

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED  
OCT 11 1945  
FRANK E. MILLER

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OCT 11 1945  
J. H. McDONALD

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No. 1699

October 3, 1945

## I T & T REVEALS WAR SECRET PULSE TIME MODULATION DETAILS

A revolutionary development in radio-telephony, said to be capable of making possible a nation-wide long distance telephone system without wires, a wartime secret, was revealed last week in New York by the Federal Telecommunication Laboratories of the International Telephone and Telegraph Corporation at the International Telephone Building. The development, known as Pulse Time Modulation, for the first time produces a system whereby twenty-four or more conversations can be carried on the same radio frequency simultaneously without interference with each other.

The PTM system is also applicable to the transmission of color television with sound on the same Micro-ray channel, Federal engineers asserted. If used for radio broadcasting, it would make possible the simultaneous transmission of twelve different programs from the same station, they said. Public demonstration of PTM in color television transmission, the engineers said, awaits further refinements in the art of full color broadcasting, which they expect "any day".

An outstanding telephonic feature of PTM, Federal engineers explained, is that telephone exchanges employing the system are automatically operated, reducing operational costs to the minimum and thus providing cheaper service. Absence of wires means little maintenance costs, they added, and little hazard of interruption of service due to floods, wind and ice storms.

The PTM system is the culmination of years of work in the I. T. & T. laboratories here and abroad and stems from the successful experiments of more than a decade ago by the system's laboratories in France and England with the Micro-ray across the English channel. Its final development was greatly accelerated during the war and it was not until last Thursday that the Navy Department lifted the war-time restrictions against publication of information concerning it.

The demonstration was conducted on the 32nd floor of the International Telephone Building, from which the PTM channel was beamed to a repeater station at Telegraph Hill, near Hazlet, N.J. From there the signals were beamed to a second repeater station at the new Federal laboratories at Nutley, N. J., and thence back to the top floor of the building in New York. Although the circuit started and finished at 67 Broad Street, it constituted an 80-mile long-distance telephone circuit. Federal engineers stated the circuit could be 8,000 miles long or more and still maintain the same quality of transmission. They explained repeater stations must be installed at intervals of approximately 30 miles along the circuit

as the extremely high frequency Micro-ray energy travels on the line of sight.

The repeater stations boost the strength of the Micro-ray energy without causing the distortion that sometimes results from wire-line repeaters, the engineers stated. The repeater stations operate automatically and are entirely without human attendance. Those at Telegraph Hill and at Nutley are located atop high towers.

The engineers explained that, in effect, the PTM system "chops" the conversation up into small bits and fits them back together again at the point of reception. The transmitter hurls the signals out over the Micro-ray beam at 1,300 million vibrations a second. The pulses are so rapid and the bits of conversation fitted so compactly in time intervals that when they are filtered at the receiving end and each conversation is re-integrated, the human ear is incapable of detecting the process. A faithful reproduction of each of the twenty-four speakers' voices is produced, each one being selected automatically for the receiving station individually called.

The key to the filtering process is the Cyclophon tube, also developed by the Federal Laboratories. Federal engineers compare the audible results which PTM presents to the ear with visual effects which the motion picture presents to the eye. Although the screen in a motion picture theater is completely dark much of the time that a film is being shown, the eye is not quick enough to detect the dark intervals. The effect of PTM on the ear, the engineers said, is as flawless as the effect presented to the eye by the modern movie.

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#### POLL SHOWS FM TRANSMITTERS CAN'T BE DELIVERED BY DEC. 1

The Federal Communications Commission has been advised by the Radio Manufacturers' Association that a poll which they have made of manufacturers reveals that it will be impossible to deliver transmitters in time for FM broadcasters to get on the air on the new FM band by December 1st and start programs January 1st.

It has been learned that this information has been conveyed to Chairman Paul Porter of the FCC in a letter from Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, written on September 24th, at the direction of R. C. Cosgrove, President of the Association.

The letter was not made public but read as follows:

"For the information of the Federal Communications Commission regarding production and delivery of FM transmitters for service on the new frequencies assigned recently by the Commission, transmitted herewith, by direction of President R. C. Cosgrove of the Radio Manufacturers' Association, is a report covering a recent survey made by the Broadcast Transmitter Section of the RMA Transmitter Division. Mr. C. W. Miller of Westinghouse Electric Corp. of Baltimore, Chairman of the RMA Broadcast Transmitter Section, "polled" the manufacturers of FM broadcasting transmitters regarding production and availability of transmitters which will cover the new FM frequencies. Following is the report submitted September 6 by the Broadcast Transmitter Section to the Executive Committee of the RMA Transmitter Division, whose Chairman is Mr. C. J. Burnside:

"As a result of widespread interest in the broadcast field as to the availability of broadcast transmitters for the new FM band recently announced by FCC, the Chairman of the Transmitter Section of the Transmitter Division polled the manufacturers of FM broadcast transmitters on the question of probable delivery dates.

"The consensus of the data received from seven companies, indicating their intentions to build some or all of the FM transmitter ratings, indicates that the transmitters in the power range 250 watts to 3 KW will begin to become available between February and May of 1946 from six manufacturers. The 10 KW rating will begin to become available between April and August 1946 from three manufacturers.

"Availability dates for ratings above 10 KW are still undetermined by most manufacturers.

"In this poll no information was obtained as to the possibility of converting existing stations to the new frequency band or of the time which might be required to do so."

