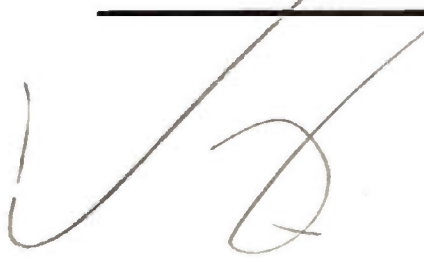


HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



NATIONAL BROADCASTING COMPANY
STATION WASH DC
NEW YORK, N. Y.

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JAN 5 1945

FRANK E. MULLEN

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No. 1663

January 3, 1945

BELIEVED FDR MAY NOW BE OUT TO TRY TO GET PETRILLO

Because of the numerous ways James C. Petrillo's name has been breaking into the news of official circles during the past week, there is an impression that President Roosevelt at long last may be moving to balance the uneven score between industry and labor and in so doing either the President himself or Congress or both may find a way of hitting back at the all powerful and, up to now, invincible Petrillo.

Perhaps the best evidence of this is James F. Byrnes, Director of War Mobilization and Reconversion, the President's right-hand man, asking Congress to give the Government power to enforce orders of the War Labor Board in the courts in a way "which will treat Petrillos and Averys alike". It is well known that in such matters President Roosevelt has a way of dealing indirectly or through other officials but he is frequently revealed as the master mind. Also it is equally well known that Mr. Roosevelt is a man who never forgets such a slap as Petrillo gave him at the height of the campaign by refusing to comply with the WLB directive and to call off the strike on the record manufacturers. Now that the charge has again been made that FDR has been too harsh with Sewall Avery and too lenient with Mr. Petrillo, the last named may finally be due for settling accounts with the White House. At any rate, it is not believed the tremendous publicity the music czar has been receiving lately is going to help him any.

Chairman William H. Davis of the War Labor Board touched off the most recent controversy over Petrillo by saying the music dictator's case could not be likened to that of Montgomery War. Mr. Davis said the action of the head of the AFL Musicians' union in defying the WLB orders did not constitute a threat to the war economy.

To this Sewall Avery promptly replied:

"The press reports that Mr. Davis, Chairman of the War Labor Board, has attempted to explain why the President ordered the seizure of Ward's properties while doing nothing to Mr. (James C.) Petrillo and the American Federation of Musicians, who also refused to obey a board order.

"Under the War Labor Disputes Act, the War Labor Board found, in issuing its orders against Mr. Petrillo's union, that the union strike would lead to substantial interference with the war effort.

"Mr. Petrillo's defiance of the War Labor Board was not challenged by presidential action.

"Recently labor unions, in defiance of a Government wage order, struck the Chicago, North Shore & Milwaukee Railroad and the Chicago, Aurora & Elgin Railroad and denied transportation to thousands of soldiers, sailors and war workers.

"The President took no action against the striking union.

"If the President can do as he pleases, choose among those who reject the mere advice of the Government and seize the property of some but not others, the nation no longer has a government by law."

Attorney General Biddle, who raced out to Chicago the first time the Government threw Mr. Avery out but who this time elected to remain in Washington (with the comment that "Avery is a pretty tough guy), replied to the assertions of Ward's president by likewise declaring that the mail order house and the music union cases could not be compared. Mr. Biddle explained that no action was taken against Petrillo because his defiance did not interfere with the war effort. The Montgomery Ward case, on the other hand, produced a strike in Ward's Detroit stores and threatened to spread to war plants, he said.

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SEN. BALL ASKS LAW FOR "PETRILLO AS WELL AS AVERY"

Beating War Labor Board Chairman Davis to it by two days was Senator Ball, New Deal Republican of Minnesota, also declaring that there should be a law to back the Government's wartime policy and that it should apply to James C. Petrillo the same as Sewall Avery. The two declarations might have been made by the same man and coming so close together seemed to indicate teamwork between the Minnesota Senator, the Administration's fair-haired boy, and President Roosevelt. In fact, at the conclusion of his statement, Senator Ball said:

"I have communicated my views to President Roosevelt, Chairman Davis and Secretary of Labor Perkins." Judging from that, one might get the impression that Senator Ball gave the Administration the idea of cracking down on Petrillo at this particular time.

The statement of Senator Ball, who disregarded party affiliations and supported President Roosevelt for a fourth term, read as follows:

"President Roosevelt, in his order seizing the Montgomery-Ward plants Thursday, asserted that Ward's 'consistent and willful defiance of its (War Labor Board's) decisions' has threatened employer-worker confidence in DLB machinery to settle labor disputes.

"I have no quarrel with that statement; in fact I would support it. But it does occur to me that it should apply with equal

force to 'consistent and willful defiance of War Labor Board decisions' by any labor organization.

"A fundamental principle of democracy is that its rules and laws apply equally to all. I do not believe that is true at present as regards enforcement of WLB directives.

"One specific case is the defiance of the Board by James C. Petrillo and the American Federation of Musicians, first in the recording ban case, and now in the strike of the Minneapolis union against KSTP. The latter has continued for eight months in defiance of WLB 'back to work' orders.

"Finally, the WLB through its Chicago Board issued a directive order last week, which the employer has accepted but which the local union refuses to accept. The strike goes on.

"Defiance of the WLB by Petrillo threatens employer-worker and public confidence in WLB machinery just as effectively as does that of Montgomery-Ward. I believe the Government has an obligation to act in both cases.

"If there is no legal basis for action against union defiance, then it is the responsibility of the executive branch to so report to Congress and to have drafted and recommended to Congress legislation which in its opinion will remedy that fatal defect. I would be happy to join in sponsoring such legislation.

"It has been my conviction since 1941 that our Government's labor relations policy for the duration of the war should be written into law, applying alike to all parties and with adequate enforcement provisions to assure compliance."

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NEWSPAPERS AGAIN GIVE PETRILLO AND FDR SEVERE TROUNCING

The declaration by War Labor Chairman Davis that the case of Petrillo could not be likened to that of Montgomery Ward was quickly challenged by the press. A retort which attracted wide attention in official Washington was a cartoon by Berryman, the younger, in the Washington Evening Star. It really wasn't a cartoon but just as effective by Mr. Berryman reproducing as a deadly parallel, excerpts of statements of President Roosevelt in dealing with Petrillo and Montgomery Ward. The drawing was captioned "A Little to the Left", a reply which Mr. Roosevelt recently made at a White House press conference when asked how he stood after the election.

The excerpt from the President's statement to Petrillo read:

"In a country which loves Democratic government and the rules of the game, parties to a dispute should adhere to the decisions of the Board, even though one of the parties may consider the decision wrong. Therefore in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request your union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."

The President's statement in connection with Montgomery-Ward read:

"We cannot allow Montgomery Ward & Co. to set aside the wartime policies of the U. S. Government just because Mr. Sewall Avery does not approve of the government's procedure for handling labor disputes. Montgomery Ward & Co., like every other corporation and every labor union in this country, has a responsibility to our fighting men. That responsibility is to see that nothing interferes with the continuity of our war production. It is because Montgomery Ward & Co. has failed to assume this obligation that I have been forced to sign an Executive Order directing the Secretary of War to take over and operate certain properties of Montgomery Ward & Company."

In the same issue of the paper, the Star said editorially:

"Mr. Petrillo's defiance was just as willful and just as open as Mr. Avery's, yet the President did virtually nothing to bring him into line, and the memory of his methods in dealing with Mr. Petrillo will surely tend to lessen public support for his firmness in dealing with Mr. Avery. The administration has not dealt equally with the two cases, and no denunciation of Mr. Avery can conceal that fact."

The Washington Post also took the Administration to task saying:

"The attitude of the Administration seems to have shifted a good deal since the first Ward seizure. One factor contributing to this change of attitude was the Petrillo case. The czar of the musicians' union openly defied the Board, and officials conceded that there was nothing they could do about it. They agreed, in other words, that Congress did not intend to have the Government seize every business involved in defiance of the WLB.

"Attorney General Biddle now says that the President does not seize plants or stores to enforce WLB orders. Rather such action is taken only where it is essential to the war effort. If there is no threat to the war effort, as in the Petrillo case, then apparently it is all right to tell the WLB to jump into the Potomac."

David Lawrence, the columnist, had this to say:

"The powers of the War Labor Board are not going to be tested this time in court but the power of a President to do anything he pleases and call it a national labor policy essential to the war effort is to be determined.

"The hands of the Roosevelt administration are not exactly clean when they bring this issue to court. For the War Labor Board directed the union of musicians under James Petrillo to cease its restrictions and strikes in the making of broadcasting transcriptions. Mr. Petrillo defied the Board and Mr. Roosevelt didn't do anything about seizing the union's facilities or breaking up the strike. Instead he answered critics evasively by saying he couldn't find any law on the subject.

"The War Labor Board, however, had pointed out that many broadcasting stations were necessary to the war effort and that the musicians' strike threatened the existence of these stations.

"Tired of waiting for Government aid in the controversy, the broadcasting stations surrendered ignominiously. Now the War Labor Board says that the union wasn't penalized because the employers 'voluntarily' agreed to the demands of the union and removed the threat to the war effort. The companies settled under duress because Mr. Roosevelt was afraid of the musicians' union and Mr. Petrillo. He isn't, evidently, afraid of Mr. Avery."

A cartoon in the Washington News (Scripps-Howard) shows Petrillo talking to Sewall Avery. Petrillo is sitting on a huge money-bag labelled "Four Million Bucks, Yearly, For Defying the Government - and getting away with it." Avery is laughing and saying to Petrillo, "Whadda You Got That I Haven't Got, Caesar?"

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PRESS WIRELESS BROADCASTS DIRECT FROM WAR ZONE

Direct radio news service between America and the European war zone was amplified Tuesday when Press Wireless began transmitting dispatches from its new, mobile unit, Station PV, somewhere in Holland.

First contact from the new station was made by radiotelegraph at 8:07 A.M., EST. A few minutes later the station was picked up at the press wireless control center in Times Square. Shortly afterward the first news dispatch from the new station was filed by Associated Press Correspondent Wes Gallagher.

Press Wireless already was operating two similar stations, its Station PX, which began transmitting from the Normandy beachhead a week after the Allied landings and moved eastward with the American forces, and another established on Leyte shortly after General MacArthur began his invasion of the Philippines.

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WHEELER FAVORS NEW RADIO LAW; MAY CHANGE COMMITTEES

Senator Burton K. Wheeler (D), of Montana, Chairman of the Interstate Commerce Committee which handles all radio legislation in the Senate, came into the headlines the past week in two ways (1) he proposed that the new Congress get busy and pass an up-to-date radio law, and (2) it was reported that Senator Wheeler, more or less a thorn in the side of the Administration foreign policy might resign as Chairman of the Interstate Commerce Committee to accept a place on the Senate Foreign Relations Committee which will assume greater importance in connection with the peace treaties following the war.

Always active in foreign affairs discussions, Senator Wheeler has just revealed the fact that when the Senate convenes today (Wednesday), he will introduce a resolution incorporating his own ideas for world peace.

If Senator Wheeler were to resign from the Interstate Commerce Committee, the next in line for Chairmen would be Senators Barkley and Wagner, neither of whom would probably take it but the next high man on the Totem Pole, Senator Edwin C. Johnson, of Colorado, might. Other majority members of the Committee are Hill of Alabama, Stewart of Tennessee, Tunnell of Delaware and McFarland of Arizona.

Senator Wheeler, who sponsored a broad regulatory bill which never came to a vote in the last Congress, said several factors were involved in passage of new radio legislation. He included such matters as licenses for clear channel stations, the growth of television, resale of broadcasting licenses, applications for super-power licenses, and assurances that both sides of any question would get equal airing.

The claim for clear channel licenses on the theory of serving rural areas was unjustified, the Senator said. It gave the licensee an advantage over other metropolitan stations without commensurate service to rural regions, he added, and at present left about a third of the country without satisfactory daytime service. He also opposed super-power licenses.

On the question of television growth, Senator Wheeler said that if licenses were issued on a first come, first served basis as was the case in early days of standard broadcasting, it would result in a concentration of such licenses in metropolitan centers to the disadvantage of outlying regions.

"It seems to me that we should be studying right now the issuance of television wave lengths on a geographical basis for allocations", he asserted.

Senator Wheeler said he believed the Federal Communications Commission already had authority to pass on re-sale of licenses. FCC has taken a contrary position. One of the evils which arise from

re-sales, said Mr. Wheeler, was sale of a station at an inflated price.

"As a result", he added, "the new owner being entitled to a fair return on the investment has had to sell more time and reduce the amount of time for sustaining programs of a public service nature."

Finally, Senator Wheeler said radio broadcasting should be forced to grant equal time for discussing both sides of any controversial questions.

"The very foundation of democracy is an informed public opinion", he declared. "We can't have it if the people only hear one side of a question. With one-sided propoganda the public easily can be led astray as it has been in the totalitarian nations of the world."

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DEADLINE FOR PEABODY RADIO AWARDS IS JANUARY 10

The closing date for 1944 entries in the George Foster Peabody Radio Awards is next Wednesday, January 10th. Entries may be submitted by stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization wishing to direct the attention of the Peabody Board to a special program.

They may submit as many entries as they desire in the classifications for which the following awards will be made:

1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Recommendations should be addressed to John E. Drewry, Dean of the Henry W. Grady School of Journalism, University of Georgia, Athens, Georgia.

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JOHN KAROL NEW CBS SALES MANAGER; ERIKSON GOES TO B.B.D.&O.

John J. Karol, Assistant Sales Manager of the Columbia Broadcasting System for the past year and Market Research Counsel since 1939, has been named Network Sales Manager. In his new post, Mr. Karol replaces Leonard Erikson, who has resigned from CBS to accept an executive position with Batten, Barton, Durstine & Osborn, Inc., advertising agency.

Mr. Karol joined Columbia in 1930 as a member of the Sales Promotion staff. Prior to that he was with Crossley, Inc., research firm, as Manager and Research Director,

Author of numerous articles in the field of radio research, Mr. Karol has been Secretary and Treasurer of the American Marketing Association and is a former President of the Market Research Council. He is an honorary member of the New York University chapter of Alpha Delta Sigma, national advertising and marketing fraternity, and has given a course in "The Business Side of Radio" at the New York University School of Adult Education.

When the Joint Committee on Radio Research was organized under sponsorship of the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters, Mr. Karol was selected as a member of its Technical Committee.

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FCC TABLES NETWORK PROGRAM RECORDING UNTIL AFTER WAR

The Federal Communications Commission has announced that it had postponed for an indefinite period consideration of Order 119 which requires that recordings be made of network programs. This determination was prompted by the fact that the adoption of the rule would require the utilization of scarce material and skilled personnel. While much of this material and personnel is already available and in use, it was felt that the adoption of the rule would require an expansion in this field and the Commission was of the opinion that this expansion should not be undertaken at this time.

The evidence presented to the Commission quite clearly indicates the ultimate desirability of a rule such as that proposed by Order 119, at least for certain types of programs - e.g., speeches, news broadcasts, commentary, etc. The facts show that in some instances recordings are already being made and preserved. Undoubtedly, the practice will continue and if anything will be expanded.

The amount of information and material presented at the oral argument by the representatives of the industry on a subject as important as this was very meager. With the opportunity for further study presented by the indefinite continuance, it is hoped that the radio industry will be prepared when the Commission once again takes up consideration of the adoption of a regulation requiring the recording of programs to furnish more detailed data concerning the desirability and type of rule which should be promulgated.

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FCC CLEARED IN HOUSE PROBE; FLY CENSURED IN WFTL SALE

The House of Representatives Committee, headed by Representative Lea (D), of California, which for two years has been investigating the Federal Communications Commission, in a report to Congress today (Wednesday) gave a clean bill of health to the Commission, also saw nothing wrong with its handling of the WMCA sale, cleared Thomas G. Corcoran ("Tommy the Cork"), former White House aide, of any questionable dealings in connection with the case but censured former FCC Chairman Fly in connection with the sale of WFTL at Fort Lauderdale to Commander George B. Storer.

The Committee accused Mr. Fly of "putting on the heat" and charged that the sale price of WFTL was "entirely too low in view of the potential earnings of the most powerful station in Florida."

The three Democratic members signed the majority version and each of the two Republicans submitted separate minority statements.

While taking note of "differences of opinion" among FCC members, the Committee said these were not "a matter of condemnation" and "an honest difference of opinion as to public administration is and may well be of useful service."

The majority report was signed by Representatives Lea, Hart of New Jersey and Priest of Tennessee. Minority reports were filed by Representatives Miller, of Missouri, and Wigglesworth, of Massachusetts.

Of the WMCA case, one of the Committee's most publicized investigations, the majority said it found no evidence that Donald Flamm, former owner, had sold it to Edward J. Noble, one-time Assistant Secretary of Commerce, under "pressure, coercion or duress".

Mr. Flamm contended he sold the station for less than he could have obtained because of fear that he would lose his license if he did not sell.

"The general allegations to the effect that the White House had anything to do in pressuring Flamm into selling his station to Noble is wholly without foundation in fact", the majority said.

The Committee added that it found "nothing to censure" in the conduct of Thomas G. Corcoran in connection with the WMCA transaction, and "nothing to censure in the conduct of Edward J. Noble".

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General Seyffert, Commander-in-Chief of the German 348th Infantry Division, taken prisoner, said that German communications were so chaotic that he was quite out of touch with the battle, and his best source of news was the BBC.

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RADIO'S GREAT WAR ROLE REVEALED IN YEAR-END STATEMENTS

Brig. Gen. David Sarnoff, President of RCA: "After the war by use of television techniques we shall be able to reach out and operate many of these actions that we see. Just as human fingers press buttons and triggers, snap switches, and release energy to make wheels turn or control machines and vehicles, now radio-electronic fingers touch off new magic."

Niles Trammell, President of the National Broadcasting Company: "The invasion and the election gave American broadcasting the greatest opportunity and responsibility in its 24-year history. American broadcasters met the test. They were prepared. We face the sunrise of another year with the sober realization that a hard road still lies ahead."

Frank E. Mullen, Vice-President and General Manager of NBC: "American Broadcasters will value the privilege of helping make post-war America a new land of opportunity in a war-torn world. The new services of FM and television, bringing fresh facilities and added stimulus to the task, will provide new lifetime careers for thousands of young men and women."

Paul W. Kesten, Executive Vice President, Columbia Broadcasting System: "There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment."

Alfred W. McCosker, Chairman, Mutual Broadcasting System: "As Mutual went into its 11th year, sales for the 52 weeks of 1944 exceeded \$20,000,000, which meant a gain of over 50 percent. Added station facilities and increased coordination of network operations made the value of these augmented operations apparent not only to the newer clients coming to the network, but also to those already on the air who took advantage of the benefits of such expansion."

John Ballantyne, President of Philco: "Throughout the year 1944, the radio industry continued its 'all-out' war effort and increased its total production in terms of dollars by 20% to approximately \$2,700,000,000, as compared with the preceding year.* * * It is estimated that the pent-up demand for radio receivers at the present time amounts to between 20,000,000 and 25,000,000 units as compared with the industry's all-time high production of 13,100,000 sets in 1941. When the nation's war needs are met, the radio industry and its distributors and dealers should be assured of several years of active, profitable business in making up wartime shortages and giving the public the benefit of the latest developments in FM and television."

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JAPS TRY TO JAM NEW OWI SHORT-WAVE STATIONS

Elmer Davis, Director of the Office of War Information, yesterday issued the following statement:

"The importance of the two new OWI radio stations in the Central Pacific is indicated by Japan's quick 'jamming' of our initial programs. The programs originating at the new powerful 100-KW short-wave Station KRHO at Honolulu, and relayed by the equally new medium-wave station at Saipan, were 'attacked' within 30 minutes after they went on the air by heavy 'jamming' by Japanese radio, the Federal Communications Commission monitors reported to us.

"The 'jamming' affected only the medium-wave broadcast, while the short-wave, carrying exactly the same program went in without interference, the monitors reported to us.

"We, of course, expected this normal enemy counter-activity, and we, of course, were prepared with counter measures of our own to insure a good flow of news and education into Japan.

"There are also 'clear' hours whenever the B-29 bombers are over Japan, for then the Japanese stations leave the air. We may expect compound results from the simultaneous rain of bombs and the flow of truth into Japan.

"The Office of War Information was proud to have its two powerful psychological warfare weapons initiated by carrying the highly significant statements of Undersecretary of State Joseph C. Grew and Admiral Chester W. Nimitz into what Admiral Nimitz so aptly described as 'the very vitals of Japan'.

