January 1.

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Jeffers of the U. P. Doesn't Think Much of Train Radio

No railroad in America has a finer record of wartime achievement in the face of supreme obstacles than that of the Union Pacific. ***** In accomplishing all this we have drawn upon the practical experience and knowledge of men who have grown up on the property and we have not allowed ourselves to be stampeded into the use of devices - like radio for operating trains, for example - where theory is substituted for that safety which depends upon constant, intelligent application of safe practice developed over 75 years of operation (W.M. Jeffers, president of the Union Pacific Railroad in Associated Press dispatch from Omaha Aug. 24).