Commenting upon the letter, a well-known FM authority said

"You will note they are silent on the subject of when deliveries of 10 KW jobs can be made, and all the important stations are 10 KW or over. Also it is usually six months from the time deliveries are made on transmitting stations before they are on the air."

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#### WESTINGHOUSE JOINS TELEVISION BROADCASTERS

The Westinghouse Electric Corporation, manufacturing division, of Baltimore, Md., has been admitted as an affiliate member of the Television Broadcasters' Association, Inc.

Syracuse University and Western Reserve University have been added to the Association's educational roster.

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OFFICIAL WASHINGTON HELPS INAUGURATE 15TH PRES. OF NAB

Former Justice Justin Miller, who served on the U. S. Court of Appeals for eight years, was given a great send-off as new President of the National Association of Broadcasters at the Statler in Washington last night (Tuesday).

There was merriment when Don S. Elias, of WWNC, toastmaster, introducing Paul A. Porter, Chairman of the Federal Communications Commission, said: "We all have great respect for him. There is a reason for this and I don't have to elaborate."

Chairman Porter said, "The Commission is now at grips with the heaviest burdens in its history. He predicted capital expenditures and production of consumers goods in excess of five billions of dollars in the communications field alone during the next few years. This means jobs and an unprecedented expansion in facilities and services. The speed with which these developments begin depends in no small part upon the facility with which the FCC discharges its functions and it is making every effort to avoid becoming a bottleneck."

Mr. Porter further forecast between two and three thousand FM stations within the next several years, and television stations in 187 key cities within five years.

At the end of five years of full production of television sets, Mr. Porter said, one manufacturer told FCC recently home users will be buying one billion dollars worth of television sets each year.

The FCC Chairman said a transcontinental, coaxial cable to carry television broadcasts, as well as "heavy telegraph traffic" is now being laid by Bell Telephone Co. at a cost of 56 million dollars.

The speaker said that the Western Union proposes to modernize its entire telegraphic operations and do away with telegraph poles by using frequency modulated carrier channels on radio beams, telefax, and facsimile.

J. Harold Ryan, retiring President of NAB, who received a tribute second only to Judge Miller, said, in part:

"The National Association of Broadcasters is the oldest organization connected with broadcasting. It was founded in 1922 by pioneer companies interested in radio and broadcasting and its first President was Commander Eugene F. McDonald, Jr., now President of Zenith Radio Corporation. In the twenty-three years since its founding the Association has grown from a group of a few members to one composed of 667 stations, 2 networks and 39 associate members, a total of 708 members.

"We hear a great deal at the present time about the over-commercialization of radio. Some of this is justified. Now that we are returning to ways of peace it will be the concern of every prudent station manager to see that his station does not offend his listeners in this particular. I cannot but wonder, however, if some of the complaints about commercialization may not unintentionally be aroused by the very patriotic action that broadcast stations have taken during the war in carrying messages from the Government, its departments and agencies.

"Not only did the formation of BMI bring a healthy competition into the music business and furnish opportunities for rising young musicians, who might otherwise have been denied them, but it has enabled broadcasting stations in five years to obtain the licensed numbers of both ASCAP and BMI for \$16,600,000 less than the broadcasting industry would have paid to ASCAP alone under the terms of the contract which was in effect in 1939 and which ASCAP refused to renew. This fight against the monopolistic tendencies of ASCAP was the first example of what the combined forces of the broadcasting stations of the country could do.\* \* \*

"The radio stations of America now licensed have the possibility of producing as many as 65,000 15-minute programs in a single day. \* \* \*

"As an advertising medium the growth of radio has been most phenomenal. Starting with 1927, which is the earliest year for which cumulative figures are available, radio did approximately \$5,000,000 of advertising with 7,000,000 radio sets in use. Last year, with 60,000,000 radio sets, the value of all broadcast advertising was approximately \$391,000,000. In the field of national advertising alone radio leads, exceeding the dollar amount carried in either magazines or newspapers. In 1944 the national advertising on the radio exceeded by \$100,000,000 the amount carried in newspapers. In the field of local advertising radio stands at a considerable disadvantage to newspaper totals, figuring in 1944 only about one-quarter of the dollar volume."

Distinguished guests included Gen. George C. Marshall, Gen A. A. Vandegrift, Commandant U. S. Marine Corps; Senator Burton K. Wheeler, Chairman of the Senate Interstate Commerce Committee; Joseph W. Martin, Minority Leader, U. S. House of Representatives; Senator Wallace White, of Maine; Ewin L. Davis, Chairman of the Federal Trade Commission; Attorney General Clark; Justice Stanley Reed, U. S. Supreme Court; Secretary of the Treasury Fred M. Vinson; Postmaster General Robert E. Hannegan and Glen Bannerman of the Canadian Broadcasters' Association.

Such a large number was present and so many notables (some of the diners sitting almost back on "K" Street about a block away) that it was impossible to tell who was there and who was not. Almost lost down in the crowd was James L. Fly, former Chairman of the FCC, now practicing law in New York.