"Admiral Nimitz's splendid summary of the war in the Pacific to date, we feel, will have considerable effect on the listeners in Japan. Mr. Grew's statement to the people of Japan made clear not only that their troubles of recent years are the result of the seizure of control by the Japanese militarists, but that their future depends on regaining authority over their government's policies and actions.

"That he promised them the truth about the war, as a contrast to the twisted subterfuges their own government has been feeding them, is of paramount importance. It is OWI's job to carry out that promise, and we naturally are pleased, now, to be operating the first radio station penetrating Japan on a wave length that the average civilian set can hear, as well as the powerful short-wave station covering China, India, the Philippines, and Japan.

"We are pleased also to have again the Japanese government's reiteration of its fear of having the truth about the progress of the war given to its people. Between their attempts to 'jam' our broadcasts and our counter measures, we may look forward to a lively battle in this phase of psychological warfare."

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WAR MARKS BIG STEP FORWARD IN DEVELOPING RADIOSONDES

This country, our allies and our enemies, in order not to be at a serious disadvantage in fighting the war, check the weather in the stratosphere by means of radiosondes. For America the U.S. Army Signal Corps is, of course, charged with this responsibility, as a part of its meteorological service.

Enemy radiosondes have been captured and carefully studied and this provides interesting comparisons between our own and those of Germany and Japan. In general it may be said that German and Japanese radiosondes give fewer readings than those developed by America and therefore are less accurate. They are well built and well designed, and are smaller in size and lighter in weight than American instruments. In one notable way they are inferior to ours. Neither the German nor the Japanese instruments are designed for mass production as ours are. Their mercury thermometers and manometers are not suited for mass production since certain component parts can be made only by hand, and at least two precalibrations are necessary.

German and Japanese radiosondes make use of techniques and measuring elements similar to those used in American instruments, but they differ in the types of such elements employed and in the method of varying the transmitted signal.

The Germans have two types of radiosondes in general use. The first type employ wet and dry bulb mercury in glass thermometers for measuring temperature and relative humidity, and a mercury filled glass manometer for the determination of pressure. These glass tubes have metallic coils on the outside distributed through the operating length of the mercury columns within the glass tubes. Two transmitters are used, and two radio frequencies and two antennas are required. It is probable that constant tracking of the signals at the ground station is required to operate this set. The Germans also use chronometric radiosondes that employ bimetallic elements to measure temperature, and hair hygrometers to measure humidity. Temperature contacts are made twice a minute, humidity contacts once a minute.

The Japanese use radiosondes very similar to the German. Pressure is determined in much the same way as in the chronometric instrument of the Germans; however, there are only seven contacts. The Jap radiosondes have the same defect as the German, that they must operate on two radio frequencies, requiring two transmitters, two antennas, and constant tracking at the ground station.

The American radiosonde operates with one transmitter. The carrier frequency is audio modulated and variation in audio modulation can be translated into meteorological data. The signal is received and graphically recorded on a chart. The number of contacts can be counted and the pressure read. Then the elevation is determined. Some American radiosondes have 80 contacts; others 95.

All three countries use a battery for their radiosonde power supply. The foreign instruments use vibrators and transformers to obtain desired voltages and alternating currents. American instruments use batteries with the correct plate voltage and tap only certain components of the battery for the correct filament voltages.

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 ::: SCISSORS AND PASTE :::
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Paper And Radio Run Separately By Gene Pulliam

When the head of a newspaper chain adds another paper to his group it is always news. When a successful radio station operator buys the morning and Sunday paper in the same city it is even more important news. When he operates his radio station and his newspaper separately and completely independent of each other, it is of greater news significance to publishers and radio station owners.

Eugene C. Pulliam, former Kansas City Star cub reporter, is editor and publisher of the Indianapolis Star, which he acquired last April.

He is also president of Central Newspapers, Inc., which owns all the stock of the Star and also all the stock of Indianapolis Broadcasting, Inc., licensee of radio station WIRE. WIRE is not known or advertised or broadcast as "the Star station", and the Star is not advertised or promoted as part of WIRE. While there is no tie-up between the two in the newspaper or on the air, the Star and WIRE are promoted jointly in selling the Indianapolis market to advertisers.

The Star publishes as much news and promotion material from the other stations of Indianapolis as it does about WIRE. "We believe this is only fair and decent to the other radio stations", explained Mr. Pulliam.

The Star does not sponsor a newscast over WIRE because all of the news programs are now under commercial sponsorship. When and if a news program becomes available, Pulliam plans to assign such a spot to the Star for news broadcasting. The newspaper does, however, sponsor a few programs on WIRE.

- (Editor and Publisher)

BBC Puts It All Over OWI In Europe

Representative Paul Shafer, of Michigan, member of the House Military Affairs Committee just back from overseas was critical of OWI and the propaganda job done for America in France and Italy. The British are doing far better, he said, especially by radio. So far as the troops are concerned, Americans are getting their news just about six weeks behind the times.

The day he left, reported the Michigan Republican, pre-election copies of Time and Newsweek had just arrived. "Radio news broadcasts for our troops are so inadequate that they rely mainly upon BBC (British Broadcasting Co.)", said Shafer. "BBC puts out much more news, but plenty of British propaganda with it."

Shafer said the G.I.s are especially angry because of the constant diet of jazz records and comedians which they get over their radio. "They tell me they don't want the folks at home to think they're dancing through the war", he explained, "because they're not doing any such thing."

- (Drew Pearson in Washington Post)

Bowles' Broadcasts Dull, Mrs. Roosevelt Agrees

A woman reporter asked Mrs. Eleanor Roosevelt at her press conference yesterday whether she didn't think Price Administrator Bowles' radio speeches were "very dull". "You are right", the First Lady replied. Bowles goes on the air to discuss rationing.

-(Washington Times-Herald)

Charges Broadcasters With Making A Mess Of It

Since the radio enters so intimately into our domestic and public life, let us hope that its future as a cultural agent will not be as questionable as many of us feel it now is. The current active propaganda against government regulation discolors the picture. Under what seems a totally false slogan - freedom of speech - we are being tempted to ask the government not to try to protect us. ...With one of the greatest boons ever given by science to the education and entertainment of mankind, the broadcasting industry is making amess of it....But you of the sciences and arts and professions can think and write and protest, even without a budget of money. Yours can be a budget of goodwill toward American culture in the postwar world.

- (Harlow Shapley, Director, Harvard College Observatory in Journal of National Education Association.)

Orchids To McCosker From Pulitzer Author

On the same train when I went to New York was Alfred J. McCosker, who had just been graduated with honors from the Denver Times advertising promotion department. McCosker, the same who is now one of radio's most successful moguls (certainly one of the most human) was the man who first wrote a daily column of automobile news for Denver. He stopped off at Chicago, but not for long.

- From "Joseph Pulitzer and his World" by James Wyman Barrett, last City Editor of the World)

Negro Announcer Sought

Station WMCA in New York will initiate a novel employment policy shortly. The management is seeking a Negro announcer. This, the station believes, will help break the Jim Crow tape which heretofore has barred members of the race from this field. As soon as a suitable one is found - and this will be done without difficulty - he will become a member of the staff.

- (New York Day By Day - Washington Post)

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: : :
: : : TRADE NOTES : : :
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The Crosley Corporation did a gross business of about \$100,000,000 in 1944, virtually all of which was war goods, R. C. Cosgrove, Vice President and General Manager, declared in a year-end statement. No home radio sets or electrical appliances were made.

Looking forward to 1945, Mr. Cosgrove stated that unfilled orders will be produced in the first six months of the year somewhat in excess of the load for the first six months of 1944.

ASCAP began licensing the symphonic and concert field the first of the year. Fred C. Erdman is in charge of this operation for the Society. Mr. Erdman was formerly active in the Artist and Repertoire Department of the Victor Talking Machine Co. In recent years he has been ASCAP's Eastern Supervisor.

Paul A. Rickenbacher has been appointed Director of Radio and Television of the Foote, Cone & Belding advertising agency in New York. Mr. Rickenbacher joined the agency on September 1, 1944, as an executive in the agency's Motion Picture Division, and he will continue to be active in this division, which is intimately associated both with radio and with the future of television.

Previous to joining his present associates, Mr. Rickenbacher was with Young & Rubicam, and prior to that, with the J. Walter Thompson Company. He started his radio career as an actor and announcer with the Don Lee Broadcasting System in 1929, and became one of the early experimenters in the field of television.

Lee Strahorn, who has been with Foote, Cone & Belding since the agency was founded, will continue as Manager of the New York Radio Department.

The new annual 1944-45 membership and trade directory of the Radio Manufacturers' Association, listing the personnel, products, etc. of the Association's membership reveals a peak record of 227 companies.

The Los Angeles Times has filed application with the Federal Communications Commission for license to own, erect and operate a television station and an FM station. Norman Chandler, President of the Times, said a site has been acquired atop Mount Harvard, adjacent to Mount Wilson.

The regulation governing ceiling prices of mica has been amended to conform with a revision of a War Production Board conservation order applying to the commodity, the Office of Price Administration announced. The revised WPB order, effective on January 1, 1945, removes several grades from the strategic mica classification.

The amendment is expected to result in ultimate savings to industrial users of fabricated mica, OPA said, since lower quality fabricated mica will now become available for uses in which it is as serviceable as higher cost fabricated strategic mica.

1/3/45

One enlisted man out of every eight plans, on being discharged from the Army, to operate a business or farm of his own, according to a survey among troops in the United States and overseas theaters conducted by the Information and Education Division, Army Service Forces. About 7% have expressed a desire to enter the communications industry.

Station KPAS, Pacific Coast Broadcasting Co., Pasadena, Calif., was granted application for consent to transfer control of Pacific Coast Broadcasting Co., licensee of Station KPAS, by Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith, through purchase of 43.78% of outstanding, or 1116½ shares common stock, from J. Frank Burke, Sr., J. Frank Burke, Jr., and W. M. Burke, for a consideration of \$178,640.

For a small minority of the press and radio, President Roosevelt does not wish a happy New Year.

Reporters at Mr. Roosevelt's first 1945 news conference Tuesday were greeted by wishes of the Chief Executive for a happy New Year. That goes, Mr. Roosevelt added, for all except a small minority.

FM Broadcasters, Inc. have opened new offices at 1730 Eye Street, N.W., Washington, D. C.

Three major Protestant denominations outlined plans this week to improve the quality of religious broadcasting to the point where it will compete successfully with the best radio broadcasts in other fields.

Ronald Bridges, Moderator of the Congregational Christian churches, announced formation of an interdenominational committee to produce religious programs with professional talent and to supervise a program of instruction for ministers and religious educators for more effective use of the broadcast medium.

The denominations forming the joint committee are the Congregational Christian Churches, the Methodist Church and the Presbyterian Church, U.S.A., representing a combined membership of more than 11,000,000 persons.

Accompanying a handsome 90 page profusely illustrated booklet "Twenty-Five Years of Radio Progress With RCA", now being distributed by RCA is the following card:

"As a token of the 25th Anniversary of Radio Corporation of America, we are pleased to send you this copy of 'Twenty-Five Years of Radio Progress With RCA'. It is the history of a fascinating quarter century in radio and electronics. . . We hope that you will find it an interesting story of accomplishment and that it merits a place in your library.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

JAN 11 1945

FRANK E. MULLEN

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January 10, 1945

FTC REVIEWS 627,000 COMMERCIALS; QUESTIONS ONLY 19,500

Of the 627,000 radio commercial continuities which the Federal Trade Commission examined during the past fiscal year, only 19,500 continuities were designated for further review as containing possibly false and misleading representations. The publications percentage was much higher. Of the 308,000 newspaper, magazine and other periodical advertisements examined, 22,350 were questioned.

The publications work involved examination of advertisements in 1,792 editions of representative newspapers and 967 issues of magazines and farm and trade journals, 1,304 pages of almanac advertising, and catalogs of 54 mail-order houses. In addition, an average of 4,866 pages of radio script was read each working day. The Federal Trade report states further:

"Of the radio and periodical cases thus developed, a large majority were adjusted by the Commission's procedure under which an advertiser is extended the privilege of entering into a stipulation to cease and desist from the false and misleading advertising practices involved.

"Discussing its work in the field of radio and periodical advertising, the Commission says that its only object 'is to prevent false and misleading advertisements. It does not undertake to dictate what an advertiser shall say, but merely indicates what he may not say under the law. The Commission believes its work in this field has contributed substantially to the improvement that has been evident in recent years in the character of all advertising. * * *

"In general, the Commission has received the cooperation of the four Nation-wide network chains, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings; and of 850 commercial radio stations, 504 newspaper publishers, and 458 publishers of magazines, farm journals, and trade publications. It has observed a desire on the part of these broadcasters and publishers to aid in the elimination of false and misleading advertising.'

"During the fiscal year the Commission issued 195 formal complaints alleging violations of the laws it administers; entered 124 orders to cease and desist from such violations; and accepted 303 stipulations wherein respondents agreed to discontinue unlawful practices, 113 of these pertaining especially to radio and periodical advertising.

"In connection with its regular survey of radio and periodical advertising, the Commission analyzed for and reported to the War Production Board advertisements containing pertinent references to

such subjects as war production, price rises or trends, and rationing, or statements that materials are or will be scarce or that the quality of new materials or products offered for sale is equivalent to or better than merchandise formerly offered. The Commission also made to WPB 18 analytical reports covering 21 metropolitan areas and five groups of critical merchandise and relating to the improper use in wartime of advertising appeals of doubtful nature."

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RMA CANCELS CONVENTION; TELE SUGGESTED FOR FUTURE MEETS

Obedying the official edict of War Mobilization Chief James F. Byrnes banning all gatherings of more than 50 persons requiring railroad travel and closely following the National Association of Broadcasters in abandoning its annual executives convention, the Radio Manufacturers' Association cancelled its annual "Mid-Winter Conference" which was to have been held in New York February 21st. Calling off the tentative RMA parts trade show in Chicago next June was also being considered.

Not overlooking the opportunity to cash in on the emergency, J. R. Poppele, President of the Television Broadcasters' Association, suggested the possibility that conventions of tomorrow might well be handled by television circuits.

"Conventions, it appears, are about to become a wartime casualty", Mr. Poppele declared, addressing the National Retail Dry Goods Association. "If sufficient coaxial cable and radio relay circuits as well as television transmitting and receiving equipment were now available for a national service, the convention ban might work no hardship on organizations who annually conduct their business through national conclaves."

He pointed out that in the future, "large screen television equipment could be installed in public auditoriums in each city where Association members are located. Thus, the entire convention program", he stated, "could be conducted in New York City while members 'sit in' on the activities in their own home town."

"The RMA trade show could not be held under the restrictions planned by OWM and the Office of Defense Transportation, although RMA had not planned to hold the June parts trade show if the war against Germany was in progress after April 1", Bond Geddes, RMA Vice-President stated. "Formal cancellation of the tentative June parts show will be considered by the RMA Board of Directors in New York on February 21st."

"It is probable that the annual RMA 'War Production Conference' and annual membership meeting scheduled in Chicago next June will be held, but on a much reduced scale. Government officials plan to request that group meetings and attendance at such industry meetings be held to a minimum, probably limiting attendance to

official delegates and groups directly connected with the war program. A limited program for the June 'War Production Conference' also will be considered by the Association's Board of Directors at its February 21st meeting."

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KSTP HOT POTATO TO WLB; HUBBARD SAYS THEY FEAR PETRILLO

Although William H. Davis, Chairman of the War Labor Board, characterized the request of Stanley E. Hubbard of Station KSTP that the WLB seize Petrillo a la Sewall Avery as ridiculous, the Regional War Labor Board in Chicago suddenly woke up and within 48 hours referred the KSTP musicians' strike to Washington.

About a week ago the Chicago Board, which has been handling the KSTP case called on the union to "comply forthwith" with its December 20 directive denying all demands of the AFL union, including hiring of eight additional musicians, three record turners and a librarian and a \$52.50 wage scale for a twenty-two-hour week.

Fourteen musicians are involved in the work stoppage which began last April 12. The musicians returned to work May 5, but walked out again after a WLB panel recommended denial of their demands. They still are on strike at the Minneapolis studio, but are working for the same employer in St. Paul studios, the WLB said.

The Chicago Regional Board reversed its usual procedure of refusing to consider cases while strikes are in progress and denied the strikers' demands, upholding an earlier decision by a panel. Then on January 4, the Regional Board directed James C. Petrillo, head of the American Federation of Musicians, to end the work stoppage. The same order was directed to the Minneapolis local.

The personal visit of Mr. Hubbard to Chairman Davis closely followed the plea of War Mobilization Director James F. Byrnes and Senator Joseph Ball (R), of Minnesota, to the new Congress for legislation which would "treat Petrillos and Averys alike".

Mr. Hubbard said that he had suggested to Mr. Davis that the WLB take over Petrillo's headquarters and that the Army operate the union as it has in the Montgomery Ward Company's plants for non-compliance with WLB orders. It was here that Mr. Davis replied that such a request was "ridiculous".

"The union is the same as a business", Mr. Hubbard said, "operating under a charter and having headquarters."

Mr. Hubbard pointed out that the musicians' union has refused to obey directives of the National and Chicago Regional War Labor Boards that musicians, who walked out eight months ago, return to work.

For the last eight months he asserted, Mr. Petrillo had declined to permit union members to work at his Minneapolis studio unless a minimum staff of eight musicians and three record turners are employed.

Mr. Hubbard, following his conference with Mr. Davis, said that he got the distinct impression that the War Labor Board was afraid of Petrillo and was acting accordingly.

There was an attack on Petrillo from a new quarter this week when Representative Charles H. Weber, of Chicago, introduced a bill in the Illinois House at Springfield. Manufacturers of any product would be prohibited from paying a levy to any union, under penalty of up to \$5,000 fine and one year's imprisonment.

Mr. Petrillo, Mr. Weber said, waged along battle to get phonograph record manufacturers to sign contracts agreeing to pay a stipulated amount to the union for each record made. It has been estimated that the union would collect about \$4,000,000 annually.

"Nothing recent has excited more comment in my district than the Petrillo private tax on records", Mr. Weber went on to say. "Unless something is done, Sidney Hillman may come along with a union tax on every pair of pants made, and Phil Murray might levy a tax on the manufacture of steel."

Senator Vandenberg (R), of Michigan, is expected within the next few days to re-introduce his bill (S-1957) which would prevent Petrillo from interfering with the broadcasting of non-commercial, cultural or educational music. The bill passed the Senate by a large majority last session and it is believed that it may be approved by both Senate and the House this time. If so, it is thought the measure will be signed by the President which would give him the opportunity to pay his respects to Mr. Petrillo if he desired to do so.

The Vandenberg bill grew out of Petrillo's cancellation two years ago of a broadcast by the National High School Symphony Orchestra from the National Music Camp at Interlochen, Michigan.

The fact that Petrillo has been heavily guarded for the past 12 years was revealed in a dispatch from Chicago that the music czar has voluntarily dropped his Chicago bodyguard of two detectives assigned to protect him during the last 12 years.

"Petrillo indicated some time ago that he felt he no longer needed protection", Mayor Edward J. Kelly said.

The union leader originally was assigned the bodyguard after unverified reports circulated that he had been kidnaped and held for ransom. Mr. Petrillo denied the reports.

Mayor Kelly said the city at various times has assigned detectives to protect persons who believe they need such safeguards. These city-paid detectives operate only in Chicago.

In an election of officers of Local 802 AFM in New York, which the members complained to Petrillo was not conducted under the supervision of the Honest Ballot Association, as prescribed by the Union's by-laws, it was revealed that the recently installed president, Jacob Rosenberg, receives \$10,400 annual salary as President, and Richard McCann, Vice-President \$5,200. The Secretary and Treasurer each receive \$175 a week.

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SAT EVE POST GIVES DREW PEARSON MILLION DOLLAR FREE AD

No commentator or anybody else ever got a bigger free ad than the Saturday Evening Post gave Drew Pearson in its leading article "Pugnacious Pearson" by Jack Alexander last week (January 6). A curious coincidence was that the picture of the man on the front cover who had no connection with the article was about the way most people think Pearson looks and acts. Actually, as Mr. Alexander writes, the commentator, when not doing a broadcast, is a quiet, almost shy, man and instead of being bombastic and cock-sure is even hesitant when asked to give an opinion.