Among those from the industry listed at Head Table No. 1 were:

Charles R. Denny, Member, Federal Communications Commission; A. D. Willard, Jr., Executive Vice-President, NAB; E. K. Jett, Member, Federal Communications Commission; Maj. Gen. Frank E. Stoner, Chief, Army Communications Service; Maj. Gen. Harry C. Ingles, Chief, U. S. Army Signal Corps; Mark Woods, President, American Broadcasting Company; Paul Kesten, Executive Vice-President, Columbia Broadcasting System; Alfred McCosker, WOR, Ex-President, National Association of Broadcasters; Niles Trammell, President, National Broadcasting Company; Edward J. Noble, Chairman of the Board, American Broadcasting Company; Edgar Kobak, President, Mutual Broadcasting System; Rear Admiral Joseph Redman, Director, Naval Communications Division; Paul A. Walker, Member, Federal Communications Commission.

Among those listed at Head Table No. 2 where NAB District Directors were seated, were:

Kolin Hager, WGY, Schenectady; Frank M. Russell, Vice-President, National Broadcasting Company, Washington; James D. Shouse, WLW Cincinnati; Paul W. Morency, WTIC, Hartford; J. Leonard Reinsch, WSB, Atlanta; Frank Stanton, Vice-President and General Manager, Columbia Broadcasting System; and T. A. M. Craven, WOL, Vice-President Cowles Broadcasting Company, Washington.

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### MILLER, NEW NAB PRES., IN MAIDEN SPEECH SOCKS PLUG-UGLIES

Although Justin Miller, new President of the National Association of Broadcasters, has made no pretense at having great knowledge of radio, he revealed the fact at the big dinner given in his honor by the broadcasters last night (Tuesday) in Washington that he was quite familiar with the plug-uglies and gave them a resounding whack. Assuming for the moment his old judicial role, the former Justice of District Court of Appeals said:

"In family and social life we are familiar with self-disciplines which do not require the sanction of law. It would be considered bad manners in most households - although not prohibited by law - for host or guest to tell a nauseating story at the dinner table. And many people would consider it in bad taste for a speaker to tell an off-color story in the midst of a memorial address. Some of us think it is equally poor taste to insert a nauseating plug-ugly in the midst of a serious news commentary. If the result is to prevent that broadcast from being heard at many a family fireside, it would seem to be equally poor business. Those with axes to grind, as well as persons seriously concerned with the importance of properly balanced programs for public consumption, make embarrassing demands for time, for changed regulations, and for preferred treatment on the air. Far more than is generally realized, the radio executive stands between importunate, shortsighted advocates of this or that, on the one hand, and the general public on the other.

"For these and similar reasons many attacks have been made upon radio broadcasting, and many demands for restrictive legislation and regulation. Wiser counsel has prevailed, however, and we are witnessing a steady coming-together of natural leaders - in government, in the industry, in civic and professional life - for the purpose of discovering a substantial basis for self-control and self-discipline along the line of greatest public interest."

Our idea of a judge is that he is the one man who would never have to be interrupted during a meal but Judge Miller, bowing to his new master the microphone, left the banquet hall at the Statler for the WTOP-CBS studios, several blocks away, to broadcast a portion of his speech at 10:35 P.M., immediately following an appeal by President Truman over all networks for the National War Fund.

Some of the highlights of Judge Miller's inaugural address follow:

"One of my friends, in commenting upon my new work, said he hoped I could persuade the radio people to stop calling broadcasting an 'industry'. I replied that so long as the Justices of the Supreme Court choose to call its highly professional and governmental activities the 'business' of the court, I see little possibility of inducing my present associates to abandon a similar terminology which seems to satisfy them.

"My friend's proposal suggests, however, the widespread reach of interests and activities which are included in this lusty young agency of communication, entertainment and education. What word is broad enough in its meaning to include the work of scientists, artists, engineers, executives and members of the various other crafts, guilds and professions who combine their skills and talents in radio broadcasting; and what is to be its ultimate sphere?"

\* \* \* \* \*

"The one inescapably obvious point which appears from all that has gone before, is that our future depends upon how we use these great powers which scientific discovery makes available to us.

\* \* \* \* \*

"Radio provides the mighty vehicle of communication which can carry us to this end. But it provides opportunity, also, for misuse and for the hastening of destruction. In this sense it is just as explosively dangerous as is the process of atom smashing.

"For this reason there are those who speak for government-owned radio. This reflects an old tendency, as applied both to the individual who wishes to speak and to the means which he would use. Tyrants of early days cut out men's tongues. That took care both of the individual and the means. Tyrants of later days suppressed newspapers and destroyed printing presses. Those in power, frequently, are tempted to destroy or suppress their critics."

\* \* \* \* \*



"Radio must meet the challenge both of the balanced program and the balanced budget."

\* \* \* \* \*

"The leaders of radio have no doubt of their ability to assume their full responsibilities. Although the industry is scarcely a quarter century old, it has already perfected an organization of broadcasters and established canons of conduct which compare favorably with those of professional groups with centuries of experience behind them. \* \* \*"

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REPORTED THAT EMERSON IS TO BE SOLD TO FEDERAL RADIO

A rumor prevails that the Emerson Radio and Phonograph Corporation of New York is soon to be taken over by the Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation.

Emerson Radio, of which Benjamin Abrams is President, occupies a substantial position in the radio set field and has for its slogan, "largest manufacturer of small radio sets in the world".

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RALPH ATLASS PLANS NEW CHICAGO FM AND TELEVISION CENTER

Ralph L. Atlass, of the famous Atlass brothers of Chicago, is apparently not letting any grass grow under his feet in getting ready for FM and television in Chicago. For additional studio space, he is endeavoring to secure the entire top floor of the Lincoln Tower, formerly the Mather Building, one of the highest structures in Chicago.

WIND, of which Mr. Atlass is President, will retain its present AM studios in the Carbide and Carbon Building. He had an option for the top floor of this building as owner of WJJD but took over the option on the Mather Tower for WIND when Marshall Field purchased WJJD from Atlass a year or so ago.

Mr. Atlass has just engaged Ellery Plotz as technical supervisor. Mr. Plotz, recently released from the Army, was formerly an engineer with WBBM, Chicago. Other additions will be made to the staff.

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PETRILLO AGAIN SHOWS HIS TEETH; NETWORK STRIKE LOOMS

By way of making known his resentment at the action of the National Broadcasting Company, through Frank E. Mullen, Vice-President and General Manager, and the American Broadcasting Company, Mark Woods, President, last week signing new contracts with the National Association of Broadcasting Engineers and Technicians, an independent union, James C. Petrillo, President of the American Federation of Musicians, on Monday night called out the second radio band in two nights.

It was understood that sporadic walkouts could be expected to continue without advance notice, possibly culminating in a decision by the musicians to quit all programs on NBC and later those on the network of the American Broadcasting Company.

The cause of the renewed dissension in the radio industry reportedly was an outgrowth of the action last Friday of the NBC and American chains in signing new contracts with the NABET. The musicians union affiliated with the American Federation of Labor, long has contested NABET's jurisdiction over "platter turners", those who attend to the operation of record turntables in radio studios.

Since Mr. Petrillo is appealing his case against NABET to the United States Supreme Court, the Federation, it was believed, has decided to show indirectly its displeasure over the turn of events by citing a series of unrelated grievances. Broadcasting officials have long conceded that such a course by the union could mean serious difficulties in day-to-day operations.

The incidents precipitating the union's first steps involve differences between the Federation and Stations WAPO in Chattanooga and WSMB in New Orleans. The stations, both NBC affiliates, have not agreed to terms proposed by the union, with the Federation endeavoring to force capitulation by bringing pressure on the network. NBC was understood, however, to have refused to inject itself into the local disputes lest it run the risk of inviting court action on charges of engaging in a "secondary boycott".

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BRIG. GEN. L. L. HILL NEW WAR DEPT. PUBLIC RELATIONS HEAD

Luther L. Hill, Executive Vice-President of the Cowles Broadcasting Corporation on leave, a West Point graduate, recently promoted to Brigadier General, becomes Director of the War Department Public Relations Bureau in a reorganization that makes Maj. Gen. Alexander D. Surles, former Director, Chief of all War Department information agencies.

General Hill, a brother of Senator Lister Hill of Alabama, resigned from the Army in 1923. He became Cowles Vice-President and General Manager in 1936 and was recalled to active service in 1942.

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AL JENNINGS LOSES \$100,000 LIBEL SUIT AGAINST DON LEE

One of the oddest libel cases in the history of radio and which newspapers in the East, as well as throughout the country, gave much publicity came to a close Tuesday in Los Angeles when Al Jennings, 82 years old, convicted but pardoned train robber lost his \$100,000 suit for defamation of character against the Don Lee Broadcasting Company.

Taking with them the hair-raising script of the "Lone Ranger" broadcast of Aug. 7, 1944, and the two personal experience books, "Looking Backwards" and "Through the Shadows with O. Henry", members of the jury went into seclusion to deliberate.

The eleven women and one man in the panel, however, did not read the books nor the script, nor did they compare them with the real life story testimony of the former outlaw. They did not need them, for it took them only 20 minutes to arrive at a ten to two verdict in favor of the defendant, the radio station.

Jennings charged that the broadcasting company had depicted him as contributing to the delinquency of a minor by inducing a boy to join his outlaw band.

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\$175,000 TO BUTCHER FOR EISENHOWER DIARY MAGAZINE RIGHTS

Magazine rights to the war diary kept by Capt. Harry C. Butcher, USNR, aide to General Eisenhower for three years at SHAEF, have been bought by the Saturday Evening Post for \$175,000.

In announcing this, the publication said it believed the figure was the highest price ever paid for such rights.

The magazine will run a series of from seven to 10 instalments beginning in the late Fall or early Winter. It also will be out in book form under the tentative title of "Three Years With Eisenhower" and published by Simon & Schuster.

Captain Butcher, formerly Washington Vice-President of the Columbia Broadcasting System, began the diary in the Summer of 1942 at the suggestion of General Eisenhower, who asked for a recording of both official and personal doings at headquarters.

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Engineering phenomenon which aids Stratovision - newly announced system of airborne television developed by Westinghouse and The Glenn L. Martin Company - is said to be the fact that as antenna elevation is increased, power required to deliver the same usable signal to a given area is sharply reduced.

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CAPITAL TV TOWERS O.K'ED; UNIFORM HEIGHT NEXT QUESTION

The National Broadcasting Company and Bamberger Broadcasting Service, Inc. won another round in the fight to build television towers in Washington when the Board of Zoning Adjustment granted them this permission last week. The Commissioners of the District of Columbia, however, must pass finally on all towers and antennas but the Zoning Board having approved, this is believed to be merely a matter of form.

In granting permission for the towers the Board of Zoning Adjustment lowered the Bamberger request for a 300-foot tower to a 200-foot one.

NBC proposes to build a 350-foot tower behind the Wardman Park Hotel, while Bamberger plans to build its tower at Fortieth and Brandywine Streets, N.W.