Furthermore, a photograph in the Post article of Mr. Pearson at a pay telephone, which he frequently uses when he thinks someone may be listening in on his own telephone, makes him look like a moving picture G-man. Really Mr. Pearson is almost a perfect type of a seasoned, hard-working newspaper man who could walk through any fire line minus a press pass without being stopped.

Some of the highlights of the Post article follow:

"By working radio and newspaper syndication together, the exponent of the formula is able to wield a unique double-action influence on public opinion."

"During most of the year he works in the study of his yellow-brick home in the Georgetown section of Washington. He is in his study by nine o'clock in the morning, and he works until noon, reading his mail, which is heavy, and dictating replies. Many telephone calls, offering confidential tips, come to him during the forenoon. If the tipster is an obscure person, such as a Government clerk or a Congressman's rejected mistress, Pearson takes down the caller's number and hangs up. Then he goes out to a public pay station and calls the tipster back to arrange a personal interview, if the tip looks good enough. Pearson lives in constant apprehension of wire tapping and is careful about protecting his volunteer informants."

"Pearson turns out seven columns a week and, in addition, writes his Sunday radio script and a separate Merry-Go-Round for Maryland, which he distributes gratis to weekly papers all over the Free State. He also writes the plot of a comic strip glorifying a mythical Washington correspondent named Hap Hopper, who leads a

stormy career resembling Pearson's, and every now and then he lectures before some organization. It is a back-breaking schedule, and his friends are inclined to attribute his errors, in part, at least, to his self-imposed stretch-out system. The rest they attribute to his grudges."

"In one six-month period, according to an independent check, Pearson made 153 predictions. The checker, in trying to arrive at a score, eliminated four predictions as half true, seven as not having come true yet, and nineteen as uncheckable for various reasons. Of the 123 which remained, seventy-four, including some fairly obvious predictions, were listed as having come true, and forty-nine were classified as errors. Roughly, therefore, the Pearson crystal ball appears to give off the right glint 60 per cent of the time.

"Pearson sees himself as a gladiator for political rectitude who would like to get away from it all. The pains of his servitude, however, are mitigated to some extent by its financial rewards. He nets about \$90,000 a year, before taxes, from radio and his column alone. In view of these financial rewards and his duty to humanity, Pearson is not likely to retire to the farm. If, however, he should, a lot of people would cheer, as he has publicly stated they would, and among them would be a number of newspaper editors. Columns of the shriller type, such as the Merry-Go-Round, have caused much soul-searching in the past few years on the part of the editors. Some have steadfastly opposed them, in spite of their value as circulation getters, on the ground that they overdo the sensational approach to the facts of life. Others take the bread-and-butter view that the see-all-know-all tone of the columns tends to relegate their own editorial pages to a position of secondary importance."

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PORTER UP SOON; WHEELER LIKELY TO KEEP OLD COMMITTEE

It is believed the Senate Interstate Commerce Committee will be called together within the next few days to consider the nomination of Paul A. Porter for Chairman of the Federal Communications Commission. There has been no indication of serious opposition to Mr. Porter and his confirmation seems assured as soon as the Committee can get around to it.

Senator Burton K. Wheeler (D), of Montana, last week quit the race for a place on the Foreign Relations Committee which strengthened the belief that he would continue as Chairman of the Senate Interstate Commerce Committee which handles all radio legislation in the upper body.

Four new Democratic Senators were added to the Committee Tuesday - Hoey, former Governor of North Carolina; Johnston, former Governor of South Carolina; McMahan, Connecticut, and Myers, of Pennsylvania. Senators Bob Wagner of New York, and Lister Hill, of Alabama, have resigned from the Committee.

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NEW FM FACSIMILE AND RADIOSONDE PATENTS

Among the patents granted last week were No. 2,366,363 to John R. Shonnard of the New York Times, using FM to improve transmission of photographs by wire, and No. 2,366,423 to George B. Pear, Jr., of Prince Georges County, Maryland, to strengthen radio-sonde signals.

Mr. Shonnard's system employs a constant-amplitude, variable-frequency sub-carrier. Previous "FM" facsimile transmitters have been complex and difficult to maintain, the inventor states. The patented sub-carrier is held to be simple in operation and to eliminate distortion in transmission.

The mechanism consists of a transmitter, a device for rectifying and smoothing the output signals, a low pass filter and a frequency modulator tube arranged to control the beat frequency generated by the oscillators. At the receiving station the signals pass through the customary filter, amplifier and lamp on to a revolving drum. A resistor adapted to the tube changes the normal tube impedance curve and thereby improves the modulation characteristics.

The patent was assigned to the Times Telephoto Equipment, Inc.

Mr. Pear has devised an antenna system for a radiosonde, which consists primarily of a small radiation transmitter carried by a balloon. It sends off signals, which vary according to changes in atmospheric conditions, and are received at a ground weather station.

One problem in radiosonding is the tendency of free balloons to drift as much as ninety miles while ascending to their recognized maximum effective altitude of twelve and a half miles.

To increase effective signal strength without increasing the weight of the very light apparatus, Mr. Pear offers an antenna based upon a horizontal reflector formed of eight wires supported by a hoop. It is held that this reflector, preferably about six wave lengths in diameter, concentrates energy radiated from the transmitter so that signals will not decrease in strength as the radiosonde drifts.

The patent was assigned to Washington Institute of Technology, Inc., of Washington, D. C.

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A third star for continued outstanding achievement in the war effort has been added to the Army-Navy "E" Flag won in 1943 by RCA Laboratories at Princeton, N. J.

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NETS NOT TO BARGAIN ON PLATTERS; NABET APPEALS TO NLRB

All parties concerned in the record changers' controversy issued statements today (Wednesday). The networks announced that they had decided not to bargain with either the American Federation of Musicians or the National Association of Broadcast Engineers on the question of who should change the records until their jurisdiction dispute had been settled by judicial determination.

Both networks contended that they were in the middle of the interunion dispute and that if they moved either way they were confronted with the possibility of a strike. Last month the National Labor Relations Board certified NABET as the bargaining agent but James C. Petrillo, President of the Musicians, refused to recognize the award.

NABET declared that "Mr. Petrillo has been joined in his refusal to obey constituted authority by the National Broadcasting Company and the Blue Network Company, Incorporated (also known as The American Broadcasting Company). The National Association of Broadcast Engineers and Technicians' answer to this was a filing with the National Labor Relation Board of complaints against both companies asking that the Board's decision be upheld."

The NABET statement continued:

"On Monday morning the National Association of Broadcast Engineers and Technicians received letters from both of these companies in which they stated that Mr. Petrillo's interpretation of the National Labor Relation Board decisions would be their guide. Mr. Petrillo seems to have based his decision on the fact that the words 'on the air playback' were used in the decision instead of the words 'platter turners' or 'pancake turners'. Records and transcriptions are not necessarily 'platters' and certainly they are not 'pancakes'. Sometimes they are in the shape of discs, but they could be in the shape of cylinders. They could be film, wire or some other substance or shape. Therefore, recordings of speech, music or other sound intended for playback on the air using the electrical medium of radio broadcasting are amply described in the term 'on the air playback'. 'Platter turning' and 'pancake turning' are slang terms used mostly by Petrillo and his American Federation of Musicians.

"Both companies have stated time after time, and they repeated this in their letters to NABET, that they are the innocent victims of the jurisdictional fight between NABET and the AFofM. This is hardly fair or accurate. The National Broadcasting Company and the Blue Network Company signed a contract with Petrillo's AFofM last January. At that time they already had valid and unexpired contracts with NABET and under those contracts NABET operated the turntables used for on the air playback. Yet the network contracts with Petrillo gave this assignment to the members of his union too, and then NBC and the Blue Network had two contradictory contracts running at once. Maybe the relevant clause in Petrillo's contract slipped by without notice or its conflict with the existing NABET

contract was not appreciated. Maybe the networks felt that pressure from Petrillo was too great to resist. Whatever the reason, it was the signing of the contradictory contracts by the networks that caused the trouble, not any desire by NABET to start a jurisdictional dispute. NABET does not see why it should be manhandled out of its contracts which have been supported by the NLRB. Nor does NABET think that to succumb to such pressure is in the best interest of the industry or the public. The companies claim to be acting to 'protect' the public. NABET insists that this is not true. Every action NABET has taken has been an effort to protect the jobs of its members. In protecting its members it is fighting for law and order which is the real issue that is actually in the best interest of the public. It is also fighting the battle of the independent radio owners who are next on Petrillo's list.

"If broadcasting in the United States is to remain a free, privately operated industry, all factors must pursue lawful courses. By failing to expedite renewal of the contracts between the networks and NABET, in making secret agreements with Petrillo who seeks only encroachment within the industry because he is powerful enough to enforce his desires, the networks are opening the door to the unjust exploitation of all industry, and can hardly be said to be acting in the best public interest."

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PAUL GASCOIGNE, PIONEER WASHINGTON BROADCASTER, DIES

Paul Gascoigne, former Manager and announcer of Station WCAP, then owned by the Chesapeake & Potomac Telephone Company, one of the first broadcasting stations in Washington, D. C., died here early this week at the age of 60.

Mr. Gascoigne, as Commercial Manager of Chesapeake & Potomac Telephone Company, had been in charge of the office which handles the Government telephone business in Washington.

He was a native of New York City and was educated in public schools there. He entered the service of the New York Telephone Co. in 1913 and transferred to the local company in 1920.

Among WCAP's competitors was Station WRC, owned by the Radio Corporation of America, and then headed by F. P. Guthrie, now Washington Manager of R. C. A. Communications, Inc. When the A. T. & T. sold its station WEAJ in New York to the newly formed National Broadcasting Company for the then almost unheard of figure in radio circles of \$1,000,000, a stipulation was that the A. T. & T. would retire from the broadcasting business. This resulted in the closing down of WCAP in Washington and Mr. Gascoigne returned to the C. & P. Telephone Company where he remained until the time of his death.

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LA ROCHE IS KNOCKING THE SPOTS OUT OF THE SPOTS

Spot announcements are driving listeners away, Chester J. La Roche, Executive Vice-President of the Blue Network, is convinced.

"To him those little breaks between major programs are the hitch-hikers of the air-waves", says Jerry Walker in the Editor and Publisher.

"Right away, Station WJZ, New York, is going to do something about it, Mr. LaRoche announced, at a cost of \$200,000. Advertisers are being notified that no spot commercials will be accepted by the station for use between 8 and 10 P.M. daily. In one hour, Blue's executive director discovered, WJZ broadcast 15 commercials.

"After WJZ", he said, 'it will become the Blue Network policy.'

"What's more, the Blue Network is going to refuse to advertise 'certain products', because Mr. LaRoche, onetime Chairman of the Board of Young & Rubicam and Chairman of the War Advertising Council until he took up the radio job recently, is convinced that it's advertising that really makes money.

"If the product is there and the price is right, he said, advertising creates the real profits.

"Mr. LaRoche has ideas which he hopes will make the Blue, which was 'everything NBC didn't want', definitely one of the Big Three.

"One of the things he's thinking about is taking over the Center Theater at Rockefeller Center and a big movie studio in Hollywood as points of origin for programs.

"Covering the election returns cost the Blue Network about \$70,000, Mr. LaRoche reported, and it cancelled \$60,000 worth of commercial shows to broadcast the New York Herald Tribune Forum sessions, with a 25 to 30% gain in listeners.

"The policy of the Blue, Mr. LaRoche said, is to give organized labor 'asmuch time as it needs to tell its story; not as little as we can.'

"We will work with the FCC, not fight it, if it's right in the broad overall conception of a network, but we don't have to take second place to Wheeler or anyone else.'

"Television is just 'in the think stage', Mr. LaRoche said, 'but we have the edge on the movies. They're horrified because we know how to give away a show to sell a product and they don't.'

"The type of program Mr. LaRoche doesn't 'go for' is the one where 'big brains' dominate and make it virtually impossible for the sponsor to get across the story of the product to which the listeners should be grateful for the program."

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WEISS ROLLS OUT THE RED CARPET FOR KOBAK IN HOLLYWOOD

Edgar Kobak, President of the Mutual Broadcasting System, who arrived in Hollywood Tuesday, January 2nd, was guest of honor at a luncheon at the University Club given last Thursday by Lewis Allen Weiss, Vice President, General Manager of the Don Lee Broadcasting System and Executive Vice President of Mutual. Guests were advertising executives, radio executives and members of the radio press.

Mr. Kobak's current visit to Hollywood is his first official trip to the West Coast since his appointment late last year to the presidency of the network. Accompanied by his wife, the radio executive combines his official trip to California with a holiday visit at San Luis Obispo to see his son, an Army Lieutenant stationed at Camp Roberts, Calif.

A luncheon attended by Don Lee network department heads last Wednesday was given by Mr. Weiss at Mr. Kobak's introduction to the West Coast headquarters of the Mutual-Don Lee network.

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CHAS. F. PEKOR, JR. MOVES UPSTAIRS IN CBS PRESS SERVICE

Charles F. Pekor, Jr. has been named Assistant to the Director of CBS Press Information, George Crandall, Director, announced last Friday. Assistant Director of CBS Press Information is Arthur Perles.

Mr. Pekor came to CBS a year ago to handle special press assignments in various sections of the country. Since that time he has visited some 100 CBS station-cities plus others, and traveled through all sections of the United States for the network with the exception of the Southwest.

Prior to joining CBS, Mr. Pekor, who is a native of Georgia, was associated with the National Broadcasting Company for seven years. At the time he resigned, he was Feature Editor of the NBC Press Department.

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BAND REFUSES TO PLAY FOR "BREAKFAST CLUB" ON BLUE

The Blue Network's "Breakfast Club" program, 9 to 10 A.M. EWT, went on the air without music Tuesday and Wednesday, January 9th and 10th, because of a musicians' dispute.

While neither officials of the network nor the Chicago Federation of Musicians (AFL) would comment, a reliable source said the musicians were refusing to play on the show unless the program's producer and the orchestra leader were replaced. The musicians were reported playing on other programs on the same network.

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 ::: SCISSORS AND PASTE :::
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"There's A Way Where There's A Will-O"

Our courageous Mr. President
 Prolongs a peccadillo:
 He simply doesn't dare say "no"
 To Mr. James Petrillo!

- (Terry Perkins in Washington Herald-Tribune)

Localizing Radio

Because the range of an FM transmitter is limited at its horizon, there will be room in each frequency for many more stations to operate free from interference with one another.

Paul W. Kesten, Executive Vice President of the Columbia Broadcasting System, made this statement to the Federal Communications Commission: "Under a policy of licensing which we hope the Commission will adopt, 100 FM frequencies should make possible between 4000 and 5000 stations . . . A rough estimate indicates that at least 10 Nationwide networks could be possible under such a plan, with as many as 25 or 30 stations operating in such of the larger markets as New York, Chicago and Los Angeles."

The licensing policy which Mr. Kesten advocates and which he calls "the single-market plan for FM radio" has now been presented in detail by his company. This is its essence: "That FM licenses be limited, by commission policy, to coverage of the single market area within which they are broadcasting rather than covering several separate markets (by placing a high, and high-powered, transmitter somewhere between them)." This would mean, for example, that Washington stations would be confined to Washington, and Baltimore stations, operating perhaps on identical frequencies, would be confined to Baltimore; and all would be, from the point of view of transmission facilities, on a basis of absolute equality.

- (Washington Post)

Doubts If U.S. Big Enough To Win Any Petrillo Contest

Tax experts have suggested a test case to determine whether J. C. (for Caesar) Petrillo's Musicians' Union can be required to pay Federal income taxes on the \$4,000,000 or more a year in fees it will collect from companies that make phonograph records.

If the companies raised wages by this amount, the Government would get part of it through taxes on the employees' incomes.

If the companies had \$4,000,000 in increased profits, the Government would get much more of it. First, corporate income taxes at wartime rates would take as much as 85½ percent in many cases. Then, when the balance was distributed in dividends, the stockholders would have to pay individual income taxes on what they received.

But the money will be paid, instead, into the Union's treasury. And Congress has exempted labor organizations from income taxes. However, the experts suggest, it might be established that the Petrillo union has gone into business for profit, and that Congress didn't intend income from such profit-making activity by unions to be tax free.

Well, it would be an interesting case. Now that Mr. Petrillo has shown the way - now that he has defied the War Labor Board and the President of the United States, and proved that he can compel recording companies to pay fees to his union or be put out of business - other unions are likely to follow the example. And, if the proceeds of this form of extortion can't be taxed, the Government may lose a lot of badly needed revenue.

But past events have made us pretty doubtful whether the Government is big enough to win any contest with Mr. Petrillo.

- (Washington News)

The Men We Have To Thank For Radio

Step by step in the biographies in his latest book "Radio's 100 Men of Science", Orrin E. Dunlap, Jr., traces the story of radio and introduces us to many pioneers whose names the public never hears, except those of Edison, who discovered the "effect" on which the vacuum tube is based, and Lee De Forest, who invented the tubes. In the end we are led to television and the men who created it - Nipkow, Baird, Jenkins and Zworykin.

It was a happy thought to present the history of radio in this way. The reader not only sees the evolution of a wonderful art but makes the acquaintance of the great personalities who created it.

- (Waldemar Kaempffert in New York Times)

Pegler Still After Alleged Communist Commentator

The case of William Gailmor, the New York radio news interpreter employed by the Blue Network, continues to command my interest.

This man is an imposter and a convicted thief, facts which would not necessarily disqualify him for his job, but he is also a propagandist who damns Fascism but not Communism and, to this extent, may be said to follow the line. Then, too, his sponsor, Samuel J. Novick, of the Electronic Corporation of America, is found among the directors of a new radio company called the Peoples Forum Foundation, who include several known Communists.

When these facts were presented to the Blue Network, the executives of the company decided that they were still insufficient to bar Gailmor and his propaganda from the air. Such a verboten would have raised an issue of freedom of expression and the Blue really would have found itself in a very unpleasant situation.

- Westbrook Pegler in Washington Times-Herald)

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::: TRADE NOTES :::
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The Rudolph Wurlitzer Company, Cincinnati, stipulated with the Federal Trade Commission that it will discontinue representing that any radio receiving set it sells contains a designated number of tubes or is of a designated tube capacity, when one or more of the tubes referred to do not perform the recognized and customary functions of radio tubes in the detection, amplification and reception of radio signals.

The company further agrees to cease and desist from representing as new any radio receiving set or other article of merchandise which has been used, reconditioned or rebuilt, and from failing to reveal clearly that such set or other article has been used, reconditioned or rebuilt.

There has been renewed pressure exerted in favor of the appointment of Col. Theodore Bartlett to the vacancy on the Federal Communications Commission. Colonel Bartlett now in the Army was formerly an Assistant to Commissioner George Henry Payne.

Surplus disposal and other problems relating to transmitting tube production, will be considered at a meeting of the RMA Transmitting Tube Section, of the Transmitter Division, on Wednesday, January 17, at the Roosevelt Hotel, New York. H. C. Vance, of RCA Victor, Camden, N. J., is Chairman of the Transmitting Tube Section.

An election to choose a collective bargaining agency for workers of the Bendix Aviation Corp. Radio Division plants in the Baltimore area was ordered held on or before February 3 by the National Labor Relations Board.

The Board directed that the workers vote for the CIO United Electrical Radio and Machine Workers, the AFL International Association of Machinists or for no union.

The Radio Correspondents' Association Dinner will be held at the Statler in Washington this Thursday (January 11) instead of the following Saturday as originally scheduled.

F. A. Hiter, Senior Vice President of Stewart-Warner Corp., Chicago, has been elected a member of the Board of Director of the Radio Manufacturers' Association. He has been elected unanimously by the Executive Committee of the RMA Set Division, to fill a vacancy on the Board of Directors succeeding L. L. Kelsey, formerly with Stewart-Warner Corp. but now with the Belmont Radio Corporation.

Domei said recently that "a party of recording experts" from the Japanese Broadcasting Association had "successfully recorded" the sound of the engines of the B-29 Superfortresses and that the recordings would be broadcast to the Japanese nation "in order to familiarize the public with the sound". The dispatch was reported by the Federal Communications Commission.

The regular, quarterly meeting of the Blue Network's Stations Planning and Advisory Committee will be held in New York on January 16th.

Children are taking to television like fish to water and special programs are being presented for them, according to a recent telephone survey conducted by General Electric's television station WRGB at Schenectady, N. Y. It revealed that 26 percent of the listening and seeing audience consisted of children under 18 years of age. On other personal contact surveys, it was discovered that it was the youngsters who could answer most quickly the questions asked and who could "tune in" the set most accurately.

Summarizing testimony presented before the FCC Allocation hearings, Roland C. Davies, Washington editor for the Caldwell-Clements publications, estimates in the next five years - 100 television stations, costing \$60,000,000; 4,000 FM transmitters, costing \$120,000,000; 20 million FM receivers, costing \$2,000,000,000; 6,000 airports, all radio-radar equipped; 200,000 vehicles with radio transmitters; 5,000,000 interstate trucks with 2-way radio.

Addressing the 100th session of the United Nations Information Board in Washington, Elmer Davis, Director of the Office of Information said: "This is a very novel procedure. The usual practice in any form of social organization is to adopt a constitution and by-laws before undertaking any regular work* * *You have been at work for over four years and only now are setting about drawing up your formal organization and rules.

As this center became known, the demands upon it kept increasing. At one moment, it was a press agency which wanted a historical date; at another, a radio program which wanted a United Nations statesman; at still another, a motion picture producer who wanted to check a fact, or a magazine which needed a special photograph, or an important gathering which had to have a speaker. This soon made it necessary to buttress the board by creating special technical committees in the various fields of press, radio, motion pictures, exhibitions, documentary, and post-war and other problems.

Four new District Managers for the General Electric Company's Electronics Department have been announced by A. A. Brandt, General Sales Manager of the Department. They are R. L. Hanks, Manager of the New England District with headquarters at Boston; R. B. Jacocks, Manager of the Atlantic District with headquarters at Philadelphia; H. J. Mandernach, Manager of the New York District with headquarters in New York City; and R. J. Meigs, Manager of the West Central District with headquarters in Kansas City, Mo.

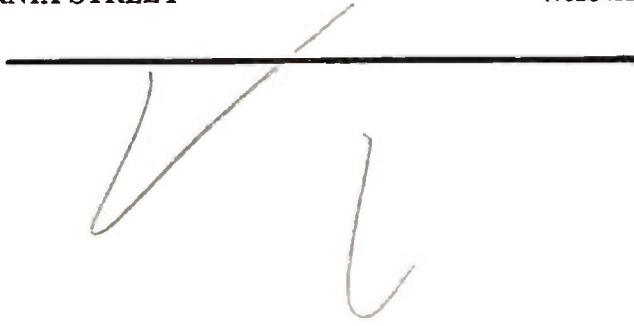
Drew Pearson makes this reference: "Isolationist Indiana Senator Homer Capehart, who has his own delusions of grandeur and fancies himself a possible presidential candidate in '48."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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January 17, 1945

FCC STANDARD BAND ALLOCATIONS REPORT MAY TAKE 6 WEEKS

Having cleared the decks with regard to the proposed governmental FM, television, railroad, and civilian allocations, the Federal Communications Commission is now hard at work on the recommendations for the standard broadcast band frequency allocations. At a joint press conference of FCC and Interdepartmental Radio Advisory Committee (IRAC) officials Monday, presided over by Commissioner E. K. Jett, there was at first a disinclination to even guess at how long it might be before the report would be forthcoming. The conclusion was reached that it might take at least six weeks. The oral argument on the allocations, which the Commission has just proposed, which begins Wednesday, February 14, may take a week or so but will not be nearly so long drawn out as the recent general allocations hearings.

Although he had not participated in any of the allocations deliberations, it was the intention of Paul A. Porter to act as Chairman of the FCC-IRAC conference. If he had, it would have been his first meeting with the radio press. However, shortly before the session was to convene, Mr. Porter was called to the Capitol by the Senate Interstate Commerce Committee in connection with his confirmation. Commissioner Jett, who has been in charge of the herculean allocations task (and who has been warmly congratulated on the way he has carried it out) therefore very appropriately presided at the press conference in Porter's stead.

"Winning the war is the most important thing. Let us not forget that", Mr. Jett declared. "These proposed allocations are simply a portion of the peacetime plans."

Mr. Jett asked those present to disregard the announcement made in an earlier FCC press release, which had since been withdrawn, that a recommendation had been made to extend the standard band to 540 kc. to which it was said 54% of the existing home receivers could be tuned. The FCC Commissioner said that no definite conclusion had been reached as to extending the standard band.

Commissioner Jett remarked to this writer that there was enough material in the 200 page allocations report which the Commission made last Monday (based upon almost 5000 pages of testimony) to write "a dozen feature stories". This was really an understatement. The report was one of the most remarkable documents compiled in the history of radio.

The most spectacular part of the report and, as had been expected, the thing that caught the public fancy, was the proposed civilian walkie-talkie band. Nor did Mr. Jett put the soft pedal on

this when asked about it further at the press conference. He said the walkie-talkie band would be open to every type of service but television.

Jack Gould, Radio Editor of the New York Times, asked how the FCC would be able to police such a mixed-up band. Mr. Jett said that was a problem yet to be solved but if it proved to be too much for the Commission, the users of the band would have to get together and decide the various claims to priority. Public spirited citizens would have to get together and decide on certain channels.

Mr. Jett said the citizens would simply be given a piece of the spectrum and it would be as wide open as possible. The operator requirements would be very simple.

It was the opinion of one important man in the industry that "kicking FM upstairs" was really an effort to delay it. He also took exception to that part of the statement of the FCC which read:

"Existing FM stations will not be required to move upward until new receivers capable of tuning in the new wave lengths are generally available. The cost to the public will not be great. The present 500,000 FM sets are principally combination sets capable of receiving both AM and FM. They are several years old. Some of them can be converted. In any event, the existing FM receivers or attachments would become partially obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters will not be substantial."

"There will be a roar coming up from the industry on that", the critic declared. "They say the 500,000 sets are old. Those sets are the newest and most up-to-date that have been made. Also the reference to their being converted is misleading. The only way they can be converted is to send them back to the factory and have an entirely new chassis put in. I think the FCC report is just a trial balloon."

Mr. Jett, in speaking of the war, referred to the word of caution in the report, which read:

"Most, if not all, of the allocations which we propose at this time cannot be placed into effect until after transmitter, receiver and other materials, facilities and manpower again become available for civilian use. The recent trend of events indicates that it will be necessary for the Commission to continue indefinitely and perhaps strengthen its present policies restricting the use of critical materials and manpower for civilian radio purposes. The Commission, however, does believe that it is in the public interest to announce its proposed allocations at this time so that broadcasters, manufacturers of radio equipment and persons desirous of entering the radio field may be in a position to make whatever advance planning is necessary as soon as possible and so that adequate preparation may be made for future international conferences. In the meantime, the full efforts of the radio industry and the Commission must continue to be devoted to the prosecution of the war."

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CBS WILL DO ITS BEST IN PROPOSED TELE BAND, SAYS KESTEN

First under the wire with a comment on the television phase of the report of the Federal Communications Commission, the Columbia Broadcasting System Monday released a statement by Paul W. Kesten, Executive Vice President, on the proposed frequency allocation plan. Mr. Kesten's statement follows:

"As to television, the facts in the FCC report on frequency allocations speak even more clearly than the comments which accompany them. These facts strip the advocates of low frequency, low-definition television of all hope that television will remain at that level. Although the report permits narrow-band, coarse-screen commercial television to go right ahead, it takes away the wavelength needed to establish even such a system on an adequate nationwide basis. The frequencies available for low-quality television are reduced from eighteen to twelve, while the FCC points out that nearer thirty frequencies are needed. Facing this problem squarely, the FCC proposals provide space for thirty frequencies, each of them more than twice as wide as present bands, for television pictures twice as good, in the higher wave lengths. Thus, in effect, the Commission actually proposes six times as much space in the spectrum for the new and better pictures as for the pre-war pictures.

"Most significant of all, perhaps, is the cold fact that of the twelve channels left for low-quality television, eleven are not even cleared exclusively for television, but must be made available for other services as well. And as to the one low-quality channel assigned exclusively to television, the report points out that this was done only to make it easier to take this single simon-pure television frequency away from television entirely, turning it over to FM, if television should in the future vacate this channel.

"It seems to us that the whole factual content of the television sections of the allocations report clearly indicates the Commission's desire and belief that American television should move promptly into the higher frequencies which alone permit high quality pictures and true nation-wide television service.

"If our interpretation of the report is correct, CBS will redouble its efforts to be the first to demonstrate in actual broadcasting in the New York area, the higher quality television pictures in full and natural color which the upper reaches of the radio spectrum make possible.

"Until the recent revision of war production schedules and its effect on civilian priorities, we were confident that this could be done before the end of 1945. It may still be done in that time, and in any event at the earliest possible moment consistent with an all-out war effort."

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RADIO INTELLIGENCE UNIT "NOT A WAR BABY", SAYS STERLING

In telling of the work of the FCC Radio Intelligence Division in hunting down Nazi agents transmitting to Germany, in an address "G Men of the Airwaves", which George E. Sterling, Chief of the FCC-RID broadcast on "Radio Reader's Digest" over the Columbia Broadcasting System, he declared that the Intelligence Division will not close up shop when peace comes.

"R.I.D. is not a war baby", Mr. Sterling went on to say. "We have been around since 1911.

"Scarcely any Nazi spies have attempted to operate radio transmitters in the United States - the speed with which we got that Embassy operator taught the Axis that the U.S.A. is a bad place for radio spies; however, they have operated from Latin American countries. We have intercepted and located quite a few illegal spy stations in Latin America and closed them up with the help of the police in the countries in which they were operating.

"Our less spectacular duties include keeping an eye on all radio stations in peacetime and making sure that all stations operate on their allotted or allocated wave lengths. Back in prohibition days we aided in putting many a rum-runner out of business, who attempted to go modern with ship-to-shore radio.

"In fact, R.I.D. makes a profit for the taxpayers. One of our other important duties is to help lost aircraft. We work like this: A plane gets off the beam and becomes lost, it radios us for a position, and while it continues to send a signal, R.I.D. monitors plot the position, get a fix, tell him where he is; then notify the nearest airport, which brings him in safely on his instruments.

"We have helped innumerable commercial and military planes this way and in the last two weeks we have located and saved two B-29's. Each B-29 costs a million dollars. It costs less than two million dollars a year to operate the R.I.D. We estimate in terms of military aircraft brought safely to land, we saved the taxpayer every year 15 times what it costs to operate the service and who can put a cash value on the lives of the valiant men who fly these planes."

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A MISS THAT WAS A HIT

A valued subscriber writes:

"On page 1 of your January 3 issue by a typographical error you unconsciously pulled a gem when you spoke of the Montgomery War."

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MBS NEW OFFICES ARE JUST ACROSS FROM THE WHITE HOUSE

If you want to get a good close-up of the White House, drop in on Charter Heslep, Washington representative of the Mutual Broadcasting System, who with an eye to business has just moved the Mutual Broadcasting System Washington offices to 712 Jackson Place, right across Pennsylvania Avenue from the White House, and within a stone's throw of Barney Baruch's famous bench in Lafayette Square.

"From my window I am now looking at the White House", Mr. Heslep said in response to a telephone query. "Certainly it is the closest office to it of any broadcaster."

Which is, of course, true. Jackson Place is the little street that runs along the west side of Lafayette Square and between the Executive Mansion and the State Department. No. 712 is several doors north of Pennsylvania Avenue. The corner house, now occupied by the Carnegie Peace Foundation, was temporarily used by President Theodore Roosevelt when the White House was being repaired. To the north at the corner of H Street is the old home of Admiral Stephen Decatur. Other of Mutual's neighbors are the Brookings Institute and the Chamber of Commerce of the United States.

It took someone who knew his way around the Capital to pick out such a spot as this and Heslep, having served in all capacities from reporter to Managing Editor on the Washington News (Scripps-Howard) was probably responsible for the prize spot.

Mr. Heslep, who was appointed to represent Mutual last October and who was Radio News Editor in the Office of Censorship under Byron Price, up to this time has had his office with WOL, which formerly looked out for MBS interests in Washington. With the sale of WOL to the Cowles Broadcasting Company, Mutual decided to have its own man and Mr. Heslep was chosen.

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CINCINNATI RADIO FIRM PROMISES TO MAKE FEWER CLAIMS

Midwest Radio Corp., Cincinnati, Ohio, entered into a supplemental stipulation with the Federal Trade Commission to cease and desist from representing that any radio receiving set that it sells contains a designated number of tubes or is of a designated tube capacity, when one or more of the tubes referred to do not perform the recognized and customary functions of radio tubes in the detection, amplification and reception of radio signals.

The corporation also stipulates that it will cease disseminating advertisements or representations of purported bona fide trade-in allowances when the prices of the radio sets it offers for sale have been marked up to offset the trade-in allowances; and will stop representing as the customary or regular price of radio sets any price which is fictitious or in excess of that at which such sets have been regularly sold in the usual course of business.

It is further agreed that a stipulation executed by Midwest Radio Corp. and accepted by the Commission on Jan. 3, 1939, is to remain in effect and that the terms and agreements therein are not to be considered modified or altered by the supplemental stipulation.

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COMMENTATORS' DINNER REFLECTS AMAZING GROWTH OF RADIO

Although not especially intended to be the grand opening feature of broadcasting's 25th anniversary celebration - in fact, having nothing to do with it - the Radio Correspondents' Association dinner at the Statler in Washington last Thursday night brought home the astonishing growth of radio. Comparable in the importance of its guests to the famous Gridiron and White House Correspondents' Association gatherings, it was an eye-opener to the 500 or more who attended, as well as to the broadcasting industry itself.

The dinner marked the first public appearance of President Roosevelt since his re-election. It was also the occasion for the debut of Paul A. Porter as Chairman of the Federal Communications Commission. Affording a striking example of "the show must go on" in broadcasting even if you have as your guest the President of the United States, was Earl Godwin, of the Blue Network, who left the President from time to time to carry on his regular broadcasts. Richard Harkness took over during these intervals.

Those introduced from the radio industry besides Mr. Porter, were Brig. Gen. David Sarnoff, recently back from overseas; J. Harold Ryan, President of the National Association of Broadcasters; Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company; Paul Kesten, Executive Vice-President of the Columbia Broadcasting System; Chester J. LaRoche, Chairman of the Executive Committee of the Blue Network, and Robert Swezy, Vice-President of the Mutual Broadcasting System.

There were ovations for Gen. George C. Marshall and Lieut. Gen. Alexander Vandegrift of the Marines. Also later for Gen. "Hap" Arnold of the Air Force.

The four networks furnished the entertainment. C. L. Menzer, Vice-President of NBC produced the show which was excellent. Jack Benny was master of ceremonies. Among the other headliners were Alec Templeton, Dunninger, Connie Boswell and tap dancer Bill Robinson. The Marine Band under Capt. William Santelmann and the NBC Symphony Orchestra, directed by Frank Black, furnished the music.

President Roosevelt made no formal address but when presented with an honorary commentators' membership card, he expressed pleasure at being present.

Evidently recalling another famous dinner which he had attended at the Statler (presumably the Teamsters' banquet), the President expressed the hope that the guests would have no serious trouble after the Correspondents' Dinner because on this occasion the Army and Navy officers invited "had been carefully selected".

Members of Committees in charge of the banquet were:

General Arrangements; William Hillman, Blue Network Commentator; Charter Heslep, Washington Representative for Mutual; William Costello, CBS, and Richard Harkness, NBC.

Entertainment: Robert Wood, CBS Washington News Room Manager, Chairman; Printing: William McAndrew, NBC Washington News Room Manager, Chairman; Hotel Arrangements: Claude Mahoney, CBS News Commentator, Chairman.

Preceding the dinner there were cocktail parties by NBC, CBS and the Blue. Frank M. Russell, Washington Vice-President, assisted by Carleton D. Smith, were the hosts at the first named. Earl H. Gammons, Vice-President in Washington, Carl J. Burkland and Miss Gladys Hall were in charge at CBS, and Kenneth H. Berkley, Manager of WMAL and Bryson Rash extended the hospitality for the Blue.

Among the guests at the head table at the dinner were:

Representative Lea (D), of California, head of the FCC Investigation Committee; Phil Carlin, Vice-President, MBS; Mr. Justice Douglas; Representative Joe Martin (R), of Massachusetts; Senator Wallace White (R), of Maine; Paul Porter; Mr. Justice Reed; Admiral Edwards; Mr. Swezey; Mr. Justice Rutledge; Senator Alben W. Barkley (D), Kentucky; Jesse Jones, Secretary of Commerce; Hans Kaltenborn; George Hicks; Henry Morgenthau, Secretary of the Treasury; War Mobilization Director Byrnes; Speaker of the House Sam Rayburn; Mr. Justice Black; Postmaster General Walker; Edward J. Noble, Blue Network owner; Frank E. Mullen, Vice-President and General Manager of NBC; Attorney General Biddle; Fulton Lewis, Jr.; Steve Early, Presidential secretary; Mark Woods, President, Blue Network; Dr. Frank Stanton, CBS Vice-President.

Those at Head Table No. 2 included:

Sam O'Neal; John Whitmore, MBS; Sol Taishoff, publisher of Broadcasting; Maj. Gen. A. D. Surles; Paul White, CBS; Admiral McIntyre; Surgeon-General Parran; Elmer Davis; Byron Price; Fred N. Vinson, War Stabilization Director; Charter Heslep, MBS; Admiral Merrill, Navy Press Relations; G. W. Johnstone, News Director, Blue; Maj. Gen. Edwin M. Watson; Brig. Gen. R. L. Denig, Public Relations, Marine Corps; William F. Brooks; Henry J. Kaiser; Senator Harry Byrd (D), of Virginia.

Among the guests were:

Jess Barnes, Vice-President, MBS; Harold R. Beckley, Supt., Senate Press Gallery; Lt. Col. and Mrs. John Boettiger; Louis Caldwell, counsel for MBS; FCC Commissioner Norman S. Case; Douglas Coulter, Vice-President, CBS; T.A.M. Craven, Vice-President, Cowles Broadcasting Co.; Francis Colt deWolf, Communications Division, State Department; William J. Donaldson, Supt., House Press Gallery; Orrin Dunlap, Director of Advertising and Publicity, Radio Corporation of America; FCC Commissioner C. J. Durr; Leif Eid, NBC, Washington; Sidney Eiges, Director, NBC Press Relations, New York; Jean Ferris, Radio correspondent; Commander Gerald Gross, Senator Chan Gurney; Robert Hannegan, Chairman, Democratic National Committee; William C. Hassett, White House Secretary, formerly with Atwater Kent; Ray Henle, Blue Network and Carl Haverlin, Vice-President, MBS.

Also, FCC Commissioner E. K. Jett; Representative N. J. Johnson, of Indiana; Keith Kiggins, Vice-President, Blue; Col. E. H. Kirby, formerly NAB; Edward Klauber, CBS (retired); Thomas Knode, NBC Press Relations; Roy Larsen, Blue Network; David Lawrence; Ernest Lindley; Edward F. McGrady, Vice-President, RCA; D. Harold McGrath, Supt. Senate Radio Gallery; Earl Minderman, FCC Press representative; Earl Mullin, Blue Net News Chief; William Neel, WMAL, Washington; Harry B. Otterman, Communications Division, State Department; Representative Robert Ramspeck; Rep. Jennings Randolph; Rear Admiral J. R. Redman; Nelson A. Rockefeller; Oswald Schuette, RCA; Fred Shawn, NBC, Washington; Senator Henrik Shipstead; Senator C. W. Tobey, Senate Interstate Commerce Committee; William W. Vaughan, Acting Superintendent, House Radio Gallery; FCC Commissioner Roy C. Wakefield; Col. Albert Warner; Joe Wills, Asst. Superintendent Senate Press Gallery; Roy Witmer, Vice-President, NBC; and Paul Wooton, Secretary, White House Correspondents' Association.

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JOYCE AMAZED WASHINGTON KNOWS SO LITTLE ABOUT TELEVISION

Addressing a record attendance of the Advertising Club of Washington at the Hotel Statler last Tuesday, and a flattering turnout of high U. S. officials, Tom Joyce, of RCA Victor, expressed surprise that the people in the Capital seemed to have such a vague knowledge of television.

"Last October, I was one of the representatives of the Radio Corporation of America to present, at the FCC hearings, the views of our Company on television. During the noon recess, my good friend, Oswald Schuette, had me as his luncheon guest at the National Press Club", Mr. Joyce said. "When the other members of the Club, at the large table where Mr. Schuette and I sat down to eat found that I was in Washington to testify on some of the post-war commercial aspects of television, I was immediately plied with countless questions.