Tomorrow (October 4) the Federal Communications Commission is slated to consider a proposal that television towers must be 500 feet above the average terrain in a 10-mile radius. The original Bamberger application of 300 feet would have met that requirement, but NBC's tower does not. Since the Board lowered the Bamberger tower, both companies may have to return and request higher towers.

Complaints addressed to members of Congress as a result of the Washington situation, have again raised the question as to why television towers should not be put in parks instead of residential sections. This has been resisted by the National Capital Park and Planning Commission but, according to Carleton D. Smith, General Manager of WRC, the broadcasting companies have taken no sides in the matter.

District Committee Chairman Jennings Randolph (D), West Virginia, called on the fiscal affairs subcommittee to review the television tower protests, together with the suggestion which came from Representative Thomas D'Alesandro (D), Maryland, that a law allowing towers in parks might end the trouble.

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SECOND TELEVISION CONVENTION TO BE HELD NEXT SPRING

J. R. Poppele, President of the Television Broadcasters' Association, Inc., announced today that the Second Convention of the television industry will take place in New York City next Spring, either late in March or early in April.

"Television will begin moving in a big way in 1946", Mr. Poppele declared. "Instead of holding our Convention in December, as we did last year, the event has been moved to next Spring when television receivers will be ready in quantity for sale to the public. Interest in television is mounting daily and will reach its peak when the much-awaited receivers are ready for the retailer. All of the latest models ready for distribution will be shown at the TBA convention", Mr. Poppele declared.

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RADIO SIZE OF MATCH BOX SEEN OUTGROWTH OF SECRET FUSE

Harry Diamond, a scientist in the National Bureau of Standards, said he believed there was a possibility of making a radio set the size of a penny matchbox as a result of the development of the secret radio proximity fuse which was used with devastating effect against both the Japs and the Germans. Mr. Diamond said that at least two radio firms are studying this possibility.

The fuse, a self-contained miniature sending and receiving set installed in the nose of shells, bombs or rockets, automatically explodes the projectile when it is close to the target.

The fuse was developed jointly by British and Americans who previously had been working independently of each other on the same type of project. The Canadians also cooperated.

Mr. Diamond said there were limitless applications of the fuse to peacetime uses and that he was certain that various industrial organizations which participated in its development and production would disclose them as time goes on. But the matchbox radio, he said, is possible as a direct result of the development of the tiny tubes and other components and the manufacturing processes developed during the war.

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NANCE, OF ZENITH, SEES NEED OF SUSTAINED CONSUMER DEMAND

Management of American industry must become sales minded and create a sustained demand for consumer goods, this year, next year, and in years to come, if it is to maintain a high level of employment and preserve our competitive system of free enterprise, according to J. J. Nance, Vice-President of Zenith Radio Corporation. The alternative, he said, is large government spending, with a perpetual tax burden of unprecedented severity and a continual growth of government regulation. Mr. Nance spoke Tuesday at a luncheon meeting of the Sales Executives Club of New York.

Mr. Nance said that the Achilles heel of industry today is its ability to create a sustained consumer demand. He said that in order to sustain industry and provide adequate employment, we must hold up our national income and consumer expenditures to levels that come at least close to those of wartime boom years.

"But this time", he pointed out, "we must do it without the aid of the enormous government deficits which financed the war; we must do it from the sale of goods to consumers. Last year, when selling was not a problem, we manufactured and shipped merchandise to the value of 156 billion dollars, nearly three times our output in 1939. Next year, when everything we manufacture must be sold, what will our volume be?"

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::: SCISSORS AND PASTE :::  
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FMBI Sets Policy For Free Competition  
(Jerry Walker in "Editor & Publisher")

Determined to avoid the technical restrictions which have hobbled broadcasting up to now, the FM station operators took a definite stand for a "truly free radio" in a statement of policy adopted this week at a meeting of the directors of FM Broadcasters, Inc. in New York City.

A special committee headed by Wayne Coy of the Washington Post radio stations first set forth the policy and then the statement was adopted by the Board.

The statement warns that the assignment of only 70 channels of commercial FM will result in the same artificial limitations which have hindered the development of amplitude modulation broadcasting and maintains that "it now becomes necessary for FMBI to urge a substantial increase in the number of channels assigned to this service."

In pointblank language, the statement concludes: "Only by the assignment of more channels to FM broadcast service can the hopes and aspirations of a truly free radio be realized."

The events of the past few weeks, since the assignment of FM to the "upper band" by the Federal Communications Commission, have disclosed many diverse problems which must be solved if FM broadcasting is to have opportunity for free development and expansion circumscribed only by the innerent technical limitations of the art. That is the position of the official FM trade group which includes many newspaper publishers who have radio interests.

"The failure of the FCC to act in recognition of the need for a sufficiently large number of channels to provide for adequate expansion and the regulations and restrictions apparently resulting from this failure now impose artificial limitations", the statement contends.

"More than that", it adds, "the assignment of only 70 channels to commercial FM (80 channels in Area 1) has brought about in large measure the same scarcity of license availability which has characterized amplitude modulation broadcasting and which in very large part is responsible for most of the regulator issues facing that art with growing tension today."

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Elliott And FDR Vs. U. S. Grant  
( "New York News" )

The two Ulysses S. Grant administrations (1869-77) are generally cited as tops in shady inside deals. The Elliott Roosevelt story ties, if it doesn't outdo, anything that ever came out on the Grant regime. President Grant was in the habit of putting nice things in the way of his friends, but not in the way of his own son.

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Called New White House Mystery Man

(Drew Pearson in the "Washington Post" writes the following about George Allen, a Director in the Aviation Corporation and recently elected a director in the Federal Telephone and Radio Corporation)

George Allen is turning out to be the most potent mystery figure around the White House.

The best story-teller in the Capitol (with the exception of Chip Robert), Allen was transplanted to Washington by Senator Pat Harrison of Mississippi, and has thrived here ever since. First he was Commissioner of the District of Columbia, later became Vice-President of the Home Insurance Co., which he still is.

But the smartest thing George ever did was to attach himself to the Truman Vice Presidential campaign train last year and become the close buddy of the man who was to be President. While big-shot politicians were hanging around Roosevelt, George Allen traveled with the neglected Vice President, amused him and helped write his speeches.

So now, Allen is constantly around the White House, a potent, charming, and very reactionary adviser. He was even consulted about the three new judges for the Court of Appeals for the District of Columbia - which may be one reason why Truman picked three former supporters of the power companies. He was also given credit for working with Leo Crowley suddenly to terminate lend-lease. Finally he is credited with authoring the Senate memo which undermined the Kilgore \$25-a-week compensation bill. \* \* \*

Some of Truman's senatorial friends are wondering whether the continued influence of the gentleman from Mississippi is healthy.

Current wisecrack in the Nation's Capital: The Northern carpet-baggers once invaded Mississippi, but now Mississippi has reversed it and recaptured Washington. Not only does George Allen sit at Truman's elbow, but Senator Bilbo, Chairman of the District of Columbia Committee, is virtual "Mayor" of Washington, while the son of the late Senator Vardaman of Mississippi is Truman's Naval Aide.

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And Kick Off He Did!

(Leonard Lyons in "Washington Post")

In London the Marquis of Queensbury gave a dinner party for the American radio men who recently toured Europe. King George of Greece attended, and when the hour became late, Joe Ream, Vice-President of CBS, slapped His Majesty on the back and said: "King, old boy, you don't mind if I kick off, do you?"

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::: TRADE NOTES :::  
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There was a laugh at the press table when Paul Porter said in his speech at the National Association of Broadcasters' dinner Tuesday night that with "a limited staff, the Commission expects to work night and day to give the industry service" on the numerous applications that are piling up. The thought of a "limited" staff at the FCC (one of Washington's outstanding political Christmas trees) or of anyone at the Commission "working night and day" apparently struck the funnybone of the newspapermen.

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Senator E. H. Moore (R), of Oklahoma, said last week the highest estimates of responsible sources indicate that approximately fifty to fifty-two million jobs will be required in the postwar period to prevent any substantial amount of unemployment.

Stating that the Statistical Abstract in 1940 showed an experienced labor force in certain categories such as the communications, telephone, telegraph and radio fields required 410,000 persons.

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There was some conjecture when former Senator Clarence C. Dill (D), of Washington called on President Truman last Friday. Co-author of the original Dill-White radio law, Mr. Dill retired after serving two terms in the House and two terms in the Senate. He was later defeated for governor of Washington.

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First post-war radios manufactured by the Sonora Radio and Television Corporation, Chicago, will be on the market about the middle of October, Joseph Gerl, corporation president, told a meeting of radio dealers in Buffalo last week. He said that sets will be plentiful by the time the Christmas shopping season is under way and will be priced at 1941 levels because the company "cannot wait for OPA red tape to unwind".

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Operations of the Bendix Aviation Corporation for the nine months ended with June resulted in a net income of \$10,376,643 after all charges, including \$53,032,679 provision for taxes \$2,700,000 reserve for contingencies, and provision for estimated price adjustments under the Renegotiation Law, Ernest R. Breech, president.

The company expects to get into production almost immediately in certain products including radios and radio phonographs.

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Harry J. Wines has been elected Vice President of Zenith Radionics Corporation of New York. This corporation is a wholly owned subsidiary of the Zenith Radio Corporation of Chicago. Mr. Wines has been General Manager of the New York firm, which distributes Zenith products through the New York and New Jersey area, since its organization late in 1943.

Mr. Wines said that if the pricing situation on parts and cabinets is straightened out, the new Zenith line of radios will be ready for showing about the middle of this month.



Nine radio models, with "production all set to roll", were announced Monday by RCA Victor in an advertisement directed to dealers. Announced approximate list prices ranged from \$24.95 for the low-priced table model to \$200 for the radio-phonograph combination with record changer. It was stated that an advertising campaign for the line will lead off a color spread in the Nov. 26 issue of Life.

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The International Telephone and Telegraph Corporation disclosed Tuesday that it is negotiating with a group of banks headed by the National City Bank of New York for a loan of \$30,000,000. The proceeds from the loan, with current funds of the corporation, will be utilized to redeem I. T. & T.'s entire outstanding 5 per cent debentures, due in 1955 at the call price of 105, involving an outlay of \$45,700,000. I. T. & T. has liquidated already this year \$12,600,000 of debt.

Notwithstanding the difficulties in the transfer of funds from many of its subsidiaries, I. T. & T., parent concern of a world-wide communications and manufacturing system, will upon completion of this operation, have reduced its outstanding debt by \$87,000,000 in ten years.