"The nature of the questions indicated a dearth of knowledge, on the part of people whom we believed were informed on television. We have assumed that because we, who have lived for many years close to television, know of its limitless possibilities, that knowledge is also possessed by others. My talk today will be built around the questions which I was asked at the Press Club, for I presume that many of the same questions are in the minds of this audience."

Whereupon Mr. Joyce proceeded to tell them quite a few things which he believed they should know about television. Furthermore, with the aid of motion pictures - since Washington has no television station - he gave some practical demonstrations of the difference between selling by radio and television. Mr. Joyce laughingly thanked the FCC for making his address so timely by releasing their allocations report, including television, on the day he was scheduled to speak in Washington.

Carleton D. Smith, General Manager of Station WRC in Washington, and well-known presidential announcer, introduced the distinguished guests. They included: FCC Commissioner E. K. Jett; FCC Commissioner Clifford J. Durr; FCC Commissioner Ray C. Wakefield; Senator Edwin C. Johnson (D), of Colorado; Senator Chan Gurney (R), of South Dakota; Representative Clarence F. Lea (D), of California; Representative Carroll Reece (D), of Tennessee; Representative Clarence J. Brown (R), of Ohio, and Representative Evan Howell (R), of Illinois.

Also Rear Admiral Joseph R. Redman, Chief of Naval Operations; Dr. J. H. Dellinger, head of the Radio Research Laboratory, National Bureau of Standards; Chas. R. Denny, Jr., General Counsel, FCC; Rosel H. Hyde, Assistant General Counsel, FCC; George P. Adair, Chief Engineer, FCC; Eugene Meyer, publisher of the Washington Post, and owner of Station WINX; Sol Taishoff, publisher of Broadcasting; Roland Davies of Telecommunications; Willard Kiplinger of the Kiplinger Business Service; Niles Trammell, President of the National Broadcasting Company; Frank M. Russell, NBC Washington Vice-President, and Edward F. McGrady, Vice-President in charge of labor relations of the Radio Corporation of America.

Extracts of Mr. Joyce's talk follow:

"At the time Dr. Zworykin presented some of his ideas to David Sarnoff on how television should be developed, Mr. Sarnoff asked Dr. Zworykin how much it would cost. Dr. Zworykin replied: 'It would not cost more than \$100,000.'"

"That was about 17 years ago. Since then, RCA has put more than ten million dollars into television", observed Mr. Sarnoff, and added, "However, I have no regrets."

"If the frequency allocations for television and the standards for broadcasting established by the FCC will allow for the immediate development of television after the war, then it is my belief that by the end of the fifth full television production year, the billing of the radio television industry, in terms of retail pricing, will be approximately \$1,440,000,000, as contrasted with the 1941 retail value of approximately \$620,000,000", Mr. Joyce went on to say. "Or, expressing this in terms of jobs that will be available at the end of the fifth full television production year, television means:

67,000 more jobs in radio manufacturing

15,000 more jobs in broadcasting stations. (This does not include the employees who would be given employment by the radio and television business, such as artists, writers, directors, stage set designers, advertising agency personnel and others - all of whom are needed to operate television stations and television networks. Television's requirements in this direction will be many times greater than the employment provided by the radio broadcasting industry.)

135,000 more jobs in retail and wholesale distribution

85,000 more jobs for radio-television service men

or a total of 300,000 new jobs."

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"Recently, we tried to buy back from the television receiver owners some of the television sets which we sold to them in 1939 and early 1940. We needed them to replace our exhibition models which we had put in Army and Navy hospitals in the New York area. Most of the owners refused to sell at any price. We found only one owner out of 48 willing to sell at a reasonable price. The following is typical of the replies received:

"Dear Sir:

"Acknowledging the receipt of your letter. I do own a R.C.A. Television Receiver that is now and always has been in excellent working condition. I have never had any trouble with this set.

"This receiver is for sale and the price is \$1,500.00. This offer is for a limited time only.

"Very truly yours,
(Signed) Fred Solimando
Freddie's Barbecue
Hamilton Square, N.J."

"If we have thirty million television-equipped homes by the end of the tenth full television production year, American farmers, manufacturers and service industries will have thirty million showrooms where personal, dramatized demonstrations can be made, simultaneously, and under the most favorable conditions. Can you imagine the demand for goods and services when millions of consumers, in the quiet of their own homes, can see as well as hear the advantages of buying the new products of our industries and the specialties and quality foods of our farms?"

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ROBARDS, OF ROBARDS, KY., NEW RCA INFORMATION MANAGER

Sidney M. Robards, who has been on the staff of the Department of Information of the Radio Corporation of America for the last seven years, and who has the distinction of having been born in a town bearing his name, Robards, Ky., has been appointed Manager of the Department.

Mr. Robards joined RCA early in 1938, after serving as Assistant Editor of the Press Division of the National Broadcasting Company. Prior to that, he was Day City Editor of The Courier-Journal, Louisville, Ky., for six years. He began his newspaper work as a reporter on the Henderson, Ky., Daily Gleaner in 1925.

Born September 14, 1906, Mr. Robards is a 1000% Kentuckian, having not only worked on the above named Kentucky newspapers but he also attended the public schools of Henderson and studied at Kentucky Wesleyan College, Winchester, Ky.

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PORTER GETS BY SENATE COMMITTEE EASILY; FINAL O.K. SEEN

Apparently Paul Porter cleared the first hurdle in his confirmation as Chairman of the Federal Communications Commission with ease. The Senate Interstate Commerce Committee, of which Burton K. Wheeler, of Montana, is Chairman, approved his nomination Monday. It is now before the Senate, which may take the matter up tomorrow (Thursday). As a rule, if no serious opposition develops in Committee, there is not apt to be any trouble on the floor of the Senate, and the assumption is that Mr. Porter will be confirmed without great difficulty.

Mr. Porter, former Publicity Chief of the Democratic National Committee, was named to succeed James L. Fly, who resigned as Chairman of the Commission after serving only 2½ years of a seven-year term.

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RADIO INCLUDED IN WMC 26-29 YEAR GROUP

The War Manpower Commission Tuesday announced a list of essential and critical activities to be used by Selective Service as a guide in the induction of men in the 26 through 29 age group, in accordance with the directive issued Monday by James F. Byrnes, Director of War Mobilization and Reconversion. The list included:

Production of Communication Equipment - Radios and Radio equipment; Radar; Telephone, Telegraph, Cable, Television, Signalling apparatus; Electrical Sound Equipment; vinylite transcriptions, tel-autograph; teletype tape, not to exceed width of one inch.

Communication Services - Magazines of general circulation which are devoted primarily to the dissemination of public information; newspapers and news syndicates; military, naval, and technical charts and maps, instructional and technical manuals, and training literature; production of motion pictures (including technical and vocational training films for the Army, Navy and war production industries); motion picture film processing, news reels; development of sensitized film; protective signal systems which supplement fire and police protection to military, public and private industrial and commercial establishments; radio broadcasting; radio communications (Radio-telephone and radiotelegraph); cable service (Land or submarine); telegraph, telephone; television; production for essential activities of continuous forms with or without one-time carbon, and produced on rotary equipment; and production of salesbook-type forms contracted for by governmental agencies.

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"BACKYARD" INAUGURATION IS FINE BREAK FOR BROADCASTERS

This year's "backyard" inaugural, to be witnessed by only a comparatively few people, is a great break for radio. Advance stories of the affair have been soft-pedaled by the White House and the ceremonies will be brief and simple. Whatever they are, the inauguration will be a natural for the broadcasters.

The proceedings will be broadcast by all four major networks. There will also be short-wave broadcasts in English, Spanish, Portuguese and French.

The invocation will be delivered by the Right Rev. Angus Dun, Episcopal Bishop of Washington, and then Vice-President-elect Truman will take his place at the speaker's stand to receive the oath of office from retiring Vice President Wallace.

They will step aside and the President will take his place at the stand and be sworn in by Chief Justice Stone. Mr. Roosevelt will then deliver his inaugural address, which is not expected to exceed five minutes. Benediction by the Right Rev. Msgr. John A. Ryan, Director of the Social Action Department of the National Catholic Welfare Conference, and the "Star Spangled Banner" by the Marine Band will conclude the ceremony.

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FCC ACTION

The following are the applications for broadcast facilities accepted for filing:

WLIB, Inc., New York, New York, construction permit for a new commercial television broadcast station to be operated on Channel #17 (282000-288000 kc), ESR 2080; Chemical City Broadcasting Co., Charleston, W. Va., construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation; WHP, Inc., Harrisburg, Pa., construction permit for a new high frequency (FM) broadcast station to be operated on 43,500 kc., with coverage of 27,450 square miles; Escambia Broadcasting Co., Pensacola, Fla., construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation; Frank R. Gibson, Lake Charles, La., construction permit for a new standard broadcast station to be operated on 1390 kc., power of 1 KW and unlimited hours of operation employing directional antenna day and night.

KNBI, and KNBX, National Broadcasting Co., Inc., near Dixon, Calif., licenses to cover construction permits which authorized construction of a new International broadcast station; Times-Star Publishing Co., Alameda, Calif., construction permit for a new High Frequency (FM) Broadcast Station to be operated on 4k,100 kc. with coverage of 1,014 sq. miles, change transmitter site, change type of transmitter and changes in antenna system.

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 ::: SCISSORS AND PASTE :::
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Calls FCC Investigation Waste Of Taxpayers' Money

In its last dying hours, the Seventy-eighth Congress issued a report which might well have been labeled: "How to waste the taxpayer's money and the confidence of the American people."

It was the last report of the House Committee investigating the Federal Communications Commission. It cost the taxpayers \$110,000. It used up the time of a five-man Committee of Congressmen for two years, plus dozens of FCC officials who had to drop the work they were doing to answer Committee questions.

In the end it reported that nothing was wrong with FCC, praised former Chairman Larry Fly, and exonerated Tom Corcoran and Ed Noble of the Blue Network of any wrong-doing in connection with the purchase of Station WMCA.

Behind the investigation was the personal vengeance of one man - Congressman Eugene (Goober) Cox of Georgia. The FCC had learned he accepted a \$2500 fee from a Georgia radio station for lobbying before the FCC in connection with a wave length, and reported the matter to the Justice Department. The head of the Criminal Division recommended prosecution.

Whereupon Cox, one of the most powerful men in Congress, with a whole string of relatives on the public payroll, initiated an investigation of the FCC.

- (Drew Pearson
Washington Post)

Delusions of Grandeur

The way Mr. Stalin goes about his business without paying attention to Mr. Roosevelt prompts us to ask:

"Who does this guy think he is - Petrillo?"

-----(Washington News-Scipos
 Howard)

Peg Goes After A Couple Of "Old Friends"

In these war times, when goods and services are curtailed, many advertisers continue to buy space merely to keep alive in the public mind their trade names and reputations, devoting the text, however, to messages of public spirit.

All this is abnormal advertising and, presumably, will subside when business competition is resumed.

In radio, however, the companies operating the stations and the sponsors of the programs, who are advertisers, began with a new and peculiar set of conditions. From that beginning they have developed a mischievous, impudent and reckless system which attempts to shrug off responsibility for slander and other offenses forbidden in advertising by the printed word.

The Blue Network frankly admits that it has no control over two of its so-called commentators and is unable to offer either protection or redress to persons and business firms who are vilified with statements which the company executives themselves know to be false and malicious.

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In one such case, Ed Noble, the chief of the Blue Network, admitted that he was engaged in the business of presenting an unscrupulous blackguard on the air but plaintively explained that any victim of a discreditable and completely false episode broadcast over his chain would be wise to let the matter drop.

The commentator's apology undoubtedly would be worse than the original offense. Both Noble and Chester La Roche, a vice president of the company, said they were powerless and pleaded "freedom of speech" as justification for wanton abuse of reputable citizens.

- (Westbrook Pegler in the Washington-Times-Herald)

You Can Hardly Pry Them Loose

Washington itself is an insidious habit. Those who stay long enough rarely go back home. You can see around Washington any number of ghosts of past Congresses.

They hardly ever go back to Pocatello. Worth Clark, who came from that town in Idaho, is staying on in defeat to practice law. Nye is going to North Dakota for two weeks, but the probability is that he will come back to either Washington or New York.

Staying on, they feel they're still part of the big show under the Capitol dome. And, what with friendships they've made and the positions they've helped to fill, it often pays handsomely to stay on.

- (Marquis Childs in Washington Post)

Capehart "Het Up" Being Called Millionaire

Senator Homer E. Capehart, of Indiana, who makes radios on the side, has been considerably disturbed since coming to Washington because nearly all the write-ups refer to him as a millionaire.

He confided he didn't get really upset, however, until he received this letter from his son, Tom, now with the First Army in France:

"Well, Pop, I see you are a millionaire. Gled to learn it. How about sending me a check?"

Senator Capehart insists he's only a small manufacturer, although his Indianapolis plant has 1,200 employees. Just a very rich pauper?

The only other current bit of intelligence I have concerning Senator Capehart is that his 15-year-old daughter Pat is definitely anti-Frank Sinatra.

This is most disconcerting because Miss Capehart is typically bobby sox.

"I just don't care for the slow and silly way he sings", she said - casually blasting a great national conviction.

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 ::: TRADE NOTES :::
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A patent (No. 2,366,871) has been granted to August F. Pfingsten of Rock Rapids, Ia., for a combination radio aerial and turn indicator for automobiles. It consists of an arrow attached at right angles to a buggy whip aerial, with means provided for rotating the arrow to indicate a turn.

Claude J. Hendon has been appointed Manager of Sales in the Tube Division of the General Electric Company's Electronics Department. Mr. Hendon's headquarters will be in Schenectady. He has been with G.E. since 1927 and was formerly Manager of the South-eastern District of the Department with headquarters at Atlanta.

John G. Paine, General Manager, and Herman Finkelstein, resident counsel of the American Society of Composers, Authors and Publishers, left Friday, January 12th, for Havana, Cuba, to attend the first Congress of La Federacion Interamericana de Sociedades de Autores Y Compositores (F.I.S.A.C.). At this congress representatives of performing right societies throughout the entire Western Hemisphere will meet to exchange views on the advancement of the copyright owner's rights.

Sr. Luis A. Baralt, President of the Corporacion Nacional de Autores (C.N.A.), Cuban performing right society, extended the invitation to Mr. Paine.

Hugh Knowlton, former partner and present associate of the banking firm of Kuhn, Loeb and Company, has been elected a Director of International Telephone and Telegraph Corporation.

Mr. Knowlton, who is Director of Research and Planning of Eastern Airlines, Inc., and a member of Board of Directors of that company, became a partner in Kuhn, Loeb & Co. in 1933. In 1942, he resigned to enter the Government service in charge of the Communications Division of the United States Commercial Company, a subsidiary of the Reconstruction Finance Corporation, in which post he served from 1942 to 1943.

Emerson Electric Mfg. Co. earned \$2,892,715, or \$6.39 in 12 months ended September 30 vs. \$898,658 or \$2.01 in the previous year.

Heeding a Government request that civilians abandon all travel non-essential to the war effort, the Missouri State Chamber of Commerce has decided to cancel its 1945 annual meeting in St. Louis and replace it with a "radio convention".

The State chamber Executive Committee plans to take the convention to the members by having each chamber in the State in session at the same time, and all equipped with radios at their meeting places.

Harold R. Maag has been appointed RCA Victor Regional Manager for the West Coast area with headquarters in Hollywood.

Television, frequency modulation, and sustaining program plans for the year were among the topics discussed by the Columbia Affiliates Advisory Board at its January 10-11 session at CBS headquarters in New York City.

Douglas Coulter, network Vice President in Charge of Programs, outlined the plans for sustaining shows. CBS' Director of Engineering, William B. Lodge, spoke on FM and television. A preview of the 7th Series of Listening Areas Studies conducted by CBS was given by John Churchill, the network's Director of Research.

Ten radio transmitters, transported over trackless wastes of China by truck and oxcart, and often operating from caves and temples, are credited with carrying the burden of American airforces ground communications on that Asiatic battlefield from the arrival of the Flying Tigers in 1941 until the present, it has just been disclosed.

The outstanding performance of military radio equipment was revealed by Major Charles H. Whitaker, Communications Officer of General Chennault's 14th Airforce on his return to the United States after 25 months of service in the Orient.

The radio equipments described by Major Whitaker were manufactured by RCA Victor Company of Canada, Ltd., for the Royal Canadian Air Force through whom it was made available to the Chunking Government.

How the Army's Communications system works will be described on the "Army Hour" Sunday, Jan. 21 (NBC, 3:30 P.M., EWT), when radio makes its first visit behind the scenes of the War Department Signal Center. Speakers will be Maj. Gen. Frank E. Stoner, Chief of the Army Communications Service, and Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army.

Copper wire mills are required to notify WPB's Copper Division ten days in advance of scheduling orders bearing Z-1 allotments, the War Production Board announced last Saturday. This action was taken in Direction 60 to Controlled Materials Plan Regulation No. 1.

Murray Eaton Tucker, Treasurer of Radio Inventions, Inc., 730 Fifth Avenue, New York, which has been engaged in electronics work for the armed forces, died yesterday in Orange Memorial Hospital at the age of 47. He had been associated with John V. L. Hogan, President of the company and of Station WZSR, in work in connection with high-fidelity broadcasting.

Stephens College, Columbia, Missouri, has applied to the FCC for a new non-commercial educational broadcast station to be operated on the frequency of 42,100 to 42,900 kc., power of 1 KW, and A3-FM Emission.

A behind the scenes report to "the radio industry's boss, the listener", will be the subject of an address to be given before the Radio Council of Greater Cleveland by Edgar Kobak, President of the Mutual Broadcasting System on Thursday, January 25th.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED
JAN 25 1945
THOMAS G. COLLEN

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January 24, 1945

PORTER WARNS AGAINST CHILBLAINS IN CONSTRUCTION FREEZE

In his maiden speech as Chairman of the Federal Communications Commission, addressing his old colleagues of the FCC Bar Association last Friday evening, Paul Porter discussing the Commission's "freeze policy" on new broadcast construction said:

"I had better warn you at the start that before I am through, most of you will have chilblains. For the essence of the Commission's present policy, as determined earlier this week, is to grant no new broadcast applications involving construction, except for a few sharply defined classes of applications. The rigor of the rules may be judged by the fact that of fifteen applications for new standard broadcast stations or changes in facilities considered this week, only five were granted. Three of the grants were for changes in local channel stations. The two granted for new stations were both for communities which have no other broadcast stations and will serve areas having no primary service from any existing station."

The members of the FCC Bar Association had gathered at the Statler on the eve of the Presidential Inauguration to do honor to the new Chairman, who had so recently risen from their ranks. The timing of the affair was perfect as only the day before Mr. Porter had been unanimously confirmed by the Senate for a term that has about $4\frac{1}{2}$ years to run.

Eliot Lovett was elected to succeed Ben Fisher as President of the FCC Bar Association, Ralph A. Van Orsdel, First Vice-President; Phil Loucks, Second Vice-President; Tom Littlepage, Secretary, and Bryon Carson, Treasurer. Mr. Fisher and Phil Hennessey were elected to the Executive Committee.

"Let me say that this new strictness does not arise out of any whim or caprice on the part of the Commission", the new Chairman declared, "but out of the logic of the situation in which we find ourselves. From the beginning, the Commission's policy has been closely geared to overall Administration policy, and dictated - like other Administration policy - by the primary urgency of winning the war with all our resources and with a minimum of unnecessary civilian dislocation."

Explaining that the Commission had announced its first such restriction February 23, 1942, Mr. Porter traced the history of the freeze policy to date. He said further:

"Applications which on their face do not meet the stringent requirements of the freeze policy will be designated for hearing without delay. With respect to applications on file, including applications in process of hearing, the policy is equally applicable.

It is expected that persons interested in radio will cooperate with us until such time as conditions warrant a return to a more liberal policy. So much for standard broadcast applications.

"With respect to FM and television, the 'pending file' policy still holds. Applications are accepted for the pending file, where they will remain until the manpower and materials situation permits actual construction. At that time due notice will be given to all concerned, and in an orderly manner all applications will be processed and acted upon. FM and television grants will not be made on a first-come, first-served basis. We hope that in most communities there will be enough channels for all qualified FM applicants; where that is not the case, grants will be made, after hearing, to those best qualified - not to those under the wire earliest.