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On file for action by the Federal Communications Commission are now 513 applications for new FM stations, 129 applications for commercial television stations; 265 applications for new AM stations, 147 applications for changes in existing standard broadcast stations.

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Clure H. Owen has joined the General Engineering Department of the American Broadcasting Company as Allocations Engineer.

Mr. Owen will study allocations problems for standard broadcast, FM and Television facilities; be responsible for the design of directional antenna systems, determine the location of suitable transmitter sites and generally work towards the improvement of network coverage. He also will cooperate with the Station Relations Department of ABC in advising affiliates regarding allocation problems. Prior to joining ABC, Mr. Owen was with the FCC as Assistant Chief of the Broadcast Engineering Division.

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The War Production Board, through its Industry Personnel Committee, is assisting its employees from the fields of journalism, public relations, advertising and radio, in their effort to relocate with industry.

It is the Committee's belief that these persons have increased their value to industry through their service with WPB. "They came to Washington at the outbreak of the war", a spokesman said, "bringing expert knowledge and long experience in informing the public. Their experience has been broadened, rounded out, during the war years when it became their job to interpret highly technical orders and regulations for businessman and consumer alike. Industry, I am sure, will benefit when these people return to private employment."

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# HEINL RADIO BUSINESS LETTER RECEIVED

2400 CALIFORNIA STREET

WASHINGTON, D. C. 20004

NATIONAL BROADCASTING CO.  
370 Madison Ave.  
New York, N. Y.

J. H. MADDEN, JR.  
10/10/45



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October 10, 1945

## SARNOFF FORESEES RADIO MAIL AND OTHER AMAZING THINGS

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, gave the members of the American Academy of Political and Social Science in Philadelphia their money's worth the other night by telling them of revolutionary changes in warfare and communications. He actually had the learned gentlemen sitting on the edges of their chairs and when he touched upon the astounding scientific possibilities, they ate it up.

General Sarnoff, declaring that America, to be first in peace and war, must be first in science and warned that bombers with television eyes and the radio-controlled rockets are no myths.

"So deft, so all-seeing, is the radio-television control", he said, "that from launching sites the operator pressing push-buttons can guide the winged missile as if he were inside its shell. If he sees that the rocket is going to miss the target, he can turn it quickly; he can even make it loop-the-loop!"

"The very thought of thousands of these television-eyed monsters of destruction coming up over the horizon of the sea as a storm cloud may well cause us to shudder", said General Sarnoff. "They might be loaded with warheads of atomic power, some to strike and wipe New York off the map while others guided westward, to turn Pittsburgh, Detroit, Chicago and other cities into death and dust. No longer is the suicide flier needed; television can do his task - and more." \* \* \*

General Sarnoff said that with the perspectives unveiled, humanity may look forward to a future of terror, or a future of security and abundance.

"If we desire the latter to be our destiny, then all nations must decide to live in harmony in 'One World'", he remarked.

"In the wake of war there are many new ideas and discoveries which can be applied to our every-day life", he continued. "In some instances, however, science ran far ahead of man's readiness to provide practical safeguards that would confine their uses to peacetime purposes. Atomic energy is one disturbing illustration. Further development is bound to release the great potentialities of atomic energy for use in industry, heat, light, power and transportation. But the atomic units that one day may power hundreds of thousands of peaceful automobiles and airplanes, also could be used in war.

"Nor can it be safely assumed that atomic bombs necessarily will come only from the skies. They might come from submarines or ships, or even from land artillery. In fact, it is

conceivable that 'smaller and better' atomic bombs, as small as baseballs, might be planted by saboteurs at strategic places and there remain hidden until such time as an enemy decides to strike. A secret radio signal transmitted from a distance, might be used to detonate such bombs and spread havoc far and wide." \* \* \*

Television, General Sarnoff stated, is destined to become a utility in the American home and a revolutionary force in world-wide communications. It will bring visual entertainment to the homes of the rich and poor alike; it will flash historic events, letters, documents and pictures around the world, while the television eye in factories will enhance safety and speed industrial processes.

"Wherever transport needs vision, television will help to provide it", General Sarnoff said. "The airplane will see by television and radar; so will ships on the Seven Seas. Similarly, wherever industry needs an eye, television will provide it. It will watch over industrial processes and machines; it will go into places the human eye cannot reach. Fireproof eyes will be put into furnaces to scan chemical reactions. Tunnels will have these radio eyes as will conduits and mines. Television is light and radio combined. . . .

"In the future, a person will write a letter or a message that will be put on a belt moving in front of a television eye. In a split second that letter or message, exactly as written, will appear in England, South Africa or China. There, it will be automatically reproduced by a photographic process for delivery in minutes - not hours as required by even the fastest airplane.

"Eventually, we may be able to take a sealed letter or document and flash it across the hemispheres without opening the envelope. That again is a television possibility - and it is not fantastic. If X-Rays can look through the human body and through steel, why should it not be possible for the television eye to look through a paper envelope? This would make possible a radio mail system."

Concluding, General Sarnoff said: "Let us see to it that in our new-won freedom, the scientist retains his liberty to think, to speak and to work unfettered. Let us teach our youth the great responsibilities of science and encourage them to travel its highways of progress. Let them be bold in thought and daring in pursuit of the vision of their dreams."

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FCC COMMISSIONER WILLS REPORTED ON THE MEND

There were good reports from the office of FCC Commissioner William H. Wills, former Governor of Vermont, who recently suffered a heart attack. It was said that Commissioner Wills had recovered to the extent of probably being able to visit his office tomorrow.