"The freeze order does not apply, and has never applied, to experimental and developmental services.* * *

"Let me hasten to add, however, that the developmental license is not a loophole in the general freeze. Only those experimental or developmental applications will be granted which involve bona fide exploration of new techniques or devices, and which give promise of adding to our knowledge of the art. An experimental or developmental license, moreover, gives no priority on a frequency for subsequent commercial operation.

"There is real need for experiment and development, especially in the higher frequencies, with respect to both FM and television. The freeze does not stand in the way of real work in this field. But fruitless experimental or developmental applications, like unsubstantial applications generally, will merely waste the time of applicants, the time of the Commission, and the time of the WPB.

"I hope that I have answered some of your questions about the freeze except one: namely, how long will the freeze last? That is a question which neither the Commission nor anybody else can answer. It depends upon the success of our forces in the field, upon the duration of enemy resistance - and upon the wholeheartedness with which we here at home support with every power at our command the men on the firing lines. But I do want to urge one caution:

"A few months back, the military news was unqualifiedly good, and the thoughts of many people focused promptly on postwar plans. A flood of applications descended upon the Commission. No blame is attached to that situation; it was a very human error. But if it happens again, we will not again be blameless.

"Let's keep our eye on the ball!"

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PHILCO GOES TO BAT FOR FCC TELEVISION RECOMMENDATIONS

The fullest possible development of television will be stimulated in the immediate post-war period and the public will have the benefit of this great new service just as soon as war conditions permit as a result of the allocations recommendations of the Federal Communications Commission, according to Larry E. Gubb, Chairman, and John Ballantyne, President, of Philco Corporation, who have written to the Commission commending its action.

Their letter read in part:

"In our judgment, especially when consideration is given to the magnitude of the problems confronting the Commission, a splendid over-all job has been done in reconciling the claims of the many different radio services for portions of the available spectrum. While we should have preferred that a greater number of channels below 216 megacycles be reserved for television, we believe that the Commission adopted a sound, forward-looking policy in making it possible to give a high-quality television service to the public in the part of the spectrum already being used for television where most of the presently available engineering and operating experience lies, while at the same time encouraging research and development work to go ahead in the ultra-high frequencies."

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GEORGE B. STORER PROMOTED TO NAVY COMMANDER

As a result of almost two years' active service in the Navy, George B. Storer, President, on leave, of the Fort Industry Company of Detroit, is now wearing an additional gold half-stripe on his uniform. He has been raised in rank from Lieutenant Commander to Commander.

Mr. Storer is attached to the Industrial Readjustment Branch, Office of Procurement and Materiel, of the Navy.

J. Harold Ryan, Vice-President of the Fort Industry Company after serving as Assistant Director of Censorship in charge of Radio under Byron Price, is now President of the National Association of Broadcasters.

The Fort Industry broadcasting stations are: WSPD, Toledo; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, Ohio; WAGA, Atlanta, Ga.; WMMN, Fairmont, West Va.; WLOK, Lima, Ohio, and WFTL, Miami, Florida.

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Station WFBR, 5000 watts, Baltimore, Maryland, will join the basic Blue Network on June 15th.

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WOULD REGARD PUTTING CONGRESS ON AIR AS DISSERVICE

The announcement that Nathan Straus, President of Station WMCA in New York, would broadcast "reconstructed" sessions of the Senate and House of Representatives, got quite a rise out of the New Bedford Standard Times, the newspaper which has been made famous by its publisher Basil Brewer, who is also one of New England's leading broadcasters.

Says the Standard Times:

"The disinclination of Congress to authorize radio broadcasting of its proceedings rests on valid grounds. The effect of such a procedure would probably be to make members engaged in debate self-conscious, to incite them to an attempt to be dramatic and to appeal to the gallery. The knowledge that they were 'on the air' would tend to place entertainment above the earnest deliberation which important matters before Congress require.

"As a substitute for broadcasting actual proceedings, an independent station in New York is said to have decided to put on the air, once a week, 'reconstructed' sessions, with professional actors or stand-ins impersonating Senators and Representatives, and speaking 'lines' taken from verbatim reports of debates in the Congressional Record.

"While this plan would keep microphones out of the House and Senate chambers, it is open to serious objections. Having actors impersonate living persons is risky business. In selecting from the tens of thousands of words in the Congressional Record each week, those that would be broadcast, it would be difficult to present an absolutely fair picture of the arguments, and impossible to reconstruct the actual debate.

"The fact is that radio, great as its uses are, and educational as it can be, does not lend itself to the reporting of the deliberations of legislative bodies. To attempt to use it in the ways suggested, would be a disservice to Congress, to the country, and even to radio itself."

The writer thinks the Standard-Times is correct. If the sessions of Congress itself were broadcast, most of it would prove so dull and uninteresting that the question arises - who would listen to such tripe?

As anyone who has ever had to cover Congress well knows, it is often days and sometimes weeks before anything worthwhile is ever heard from the floor at the Capitol. The empty press and radio galleries are the proof of this. Also when Senators and Representatives are really getting down to business, the writer couldn't think of anything that would cramp their style more than if they knew that everything they said was going out over the air exactly as they said it, and they couldn't doctor up their remarks for public consumption as they regularly do in the Congressional Record.

Also if the Senators and Representatives, who are trying to put Congress on the air, want to get an idea how they are apt to get kidded, they should send for the script of a burlesque Congressional broadcast recently put on by Garry Moore in the Jimmy Durante program. It was screamingly funny and really had to be heard (on account of the musical effects) to be fully appreciated.

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JONES, WOL, CLICKS IN WASHINGTON; PROMOTED TO COWLES V-P

It didn't take Merle Jones, Manager of the recently acquired Cowles Washington station, WOL, long to make good in the Capital. Mr. Jones came East in October and proved so successful as General Manager of WOL that last week he was elected a Vice-President of the Cowles Broadcasting Company. Mr. Jones was formerly Manager of the CBS station KMOX in St. Louis.

James S. Milloy, Vice-President of Cowles Magazines, Inc., was likewise made a Vice-President of the fast growing radio company.

Other officers elected at the company's annual meeting were: Gardner Cowles, Jr., President; John Cowles, Chairman of the Board and Vice-President; T. A. M. Craven, Vice-President; Craig Lawrence, Vice-President; Phillip R. Hoffman, Vice-President; Carl T. Koester, Treasurer; Vincent Starzinger, Secretary; Karl R. Haase, Assistant Treasurer; L. Densmore Peterson, Assistant Treasurer; Arthur T. Gormley, Assistant Secretary.

The following Directors were re-elected: Gardner Cowles, Jr. John Cowles, T. A. M. Craven, Craig Lawrence, Arthur T. Gormley, Vincent Starzinger.

At the meeting, the stockholders discussed how programming of the stations could be further improved and particularly how their news programs and other programs directly related to the war could be handled with greater service to the public.

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CONGRESSMAN APOLOGIZES TO FULTON LEWIS, JR., COMMENTATOR

It doesn't happen often but Representative Chet Holifield, Democrat, of California, apologized to Fulton Lewis, Jr., Mutual commentator last week. Mr. Holifield said:

"On January 10, I addressed the House on the subject Cancellation of Ration Points by O.P.A. Justified. At that time I quoted parts of two broadcasts of Mr. Fulton Lewis, Jr. These quotations, which were furnished to me by a third party, strongly condemned the O.P. A. for its procedure. On the strength of these quotations I stated that, in my opinion, Mr. Lewis was guilty of irresponsible, biased reporting on this subject.

"It has been brought to my attention more recently that the full text of Mr. Lewis' broadcasts also contained arguments in support of the O.P.A.'s procedure. In fairness to Mr. Lewis, I feel that an apology for my inadvertent mistake is due him. Although I frequently disagree with Mr. Lewis in his comments and conclusions, and think that in many instances during the past campaign his comments were slanted in favor of the Republican Party, I would not knowingly be unfair to him. I regret a lack of the full text of Mr. Lewis' broadcasts on this subject caused me to err in my evaluation of the fairness of his comments."

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NOTED HARPIST IS WIFE OF COL. SAM ROSENBAUM OF WFIL

It will be of interest to those in the broadcasting industry not already aware of the fact that Miss Edna Phillips, celebrated harpist with the Philadelphia Orchestra, is the wife of Lieut. Colonel Samuel R. Rosenbaum, head of Station WFIL in Philadelphia. Colonel Rosenbaum is now running the Allied controlled station in Luxembourg.

Miss Phillips will be the soloist with the Philadelphia Orchestra for the radio premiere of Nicolai Berezowsky's Concerto for Harp and Orchestra during the Philadelphia's broadcast over CBS Saturday, January 27 (WABC-CBS, 5:00-6:00 PM, EWT, from Philadelphia). Eugene Ormandy will conduct the program, and Harl McDonald will be annotator for the program.

Berezowsky, who completed his harp concerto, which was commissioned by Miss Phillips, during the last months of 1944, points out that very few compositions have been written for harp and full orchestra. The literature for that instrument is comprised principally of pieces for harp with small combinations of strings or woodwinds or both.

Miss Phillips has been a valued member of the Philadelphia Orchestra for many years.

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CBS HAD 16 \$1,000,000 (OR MORE) PATRONS IN 1944

The gross billings of 16 clients of the Columbia Broadcasting System, who spent more than \$1,000,000 each in network advertising during 1944 were:

General Foods, Corp., \$5,537,409; Lever Brothers Co., \$4,842,781; Proctor & Gamble Co., \$4,348,795; American Home Products Corp., 3,215,834; William Wrigley, Jr. Co., \$2,386.78; Sterling Drug Co., Inc., \$2,307,314; R. J. Reynolds Tobacco Co., \$1,912,727; Standard Brands, Inc., \$1,872,575; General Electric Co., \$1,635,957; Colgate-Palmolive-Peet Co., \$1,627,423; Campbell Soup Co., \$1,576,473; Liggett & Myers Tobacco Co., \$1,520,922; Philip Morris & Co., Ltd., \$1,412,707; U. S. Rubber Co., \$1,306,719; General Mills, Inc., \$1,169,433 and American Tobacco Co., \$1,037,713.

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ASCAP UPHELD BY FLORIDA COURT; ALSO WINS IN NEW YORK

The American Society of Composers (ASCAP) won two victories last week.

In a decision by Special Master James Messer, Jr. of the State of Florida on Wednesday, January 17th, ASCAP "does not constitute an unlawful monopoly or combination operating in restraint of trade or in violation of the statutes of the State of Florida and is legally qualified and entitled to operate within the State."

ASCAP was one of three original defendants in a suit brought by Florida Attorney General J. Tom Watson, charging infringement of the Florida statute. Last March 20th Louis D. Frohlich, of ASCAP General Counsel, won separate trial for the Society and the ASCAP case was then tried last July in New York City.

The Appellate Division in New York City on Friday, January 19th, upheld the lower court decision that ASCAP was not a monopoly infringing the Donnelly Act.

Suit was brought by the Hotel Edison, Inc. against the Society, charging it with maintaining a monopoly. The appeal was argued two weeks ago in Albany by Louis D. Frohlich, ASCAP General Counsel. The decision was unanimous.

Supreme Court Justice Morris Eder, in granting the motion of Deems Taylor, President of ASCAP, to dismiss the complaint on the ground that it did not constitute a cause of action within the scope of the Donnelly Act, held that ASCAP "is engaged solely in licensing intangible rights created and conferred upon its members by the copyright laws of the United States; a copyright is an intangible thing, it is not trade nor commerce."

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PEORIA JOURNAL-TRANSCRIPT BUYS INTO EDGAR BILL'S WMBD

Entrance of another newspaper publisher into the broadcasting field came through the transfer of WMBD stock from H. D. Morgan, Vice-President and Treasurer, to Carl P. Slane, Francis P. Slane and Elizabeth P. Talbott. Sale for \$114,750 of 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison, Secretary, is involved in the transaction. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated.

Carl Slane, who receives 86 shares, is publisher of the Peoria Journal-Transcript. Frances Slane and Elizabeth Talbott each get 212 shares and are Directors in the newspaper company. Remaining 49% interest in the station is held by Edgar L. Bill, President and Manager. WMBD is a CBS affiliate, operating on 1470 kc with 5,000 watts, Local Sunset and 1,000 watts night.

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NOBLE'S REMARKS ON RADIO AND PEACE IN CONGRESS RECORD

Representative Anderson (D), of New Mexico, had reprinted in the Congressional Record of January 18th the talk recently made by Edward J. Noble, Chairman of the Blue Network, in which, commending the efforts of Kent Cooper, of the Associated Press, Mr. Noble emphasized the necessity for a free press and a free radio within every country as a basis for peace. Mr. Noble said, in part:

"Since the last war, radio has emerged as a vital news medium. It is the most direct means of communicating the news and significance of an event to the people. If the potentialities of radio are to be fully realized, the peace treaty must provide for radio to operate without censorship or political control in any country.

"There are many who still doubt the ability of the peoples of the world to live peacefully together. Surely that is not to be the destiny of humanity. There are many things that the peace settlement must provide, but I sincerely believe that one of the most essential is the establishment of freedom of news in all countries. A free press and free radio within each country can be the foundation for a democratic world at peace. Toward this end, we pledge the resources and energies of the Blue Network."

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AMERICAN CABLE AND RADIO ELECTS PIERSON PRESIDENT

Warren Lee Pierson, for the past eight years President of the Export-Import Bank of Washington, has been elected President of American Cable & Radio Corporation.

Mr. Pierson was also elected President of All America Cables and Radio, Inc. to succeed Frank W. Phelan, recently retired, which, like Mackay Radio and Telegraph Company and The Commercial Cable Company, are controlled by American Cable & Radio Corporation, itself an associate of the International Telephone and Telegraph Corporation.

Mr. Pierson will not assume his new duties immediately but will continue for the time being as President of the Export-Import Bank.

Mr. Pierson's acceptance of the new position will mark the end of a 12-year period of government service which began in 1933 when he went to Washington as Special Counsel of the Reconstruction Finance Corporation. The following year he was appointed General Counsel and Trustee of the Export-Import Bank and was elected its President two years later.

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RADIO SNOOPERS DON'T CATCH SENATOR LANGER NAPPING!

The biggest laugh of the new Congress developed when Senator Langer (R), of North Dakota, indignantly arose in the Senate last Monday saying:

"I am introducing a bill to regulate the use of certain listening devices, and call attention to the fact that a new listening device has been invented which is revolutionary, and under which, without the use of wires, individuals can listen in on a private conversation held as far as $3\frac{1}{2}$ miles away."

To which Vice-President Truman, presiding for the first time in the Senate, solemnly replied:

"The bill introduced by the Senator from North Dakota will be received and appropriately referred."

Immediately Senator Langer was besieged by his colleagues and reporters regarding this strange new device. Senator Langer said he had read in a newspaper that someone has invented something through which a person can listen in on conversation "as far as $3\frac{1}{2}$ miles away". His bill would require that manufacturers of the conversation-catcher, if any, be registered and that every man who owns one get a license from the Justice Department.

"We've got to know where every one of these things is", he was quoted as saying. "They could be very dangerous in time of war. The President might be talking to General Marshall or Admiral King - and someone $3\frac{1}{2}$ miles away could hear every word.

"There's no way to tell who might be using one right now", he was said to have added uneasily.

Some little time ago, Drew Pearson in one of his broadcasts created quite a little excitement by saying that Charles E. Wilson, President of the General Electric Company, then with the War Production Board in Washington, had one of these mysterious listening sets and certain persons were tuning in on private conversations at the White House and elsewhere. Mr. Wilson virtually exploded, saying that it was the most ridiculous story he had ever heard and that no such device ever existed.

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Because of insufficient electricity, home radios have temporarily become useless in Holland's liberated cities. Those wanting news must brave the severe winter weather, sometimes as low as 15 degrees below zero, and make their way to public listening posts erected in main squares. Loudspeakers broadcast news from the British Broadcasting System, the free Netherlands radio in Holland, and the "Voice of America", the latter originating from the U. S. Office of War Information. In other parts of liberated Dutch territory loudspeaker trucks tour the villages with the most recent news releases available.

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WILL FLY GET CAUGHT IN OWN TRAP?

An embarrassing angle has developed in connection with the application for licenses for subscription ("pig squeal") radio. James L. Fly is Chairman of the Muzak Corporation seeking the licenses. When Mr. Fly was Chairman of the Federal Communications Commission, he put through the multiple ownership rule allowing only one channel in each city to one company.

Mr. Fly's concern, however, is applying for three channels in New York City - one for classical music, another for popular music, and a third for public service programs. It also seeks to establish similar service in Chicago, Washington, and Los Angeles.

The question now is how the FCC will interpret Mr. Fly's rule in applying said rule to Fly's company's application. Joseph L. Weiner, counsel for Muzak, argued that the multiple ownership rule wasn't meant to cover such a case and that the rule could be modified to permit three channels for subscription radio incorporated.

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FTC POUNCES UPON "SERUTAN"

The Federal Trade Commission has issued an order prohibiting the dissemination of false advertisements which represent that the widely-advertised product "Serutan" is a cure or remedy for constipation.

Respondents named in the order are Healthaids, Inc., of Jersey City, manufacturer and distributor of Serutan, and sponsors of Drew Pearson's Sunday radio program, and The Journal of Living Publishing Corporation and Victor H. Lindlahr, both of New York, who were found by the Commission to have cooperated with Healthaids, Inc. in advertising the preparation. Lindlahr is editor of the magazine "Journal of Living" and is employed by Healthaids as a radio lecturer.

According to the findings, the Healthaids corporation, through its radio programs, directly advertises Serutan, features Lindlahr as an "eminent diet authority" and "famous editor of 'Journal of Living'" and promotes the magazine and various Lindlahr books and pamphlets; Lindlahr in his broadcasts and writings promotes Serutan and the magazine "Journal of Living"; and the magazine directly advertises Serutan and promotes Lindlahr and his writings, which in turn promote Serutan.

The Commission's order directs the respondents to cease and desist from disseminating any advertisement which represents directly or through inference that Serutan, among other things, is a cure or remedy for constipation.

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NEW SCIENTIFIC METHODS USED IN DIAMOND DIE PRODUCTION

Small diamond dies, used to draw millions of miles of filament and resistor wires for wartime electronic equipment, are now precision-made by American workers. New scientific methods are used in diamond die production instead of the hand-drilling and laborious polishing done previously by French and Netherlands craftsmen, the War Production Board reports.

Latest electronic developments depend on "invisible" wires drawn at high speeds through precisely drilled diamonds. Metal strands are drawn through microscopic channels, producing wires some of which are finer than eight ten-thousandths of an inch in diameter.

Every "walkie-talkie", the radio and communications system for every tank, jeep, bomber, fighter plane, PT-boat, submarine, destroyer, cruiser and battleship requires platinum, nickel-chrome, copper, aluminum, steel, molybdenum or tungsten wires drawn through diamond dies. The wires are fashioned into resistors, lamp filaments, grids for midget vacuum tubes, even photo-flash bulb "fuzz", often finer than spider-web threads.

"The great future of small diamond dies is linked with electronics", Athos D. Leveridge, Chief of the Diamond Die Section of WPB, said.

"Use of electronics in many phases of warfare will be transplanted to civilian uses. Tremendous civic, medical and civilian demands for television and miniature radios will pyramid both in variety and quantity. 'Peanut' electric light bulbs are used in aircraft and medical apparatus. Flash bulbs are used in photography. Together with communication equipment and other military apparatus now on every war front, they are dependent on superfine wires, drawn through small diamond dies."

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RADIO STORES AMONG THOSE HIT MOST SEVERELY BY WAR

According to Secretary of Commerce Jesse H. Jones, radio retailers were among the heaviest sufferers caused by war conditions.

Said Mr. Jones:

"Wartime casualties particularly included grocery stores, eating and drinking places and filling stations, but many small manufacturers were put out of business in the early years of the war. Some of these were later given orders which enabled them to start up again. Relative to the total number of various types of retail stores in existence at the end of 1941, household appliance and radio stores, meat and seafood markets, automobile dealers, filling stations, and shoe stores suffered most severely. In each of these lines, there was a net decline during 1942-43 of a fourth or more of the number of stores operating at the end of 1941."

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 ::: SCISSORS AND PASTE :::
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Musical Featherbedding Called National Scandal
 ("New York Times")

In a total war in a period of grave labor shortage, at a time when Congress is considering a National Service Act, it is a national scandal that make-work and featherbedding rules and practices should continue to exist on a substantial scale. A panel of the Regional War Labor Board has just called attention to one of the most notorious of these in connection with Station WOV which is seeking to free itself from its present obligation to New York Local 802 of the American Federation of Musicians to employ a quota of twelve musicians.

The Labor Board panel, in a report prepared by Dr. Herbert R. Northrup, finds that the station obviously has no need for twelve musicians, and recommends a reduction of the quota to five. It points out that featherbedding and "pay-without-work rules" obviously contribute to the present labor shortage. It adds that the displaced musicians can easily find work today either at their own trade or at some other: "They can learn to perform new jobs, as 11,000,000 men and women in the armed services and many more millions in war work have done. To be sure, this is a harsh statement. But it is quite mild compared to the realities of war."

* * * * *

It is only because of short-sightedness that union rules to provide unnecessary jobs can be made to seem plausible even in peacetimes. Many people think only of the particular workers directly affected by these rules. They do not see that money spent for such workers leaves, ultimately, less purchasing power to employ other workers. Workers employed because they are needed contribute equivalent goods and services for the wages received. They thus help to enrich the whole community. Workers who are employed by compulsion, and who do not return an equivalent in needed work, are merely parasites upon the community.

Senator Wheeler Pulls Rug From Under Wallace
 (Drew Pearson)

Wallace's office staff was none too happy on inaugural eve. The fact that Montana's Senator Burton K. Wheeler was taking over the vice presidential office suite poured salt in their wounds. Though Wallace still had several days to run in office, electricians, telephone men, and furniture movers moved in a week ahead of schedule, virtually jerked the rug out from under his legs. Then the Vice President found painters crawling around his office as he reported to work the last day. He took one long, last look and fled.

Opposition of FM Broadcasters See To FCC Proposals
("Washington Post")

The proposed allocation of frequencies for non-governmental radio services announced by the Federal Communications Commission represents an enormously difficult step in a monumental undertaking.
* * * *

The nature of this FM broadcasting technique is such as to permit the operation of several thousand stations as compared with the 930 amplitude modulation stations now overcrowding the standard broadcast band to which commercial broadcasting has been confined.* * *

The increased number of stations will make it possible for many voices now denied expression on the air to gain a hearing. The cost of establishing a station will be reduced because the value of a franchise will be reduced. Similarly, the cost of time on the air will be significantly lowered. Labor unions, minority groups of all sorts, individuals, will find an outlet for their points of view which hitherto they have been unable to afford or to obtain. Very wisely, in our judgment, the FCC has set aside 20 FM channels (which should mean several hundred stations) for educational radio. We applaud equally the Commission's decision to reserve 20 channels for newcomers to the FM field.* * * *

There is vigorous, and, in view of their stake in the status quo, understandable opposition among the established FM broadcasters to the FCC's decision to move this entire service up to a higher place in the spectrum than it now occupies. The Commission's reason for doing this is that it believes skywave interference will be less serious in the new location. Some industry engineers are frankly skeptical and fear that they will run into other and perhaps more serious propagation problems in the new area. In point of fact, the FCC decision runs counter to recommendations made by the Radio Technical Planning Board, composed of outstanding electronic experts, but is said to be based on still secret military data available only to the commission. Paradoxically the FCC has assigned television, which is far more subject to skywave interference than FM, to the portion of the spectrum from which FM is to be removed.

Claims One Tele Set Cancels 5 Broadcast Listeners
(O. H. Caldwell in "Electronic Industries")

Television even "as is" already offers an actual menace to broadcasting's evening programs. Recent experience in the New York area indicates that each tele set going into use completely withdraws five listeners from the 8:00-10:30 P.M. broadcast audience, the choice hours of the broadcast day. What inroads future tele may make on existing established broadcast equities can be readily surmised. Some broadcasters will meet this problem by mastering the new video agency; others by seeking to put off the evil day of competitive home entertainment during broadcasting's prize evening hours.

Correction

An extract of an article in "Scissors and Paste" in the January 17th issue, captioned "Capehart 'Het Up' at being called a Millionaire" should have been credited to George Dixon in the Washington Times-Herald,

TRADE NOTES

Emerson Markham, associated with General Electric broadcasting for twenty years, has been appointed Manager of Television, it has been announced by Robert S. Peare, Vice-President in Charge of Advertising, Broadcasting, and Publicity. Mr. Markham fills the vacancy created when Robert L. Gibson, former assistant to Mr. Peare, was named Advertising and Sales Promotion Manager of the new Chemical Department.

In addition to his new responsibility, Mr. Markham will continue as Manager of the company's frequency-modulation station WGFM, and in charge of farm and science broadcasting from WGY. No other changes are made in the personnel of WRGB and Hoyland Bettinger will continue as Program Manager of Television.

Frank J. Bingley, Chief Television Engineer of the Philco Radio and Television Corporation, was elected Vice-President of the Television Broadcasters' Association, Inc. at a meeting of the Board of Directors last Friday in New York City. He succeeds Robert L. Gibson of the General Electric Company.

The question has been raised whether Chairman Paul Porter will continue the "Heil FCC" practice inaugurated by former Chairman Fly of making everybody (including the newspapermen) stand when the Commissioners make their entrance at a public hearing.

Chairman Fly had a way of looking about the room to see if everyone was standing. The writer recalls a session which former FCC Commissioner O. H. Caldwell was covering for his publications. Seated at the press table absorbed in his work, and evidently not knowing that he was expected to rise in the distinguished presence of his former colleagues, Mr. Caldwell didn't get up. Mr. Fly spotted him rapped savagely with his gavel and glared at "O.H.", who seeing everyone else standing at attention, immediately arose and the session proceeded.

Sparks-Withington Company - Six months to Dec. 31: Net profit, \$480,593, or 52 cents a common share, compared with \$469,673, or 51 cents a share, for six months to Dec. 31, 1943.

The British Institution of Radio Engineers has announced proposals for the formation of a British Radio Research Institute, and has issued a post-war development report, according to the British press. The report deals with (a) the present state and anticipated development of radio science, and (b) education in relation to the technical training of radio workers. It advocates college courses leading up to the award of national certificates in radio engineering, additional subjects for certificate endorsement to include engineering economics, factory organization, and management.

Checks of the Blue Network now bear the new name - American Broadcasting Company, Inc.

Howard Linn Edsall has been appointed Advertising and Sales Promotion Manager of the RCA Tube and Equipment Department. For four years prior to joining RCA, he was Advertising Manager of the Ajax Metal Company of Philadelphia.

Charles W. Taylor, who has been with the company since 1929, has been named Manager of RCA Tube Parts and Machinery Sales.

A subscriber writes:

"Your newsletter of January 10 gave me a smile.

"On page 15 where you say General Electric revealed 26% of their listening and seeing audience consists of children under 18 years of age - I am in full agreement as the television set in our home has been moved out of everyone's quarters including our library and now rests in my little daughter's room and she, being just eight years old, enjoys it. I think her real attraction to it is that the programs don't go on until about the time she has to go to bed and is used as an excuse to stay up for a few minutes longer."

Lowell Thomas, National Broadcasting news commentator last night was presented the Radio Daily's All-American News Commentator Award, according to U.P. The presentation was made by Hugh Baillie, President of the United Press, at the request of the magazine.

Mrs. William Paley, wife of the President of the Columbia Broadcasting System, was listed among the 10 best dressed women in the world by New York Dress Institute. Among those who received numerous votes were Mme. Chiang Kai-shek, Mrs. Harry Hopkins and Mrs. David Sarnoff, Jr.

A new and advanced RCA Audio Chanalyst, which provides complete sound system testing equipment in a single unit is being manufactured by the RCA Victor Division of the Radio Corporation of America.

D. R. Buckham, Eastern Sales Manager of the Blue Network for the past two years, and a pioneer in network sales operation, will join the Mutual Broadcasting System on or about February 1st, as Eastern Sales Manager.

Negotiations under way for sale by International Telephone & Telegraph Co. of its Spanish telephone subsidiary to Spanish interests currently involve around 70 million dollars, A.P. reported yesterday.

The company's statement at the end of 1943 shows \$28,012,880 investments in securities of Spanish properties, and \$43,266,855 in receivables, a total of \$71,279,735. Earlier this month five million dollars in earnings of the Compania Telefonica Nacional de Espana was released to I. T. & T. by the Spanish government.

John Donohue, Detroit District Manager of the Blue Network for over four years, has been appointed Eastern Sales Manager of the Blue.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

FEB 1945

FRANK E. MULLER

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No. 1667

January 31, 1945

NEW V-P IS INTRODUCED TO RADIO'S "CONTROLLED APPLAUSE"

It isn't often that anything new comes across the political horizon of such old hands in the business but Vice-President Truman, Speaker Rayburn and Jesse Jones apparently were wowed by the so-called "controlled applause" during the "Victory Parade of Spotlight Bands" over the Blue Network broadcast last Saturday night from the National Press Club in Washington. Of course it wasn't so new for Jesse Jones, who owns a broadcast station himself - KTRH (CBS) in Houston - but he appeared entranced, along with the rest. "What possibilities that has for campaign broadcasts", the new Vice-President ejaculated.

While Jan Savitt and his orchestra "warmed up" prior to the broadcast, the "Victory Parade" announcer put those who were attending the show through their paces. "When I hold up one finger begin applauding", he instructed the audience, which was one of the largest ever gathered in the Press Club. "Two fingers - louder; three fingers, raise the roof off the place - whistle, shout, anything." And though it was probably as hard-boiled a gathering as could be found anywhere, they did just that.

The occasion was the inauguration of Edward Jamieson, Washington correspondent of the Houston Chronicle (owned by Jesse Jones) as President of the Club. It was the first public appearance of Mr. Truman as Vice-President but when he arrived, the audience hadn't yet been initiated into what the "Victory Parade" later explained was "controlled applause". The result was the Vice-President entered the hall without a single handclap. Nor was there any "controlled applause" when Jesse Jones came in a few minutes later through the same door. Someone spotted the towering white haired Texan and bedlam seemed to break loose. It was one of the most spontaneous and remarkable ovations ever accorded anyone in the history of the Press Club.

Mr. Truman, of course, got a big hand when he was formally introduced later but when Mr. Jones was introduced, he was again accorded a greeting that put the Vice-President into the shade.

However, another appearance did bring topflight applause. Howard Acton, master of ceremonies, announced that while the stage was being prepared for Jack Benny's broadcast, the club pianist would fill in. Then entered, with his back to the audience, a down and out looking individual wearing an ancient derby and carrying a cane - a screamingly funny looking character. Everyone wondered who he could be. He sat down to the piano, struck a loud chord, then turned around to the already laughing audience and who was it but Vice-President Truman. That chord, however, was the last of anything that had any semblance to harmony. Jack Benny went up to the

microphone with his violin. Mr. Truman undertook to play his accompaniment. Jack at least managed to play a simple tune but Truman was terrible. If what he did that night is the best he can do in the way of music, broadcasters had better be leary about ever putting him on the air. At one stage of the musical murder, Jack Benny shouted in desperation "Vice-President or no Vice-President, for heaven's sake keep time!"

Benny was on safe enough ground here as he was when he said he was confused by the reports saying "Jesse Jones was making Elliott Roosevelt's dog a brigadier general." Otherwise the comedian was frequently much too fresh in dealing with distinguished guests (as were his references to "Eleanor", etc. at the recent Radio Correspondents' dinner). For instance, before his broadcast, Benny asked the Vice-President to hold his cigar. And Mr. Truman did, waving the well-chewed snip triumphantly. The writer couldn't help but think what Vice-President Coolidge, for instance, would have done (at the Press Club or anywhere else) if someone had made a similar request of him.

One observer was of the opinion that the "Victory Parade" (Coca Cola) made a mistake in revealing at the Press Club how radio applause was stimulated and controlled. It was argued that many newspaper men who had not known of this practice before, would now know about it and not being any too friendly to radio anyway, might do a great deal to weaken the faith of people in what they hear over the radio.

Assisting in the induction of Mr. Jamieson as President of the Club, was Col. Oveta Culp Hobby, Director of the Wacs, whose husband is publisher of the opposition Houston Post, and owner of Station KPRC (NBC).

Secretary of Agriculture Wickard, of Indiana, appeared to inform the audience that though Mr. Jamieson appeared to be from Texas, he was really a Hoosier. The fact was likewise noted that Paul Wooton of the New Orleans Times-Picayune, new Vice-President, and who will be the next President of the Club, was also born in Indiana.

Mr. Jamieson succeeded Sam O'Neal of the Chicago Sun as Club President. Mr. O'Neal leaves active newspaper work this week to become Director of Publicity for the Democratic National Committee, succeeding Paul A. Porter, who has since become Chairman of the Federal Communications Commission.

A rousing song which will no doubt be heard over the networks was "Men of the Infantry" featured by the National Press Glee Club. It was written by Howard Acton and Phelps H. Adams, of the New York Sun.

During the show, Col. Lloyd Lehrbas of Gen. Douglas MacArthur's staff in the Philippines and Joseph Driscoll of the New York Herald Tribune were heard from by radio transcription. Both correspondents are club members.

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SAYS WILL TAKE MORE THAN ADVERTISING TO PAY FOR TELE

Television is filled with rosy promise and will one day be a great industry, but not until some method other than advertising revenue has been found to pay the terrific cost of providing acceptable programs, said J. J. Nance, Vice-President of Zenith Radio Corporation, in an address before the New York Society of Security Analysts last week.

"Technically television is acceptable and has been for some time", Mr. Nance said. "It is the economic aspect of television that presents the major problem, that has held back expansion of television in the past, and must be solved for its future growth.

"Television presents a vicious triangle. Advertisers can't profitably sponsor good television production until there is a mass audience. We can't get a mass audience until we have provided the American people with assured continuous entertainment, pleasing enough to stimulate the buying of receivers by the million. And that kind of entertainment can't be provided for long enough period of time to build the audience, because there are no television producers financially big enough to pay for it."

To get a mass audience, he said, television will have to have eye appeal to catch and hold the attention of millions. Novelty of television might carry any type of program for a time, but no business that attempts to entertain the public can last unless it gives the public what it wants. Best proof of that, he said, is the theater; four out of five new shows flop.

"Sports and news events are all right so far as they go", he said, "but they are not enough. Last year the motion picture industry, with magnificent co-operation from the Army and Navy, produced an average of only about two hours of newsreels per week with sound dubbed in. Sports are limited by the scope of the photographic lens to about what can be seen in newsreels.

"Therefore", he continued, "we must look to the experience of the people who have most successfully given the public what they want - the movie industry."

He said that according to reliable sources, the estimated average cost of a feature film production is between \$550,000 and \$600,000 a picture. The average feature runs an hour and a half, giving an hourly cost of from \$370,000 to \$400,000. For this costly entertainment the public pays, at the box office, an average of only 11 cents an hour, including tax.

He pointed out that television will be in direct competition with the movies, which means that they are bucking a nearly two billion dollar box office. "If anybody can figure out a way of entertaining the public and keeping them interested for less than present movie costs, they don't need to bother with television - Hollywood is looking for them."

Mr. Nance pointed out that Zenith stands to benefit more from successful television than any other company, because it is the largest corporation specializing exclusively in radionics. He also said that Zenith has operated a television station with continuously scheduled programs for nearly six years, longer than any other station in the country.

Hence, he said, his company is vitally interested in finding a solution for the economic problem confronting television, and said that a box office by which the public pays for what it sees is a good answer. He suggested two possibilities: television entering the home over a television wire and being billed like telephone service now is; or (2) introduction of a "scrambler" on the wave that would ruin the picture unless the receiver were equipped with an unscrambling device that would be rented from the program sponsor.

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WATSON AND DODD ATTACK VALIDITY OF ACT DENYING FCC PAY

Goodwin B. Watson and William E. Dod, Jr., of the Federal Communications Commission, and Robert Morss Lovett, Assistant to the Governor of the Virgin Islands, whose pay was stopped November 15, 1943, by Congress for alleged subversive activities, have filed in the Court of Claims a request for special findings of fact and a brief in their suit for salary payments denied them by the urgent Deficiency Appropriation Act of 1943.

Their brief attacks the appropriation bill provision as constituting an unconstitutional bill of attainder, attempting through a legislative act to inflict punishment on past facts.

It attacks the provision, also, as unconstitutional on the grounds that it is an improper interference with the appointive power and responsibilities of the executive branch of the Government.

"By that section", the brief asserts, "Congress asserts a power to remove plaintiffs permanently from Government employment. We believe that Congress has no such power, except pursuant to the impeachment procedure. Congress cannot use its power over appropriations as a device by which to distort or destroy the fundamental nature of our Government as one of three great independent branches."

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Sweden, particularly in Norrland, the office has laid out a trial network for wire-supplied radio broadcasts in the areas adjoining the cable lines. The results have prompted the office to complete the entire cable network for wire-supplied broadcasts in order to serve listeners in the vicinity of electrical railways.

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CBS SPONSORS TELEVISION AUDIENCE RESEARCH INSTITUTE

Creation of a Television Audience Research Institute was announced by John K. Churchill, Director of Research for the Columbia Broadcasting System. Operating as a separate division of the CBS Research Department, the Institute will have its own offices and staff, and will be under the management of Dr. Donald Horton, research psychologist who joined Columbia last September.

Plans for the establishment of the Television Audience Research Institute have been under discussion for nearly a year. Its function, as outlined by Mr. Churchill, include a continuing study of the television audience as it exists and as it develops; evaluation of programs and program ideas through audience reactions, attitudes and viewing habits; maintenance of television operation records and program reference data.

Experimental studies in television audience research have been conducted by Columbia since June of last year. Weekly tests of audience reactions, using small panels of inexperienced viewers as respondents, have accumulated much material that can now be incorporated into Institute records. Present plans call for continuation of these weekly studies as part of the Institute's future work schedule.

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BELIEVES TELEVISION MAY EMPLOY MORE THAN BROADCASTING

With a prediction that television may offer more employment in the post-war period than sound broadcasting did after the last war, Niles Trammell, President of the National Broadcasting Company, declared that it is the most effective means of mass communication ever created. He spoke last Friday night before the Queens City Club of Cincinnati.

Mr. Trammell asserted that the new medium is the most significant of the new industries that will be ready to be launched after the war.

"Once it is introduced in the United States on a national scale, television will provide employment for many thousands of men and women and for many millions of dollars of capital", he said. "Both as a service to the public and as an avenue of employment, the significance of television is enhanced by the fact that it does not displace or replace older services or jobs. It is unique and different from anything else in existence."

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CROSLEY ENTERING N. Y. FORESHADOWS GREAT RADIO BATTLE

Crosley making a grand entry into New York City by laying close to \$2,000,000 on the line for Hearst's 10,000 watt WINS has caused all sorts of speculation in the industry.

As yet the transaction has not been formally put up to the Federal Communications Commission for approval but the sale was confirmed in Cincinnati.

One thing appears certain. The invasion of Broadway by Crosley, so closely following his middle-western colleagues, the Cowles Brothers, entering Greater New York through the purchase of WHOM in Jersey City, will precipitate a great post-war battle in that area for radio advertising. New blood will be injected by the middle-westerners and no holds will be barred.

James D. Shouse, Crosley Vice-President in Charge of Broadcasting, appears to be very much in the picture. He has been devoting much of his time to expansion of the company's interests and this is said to be only the first of several moves contemplated. Robert E. Dunville, Vice-President, Director of the old standby WLW is likely to have a big hand in streamlining WINS.

Hearst still has WBAL in Baltimore, WCAE in Pittsburgh and WISN, in Milwaukee, but it is not known that the Crosley people have shown any interest in these. WINS though at this time operating on 10,000 watts on 1010 kc., has a construction permit for 50,000 watts which it will no doubt endeavor to validate after the war.

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LA ROCHE ANSWERS PEGLER; ALLEGED COMMUNIST RETAINED

Chester J. LaRoche, Vice Chairman of the Blue Network, replying to charges of Westbrook Pegler, made the following statement:

"The Blue Network will retain the news commentary program, over our New York Station WJZ, conducted by William Gailmor, under sponsorship of the Electronic Corporation of America.

"An investigation of the charges concerning the program, together with the evidence submitted to us, does not warrant removal of the program from the air.

"The charges may be summarized as follows: one, that Mr. Gilmor was pro-Communist; two, that Mr. Gailmor was morally unfit to be a news commentator; and three, that the Electronic Corporation of America was purchasing radio time to advance the political philosophy of its president, S. J. Novick, rather than for regular advertising purposes.

"Relative to the first charge, we have no evidence that Mr. Gailmor was or is a member of the Communist Party, or that he was or is anything but a person with a liberal political viewpoint. Calling a man a Communist does not make it a fact. Communism is an easy label to apply to a political liberal with whom you disagree. If there was real evidence of Communism, the Blue Network would deny Mr. Gailmor the privileges of a news commentator.

"Communists have a right to express their views over the air, but only if their political affiliations are publicly disclosed. The fact that Mr. Gailmor is an avowed liberal is no reason to deny him radio facilities. His political philosophy closely parallels that of many important government and public figures. While Mr. Gailmor's news interpretations sometimes are not in accord with the personal opinions of Blue Network executives, this, too, is no cause for prohibiting their expression. The texts of his broadcasts over WJZ have not justified the charges against him.

"Relative to the second charge, the New York Court that considered Mr. Gailmor's admission that he took several automobiles, in 1939, concluded that his actions were the result of neurosis, which is commonly known as a nervous breakdown. Instead of being sentenced to prison, Mr. Gailmor was given a year's medical treatment in a sanitarium. We have evidence from competent medical authority that he made a remarkable recovery. For four years, Mr. Gailmor has followed successfully a career of lecturing, book-reviewing, newspaper work and radio broadcasting. We feel his record, since his illness, has justified the opinion of medical authorities that he has completely rehabilitated himself. Under ordinary circumstances, the Blue Network would not permit a person, with a criminal record, to be a news commentator. But Mr. Gailmor's case is well known in medical circles as an example of the irresponsibility of a mentally sick man rather than of a man with criminal intent. We refuse to 'persecute' a man who has restored himself to normal living.

"A great number of veterans, temporarily mentally sick, will be discharged from the armed forces. We believe it is important that they have the opportunity to find employment without any stigma being attached to them.

"Relative to the third charge, the Electronic Corporation of America and its affiliated concerns are substantial businesses. Last year, the corporation was awarded the Army-Navy "E". Its commercial announcements on the program, designed to attract general public good will, conform to radio advertising standards. Mr. Novick has assured us that his purpose in purchasing radio time is only to advertise the company and its products. We are naturally concerned and watchful of any tendency of advertisers to select or to guide commentators for the purpose of expressing political points of view. We scrutinize all sponsored news programs to prevent any such possibility."

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FREQUENCY PLENTY HIGH IN FM CLASH WINDING UP IRE MEET

An added starter on the program, FM had the busy fighting all over the lot at the windup of the New York meeting of the Institute of Radio Engineers in New York last Saturday. It really started the day before when the engineers heatedly began discussing the proposed FCC FM channel shift. They found themselves so far apart that it was decided to hold an extra session Saturday afternoon in order to have time to thrash the matter out thoroughly.

C. M. Jansky, Jr., Chairman of the Radio Technical Planning Board's FM panel, which drew up the engineering data submitted to the FCC and upon which that body based its proposed FM changes, asserted that the whole FM change-over would be "something like falling out of the frying pan into the fire". He made three specific charges, as follows:

1 - "Too little facts and too much interpretation of facts have been submitted as reasons why the FM change should be made."

2 - "Confusion of thought by many between what actually is engineering fact and what is pure interpretation."

3 - "Attention is being directed to possible detrimental effects of 'sporadic' sky-wave phenomena that might harm or mar FM on its present waves of 42 to 50 megacycles and too little upon actual quantitative evaluation of what goes on in the band (84 to 102 megacycles) to which it is proposed to move FM."

E. W. Allen, Jr., FCC engineer countered by saying that if FM something now from long-distance detrimental effects and sporadic sky-wave troubles, it would find the trouble much more pronounced when more stations are on the air and especially when maximum sun-spot conditions come again about 1949-1950.

"The present FM frequencies will have to be revised upward by some 15 per cent", he declared, "to get away from this expected trouble." He pointed out many instances of long-distance FM reception over periods of 400 to more than 1,000 miles which, he said, "have to be considered."

K. F. Norton, an engineer formerly with the FCC, said:

"Part of the industry has begun a campaign to lead the public to believe their FM sets, purchased before the war, will be obsolete if the FCC makes this shift. Of course they will become obsolete. What this minority in the radio industry fails to add is that these receivers will be obsolete after the war regardless of the position of the FM band in the radio spectrum."

Maj. Edwin H. Armstrong, who invented FM, declared it might be better to move FM about half way to the 84-102 megacycle channel position and try it out before going higher.

Dr. E. F. W. Alexandreson of the General Electric Company, inventor of the altinator which made the first radio broadcasts possible, who had been presented with the Edison medal, highest award in electrical engineering by the American Institute of Electrical Engineers a few nights before, was also in attendance at the IRE meeting.

Development of the new "disk-seal tube" for generating high frequency radio waves of considerable power is a "break-through" in the electronic art - a breach through which the art can progress far and fast until it runs into a new barrier. So stated E. D. McArthur of the Electronics Section of the General Electric Research Laboratory, in speaking before the IRE.

The disk tubes, one of which from its shape is called the "lighthouse" tube, provide a new means of producing very short radio waves. "They have played a very important role in the war and are destined to play an equally vital part in the peacetime creation and expansion of future microwave industries, such as television, navigation, etc.", said Mr. McArthur.

Smaller home radio receivers and compact radio-television-record player combinations were foreseen by R. L. Kelly of RCA Victor as postwar possibilities as the result of new miniature electron tube developments in the RCA laboratories and engineering departments.

The results of recent investigations indicate, Mr. Kelly said to the engineers, that the development of power output amplifier tubes and rectifier tubes in miniature envelopes for home receivers has distinct possibilities.

It was pointed out that the development of these tubes will complete the necessary complement of miniature tube types for home receivers, other required types having already been developed. Typical savings of 20 to 40 percent in equipment size are made possible by the smaller size of the miniature tubes, some as small as your little finger, and comparable reductions in the size of other components.

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WPB SUGGESTS RADIOS BE HANDLED WITH CARE

Proper care of radios, refrigerators, washing machines, stoves and all electrical and mechanical appliances is more important today than ever before, the War Production Board's Office of Civilian Requirements warned in a message to householders, saying with regard to radios:

"Tubes and some replacements parts are very scarce, so turn off radio when no one is listening to it. This assures longer use before breakdown of a tube or part Excessive volume may cause breakdown of the loud speaker. If an outside aerial is used, a good lightning arrester should also be used. Handle portable radios with care."

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PLATTER TURNERS CASE NOW UP TO NRLB IN WASHINGTON

After a preliminary hearing in New York, the case of whether Petrillo (the American Federation of Musicians) or the engineers (National Association of Broadcast Engineers and Technicians) will do the platter turning in broadcasting stations, has been referred to the National Labor Relations Board in Washington.

Among those who testified were Mark Woods, President of the Blue Network and John MacDonald, Vice-President of NBC. Mr. Woods said that his company had entered into a contract with Petrillo "so that the network could continue to have musicians".

Mr. Woods told of talking with Petrillo and the AFM President, threatening to strike on future programs. "He said, 'Philco hour might be a good one to start on'", Mr. Woods related. "We were right in the middle,- Petrillo hammering on one side and NABET on the other."

Mr. Woods said that Mr. Petrillo expressed indifference as to whether or not NABET struck. If Petrillo wins, the hearing brought out, the stations would have to employ about 2,000 more musicians.

No time is indicated as to how long it may take the NLRB in Washington to reach a decision.

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ZENITH 6 MONTHS' OPERATING PROFIT \$4,904,112

The Zenith Radio Corporation reports an estimated consolidated operating profit for the first six months ended October 31, 1944 of its current fiscal year, amounting to \$4,904,112, after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for Federal income and excess profits taxes.

Estimated operating profits for the first three months of the period amounted to \$2,533,263, before provision for Federal income and excess profits taxes amounting to \$1,466,985, while estimated operating profits for the last three months of the period amounted to \$2,370,849, before net excess profits taxes of \$1,999,405.

Although there had been some tapering off in production due to cut-backs prior to the German break-through last month, additional orders for vital equipment have since been received.

The company has completed developments of its post-war models, as well as plans for their introduction.

Demand for the company's hearing aids continues at a steady rate in the United States and Canada. No attempt will be made to market them in other parts of the world until materials for their production become more plentiful.

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RADIO SET-UP IN FRANCE IS REVEALED

Although the inter-continental communications system from France is necessarily based on radio, the continental radio circuits are established largely as emergency channels used when land lines are ruptured or where the speed of the campaign cannot wait for the stringing of wire except among fighting troops, the War Department advises.

Many times during the racing pursuit of the Naxis toward Germany, wire could not keep immediate pace with fast-moving armored columns, but the Signal Corps met the need by introducing a system of very high frequency (VHF) radio relay equipment.

This radio relay system consists of stations 25 to 100 miles apart, each beamed on the next like a rifle on a target. The military possibilities of this system were developed in America and England after it was first tried out in North Africa.

A considerable quantity of police scout car radio equipment had been procured for expected police communications requirements in North Africa, and this equipment was found admirably suited to provide communications for the rapid advance. As a result of this successful experiment and concurrent British groundwork, the amazing radio relay link equipment in use today was developed in the U. S. and in England, and was made to provide four teleprinter circuits plus three radio telephone circuits as compared with one teleprinter circuit of the experimental models in Africa.

The actual combat line communications are built around radio. Battalions, regimental combat teams, divisions, corps, armies, army groups and other field units all have their own networks. In addition, every tank has a radio, and a certain number of infantrymen from each company are equipped with voice pack sets. Because of its elasticity, radio can keep the men stitched together into a fighting team in almost any situation.

For communication with the United States a high-powered, multi-channel 40 KW Army transmitter was installed in France. Packed into 1,000 boxes in which it had been shipped across the channel, it required 45 soldier technicians to reassemble the structure. Because of the complexity of the equipment, it had been established that a minimum of a month was required to install the transmitter. In 25 days record time, the American transmitter was sending and receiving trans-Atlantic radio messages.

This Army radio station, with its \$2,000,000 worth of equipment, operates from batteries of radio and landline teletype machines. It sends out approximately 400,000 words a day. Direct hookups with Washington, London, the Army worldwide radio communications system including Africa and Italy, and Army headquarters on the continent circuit, make possible the transmission of impulses along supply lines well over 4,000 miles long.

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WEEKLY PAY OF RADIO EMPLOYEES ZOOMS TO \$1,615,126

The accounting department of the Federal Communications Commission has submitted the following Employee and Compensation Data by Occupational Classification as Reported to the Federal Communications Commission by Networks and Standard Broadcast Stations (for the week beginning October 15, 1944)

Class of Employees	Total 8 Networks and 844 Stations		
	Number	Compensation	Average
Executives:			
General managerial	1,024	\$162,808	\$158.99
Technical	589	44,639	75.79
Program	559	44,915	80.35
Commercial	450	53,354	118.56
Publicity	139	12,510	90.00
Other	268	22,927	85.55
Total, executives	<u>3,029</u>	<u>\$ 341,153</u>	<u>\$112.63</u>
Employees (other than executives):			
Technical:			
Research and development	104	\$ 7,750	\$ 74.52
Operating	4,758	267,516	56.22
Other	294	11,218	38.16
Program:			
Production	1,114	65,890	59.15
Writers	989	42,761	43.24
Announcers	3,450	176,015	51.02
Staff musicians	2,226	169,619	76.20
Other artists	1,511	101,764	67.35
Other	1,331	67,809	50.95
Commercial:			
Outside salesmen	1,332	132,179	99.23
Promotion and merchandising	734	37,250	50.75
Other	574	23,671	41.24
General and administrative:			
Accounting	1,065	42,632	40.03
Clerical	1,199	34,207	28.53
Stenographic	1,246	39,420	31.64
Other	1,245	39,326	31.59
Miscellaneous	487	14,946	30.69
Total, excluding executives	<u>23,659</u>	<u>\$1,273,973</u>	<u>\$ 53.85</u>
Total, including executives	<u>26,688</u>	<u>\$1,615,126</u>	<u>\$ 60.52</u>

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 ::: SCISSORS AND PASTE :::
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Hyde and Seek
 (Jerry Klutz in "Washington Post")

Rosel Hyde, a protege of the late Senator Borah, is reported to have been stricken from the list of possible appointees to the vacancy on the Federal Communications Commission.

Pegler vs. Pearson
 (Westbrook Pegler in "Washington Times-Herald")

On the Sunday evening after the recent election, Drew Pearson, in his program over the Blue, said that Frank Sinatra had called at my room at the Waldorf-Astoria on election night to take a punch at me for opposing his friend, Mr. Roosevelt, and, not finding me in, contented himself by musing up the room.

This was an absolute fake.

Sinatra undoubtedly did get tight, as later inquiry showed, and returned from Sidney Hillman's P.A.C. headquarters to his own apartment in the same hotel where he caused large disorder and was subdued by a house detective. But he never came near my quarters.

It occurred to me that the Blue Network had some responsibility because, in the newspaper business, a reporter who brings in fakes is fired, the paper runs a "beg pardon" and that is that.

Instead of offering any redress, however, Mark Woods, one of the Blue's vice presidents, suggested that I write a piece about it. He said they could use the publicity, but he made no offer to right a wrong.

That made me curious as to how radio treats people who have been smeared with political or personal motivation, so I called on Chester La Roche, another vice president, whom I have known for years, and Ed Noble, a New Dealer, who had served in the Department of Commerce, and then acquired the Blue and became its president.

Both La Roche and Noble said Pearson was a headache to them because they thought he was malicious and unreliable, but couldn't get rid of him because, by the use of such methods and material, he had acquired a large popular following.

Noble said an apology might be arranged, but that if he gave one, Pearson would contrive it in such a manner as to make it worse than the original fake. He took a helpless attitude. La Roche cited an item which Pearson had broadcast about the automobile trip to Washington of John Foster Dulles, Tom Dewey's adviser on foreign relations during the campaign to confer with Cordell Hull on solemn state business.

He said Pearson had made it appear that Dulles had used the gas for this travel because he had a sore toe but that he, La Roche, knew that the trouble was much more serious, in fact, a bad infection. He thought Dulles had suffered a serious injustice but that was the end of that.

Wallace White, "Radio Senator", Highly Respected
(Frank I. Weller, "Washington Post")

Here's how the Republican triumvirate in the Senate works: Vandenberg, a ripsnorter, makes the leading speeches. Many consider him the most influential Republican in Congress* * * Astute, unspectacular "Bob" Taft is sometimes called the top statesman among them, perhaps second only to Vandenberg in party influence. White, called the "warm hearted little man from the cold country", handles the routine.

"Wally" White is devoted to the humdrum chores Kipling called "the meaner damnabilities of life". He is respected, on both sides of the political aisle, knows no enemy. Since he is not very fiercely on record for or against anything, he can fit one champion in one glove and one in the other.

Petrillo Continues to Dog War Labor Board
("New York Times")

Chairman Davis of the War Labor Board declares: "If the Montgomery Ward decision is not reversed or Congress does not take appropriate action to make the War Labor Board's orders of settlement effective on everybody, the whole plan of peaceful settlement of wartime labor disputes will collapse." But the War Labor Board, which has allowed the Lewises and the Petrillos to ignore or defy its orders, has not put itself in a good position to take this point of view. Nor has the Board strengthened its case by the maintenance-of-membership clause on which it insists, and which was the crux of the original Montgomery Ward dispute.

International Communications Merger
("Editor and Publisher")

Renewal of the Interstate Commerce sub-committee investigation on the proposed merger of international communications systems will bear watching by all newspapers. Senator Burton K. Wheeler, chairman of the group, has revealed that the "Administration" has tentatively endorsed the idea, and that can only mean some sort of approval from both the White House and the Attorney General's office.

The press has an important stake in international communications and any action that may result in an increase in rates or place direct government control over press messages should be fought vigorously. * * * *

Proponents of the unification scheme point to the success of foreign systems under various governments. They overlook the degree of government control involved in this subsidized arrangement. They also claim one organization could provide cheaper rates, forgetting that antiquated cable setups would have to be carried by more efficient radio organizations with the former a financial drag on the latter.

Control of international communications in one organization, particularly if it is government, embodies the dangers of influencing traffic flow, favoritism to customers, blindness to new technical developments, and especially the threat of a manufacturing monopoly."

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 ::: TRADE NOTES :::
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The National Press Club of Washington has submitted to its members in a mail referendum, the question as to whether or not commentators on news for broadcasting stations, networks or radio news services (and who make no commercial announcements) shall be admitted the active membership in the club.

 Joseph W. Chaplin has been appointed Director of Communications for Press Wireless, Inc. He succeeds D. K. deNeuf, who is now with Raytheon, Inc. Mr. Chaplin has served variously as Director of Operations and managerial assistant.

 H. H. Buttner, Vice President and a Director of Federal Telephone and Radio Corporation, was accorded fellowship in the Institute of Radio Engineers during the Winter technical meeting of the Institute. The ceremony took place at the convention banquet.

Mr. Buttner is co-ordinator of research for Federal Laboratories, an associate of International Telephone and Telegraph Corporation and has been connected with the I. T & T. organization since 1926.

 FCC Chairman Paul A. Porter has been booked to make the commencement address at Kentucky Wesleyan College June 4. It will be a triumphal return to his old stamping grounds as this is said to be a college from which Paul was dismissed long years ago.

 The Swedish authorities reportedly are to erect a new radio station somewhere on the west coast of Sweden at an estimated cost of \$595,200. The equipment and installation will have to be imported.

 The annual meeting of the National Board of Consultants, headed by John W. Studebaker, U. S. Commissioner of Education, for Columbia Broadcasting System's "American School of the Air" will be held at network headquarters in New York on February 16th.

 The entire radio industry will be saluted on WOR-Mutual's "Your America" Sunday (February 4) at 4 to 4:30 P.M. when R. C. Cosgrove, Vice-President of the Radio Manufacturers' Association, is guest speaker.

 The Veteran Wireless Operators' Association, Inc., will present the Marconi Memorial Plaque to the Television Broadcasters' Association, Inc., at a dinner to be held on February 17th in New York City. Mr. J. R. Poppele, President of TBA will receive the plaque for the Association.

 Argument on the Federal Communications Commission's proposed postwar allocations of radio frequencies has been postponed from February 14 to February 28.. The last day for filing briefs will be February 21st.

Actions speaking louder than words so far as the industry was concerned was the signing of a radio contract by Joan Davis, comedian, last week, with the United Drug Company, calling for a million dollars a year for four years. Miss Davis will pay the other talent who will appear during her half hour broadcast.

Walter Danner, Division Supervisor, in the CBS Research Department, has been named Office Manager of that department.

Prior to joining CBS in December of last year, Mr. Danner was business manager of Saint Bartholomew's Community House Club for two and a half years.

The fixed and variable resistors industry shipped 398,361,-000 resistor units valued at \$35,066,000 in 1943 and 600,496,000 units valued at \$48,000,682 in 1944, War Production Board representatives told the Fixed and Variable Resistor Industry Advisory Committee at a recent meeting. The average cost per resistor ranged from 10.3¢ in August 1943 to 7.1¢ in January, 1945, a reduction of 31 percent.

WPB pointed out that new designs of end equipments will bring about a greater demand for precision wire-wound resistors in the future.

The Committee approved a WPB plan to simplify Form WPB-3002, which is used by manufacturers to report electronic component production.

The sum of \$4,230,800 is to be spent in Turkey during 1945 and 1946 to improve radio communications. The small and undeveloped system of radio communication and broadcasting is to be strengthened by the erection of four radio stations and the enlargement of the existing station.

The contents of the January issue of "Radio Age" published by RCA include:

"New Era in Radio Communications, by Brig. Gen. David Sarnoff; NBC Stations Lead in Listening Habits Poll"; RCA Inaugurates Retirement Plan; Music Recording Resumes, RCA Victor Produces New Selections; Welcome Home Auditions, by C. L. Menser; Microscope Aids Dentistry; Television Reports Vote, NBC Visualizes Results of Balloting; Radiophoto in Advertising, Method Used in Global Advertising; Sarnoff Receives Top TBA Award, Called Father of American Television; New System for Penicillin, All-Electronic Method for Producing Wonder Drug; NBC Dramatizes Home Life, New University of the Air Course Starts; Orchestras of the Nation, Five Major Orchestras in New Series; Sees Vast New Tube Market, Industrial Applications Increase Demand; RCA Transmitters in China, Serve in War Against Japan; Thompson Dies in Action, killed on War Department Mission.

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