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## BELIEVED GARMENT WORKERS FILING FOR FM ONLY THE BEGINNING

The International Ladies Garment Workers Union applying for licenses Monday to operate frequency modulation stations in New York, Boston, Philadelphia and Chattanooga was regarded as the forerunner of other unions getting aboard on FM and establishing their own stations all over the country. Nor does it seem that money will be lacking to carry out these enterprises. ILGWU, for instance, starts out with a nice little kitty of \$250,000.

Furthermore, the ILGWU will be on a strictly commercial basis and in direct competition with local AM and FM stations already established.

This was made clear by Fred F. Umhey, secretary of the Union, who said that the program calls for the incorporation of a special company for each of the stations to be managed by local representatives and that while the ILGWU was starting the project it would expect that after preliminary financing the local communities would undertake to carry on the station on their own as community projects, not as labor propaganda agencies.

"These ILGWU-sponsored stations", Mr. Umhey pointed out, "are not to be maintained through union subsidies. They will sell time to an extent that will make them self-sustaining. From that point on, however, they will cease to be profit-making enterprises and will devote most of their time to social, cultural and spiritual programs."

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## FTC CALLS MONTGOMERY WARD ON CARPET FOR TUBE, TV CLAIMS

Montgomery Ward & Co., Inc., Chicago, is charged in a complaint issued by the Federal Trade Commission with misrepresenting the number of tubes contained in radio receiving sets it sells and the capacity of the sets for television.

The complaint charges that the respondent in its advertising has made various statements which serve as representations that their radio sets are equipped with either 6, 7, 8, 9, 11 or 12 active, fully-functioning tubes and are wired or equipped for television. According to the complaint, the sets are not equipped with the designated number of necessary, fully-functioning tubes, but have installed therein one or more non-functioning or tuning beacon tubes or rectifier tubes which do not perform any recognized customary function of radio tubes in the detection, amplification and reception of radio signals. The complaint further alleges that the sets are not wired for television and are not capable of receiving and reproducing picture signals in visual form.

Twenty days are granted the respondent to answer the complaint.

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REINSCH AND McINTOSH SEEK NEW 5,000 W. CINCINNATI STATION

Although they could not believe themselves that a frequency was available in such a desirable field, nevertheless when they found it out, J. Leonard Reinsch, Managing Director of Governor Cox's radio stations, and Frank H. McIntosh, former head of WPB Radio and Radar Division, lost no time last week filing with the Federal Communications Commission for a full-time 5,000 watt regional station on 630 kc. in Cincinnati last week.

This followed their organizing the Queen City Broadcasting Company, of which Mr. Reinsch is President, and Mr. McIntosh, Secretary and Treasurer. There are at present five stations in Cincinnati - WLW, 50,000 watts, WCKY, 50,000 watts, WSAI, 5,000 watts, WKRC, 1,000 watts, and WCPO, 250 watts.

Messrs. Reinsch and McIntosh are both well known to the industry. Mr. Reinsch, a Director of the National Association of Broadcasters, has come into additional fame as radio advisor to President Truman. In fact, Mr. Truman tried to get him to join the White House staff as one of his secretaries but former Governor Cox of Ohio, his boss, said that he was too valuable a man to be spared.

Mr. Reinsch, who is a native of Streator, Ill., after graduating from Northwestern, began with WHIO in Dayton, when that station was acquired by the Cox interests. Later he was assigned to WSB, Atlanta, Georgia, and full supervision of all of the Cox stations. President Truman first became acquainted with Mr. Reinsch in November, 1943, when he appeared as a witness before the Senate Interstate Commerce Committee.

Mr. McIntosh, who hails from Omaha and who attended Omaha University and M. I. T., served first as part-time engineer of WOAW (now WOW) in Omaha. In the 15 years following his graduation he had a part in the installation of 200 domestic and 150 police radio stations. He became technical advisor of the Fort Industry stations, of which Commander George B. Storer is President. After serving as Chief of the Radio and Radar Branch of WPB in the war, Mr. McIntosh opened an office as consulting radio engineer in Washington.

Mr. Reinsch is 37 years old; Mr. McIntosh 39.

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KEN-RAD TUBE VOTES LIQUIDATING DIVIDENDS

Ken-Rad Tube & Lamp Corp. has declared two liquidating distributions, one at the rate of \$22.50 a share on class "A" stock, payable October 30 to holders of record October 15, and the other one share of Westinghouse Electric Corp., common for each five shares of Ken-Rad class "A" common, payable November 15 to holders of record October 15. Westinghouse Electric has purchased the remaining assets of Ken-Rad.

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## OPA ANNOUNCES WOOD RADIO CABINET PRICING

Release: For Friday Morning Papers, October 12, 1945  
Radio Release: 7 P.M. EST, Thursday, October 11

Pricing methods that will encourage speedy reconversion by manufacturers of wood radio cabinets were announced (as of Friday morning, Oct. 12) by the Office of Price Administration. The cabinets will be used in household radios and electrical phonographs, which will soon be returning to the civilian market.

An order, effective October 16, 1945, bases manufacturers' ceiling prices on the prices they charged for cabinets delivered to radio set manufacturers between July 1, 1941, and October 31, 1941.

To determine their ceiling prices for the same models, manufacturers apply a price increase factor of 18 percent to their 1941 prices for models delivered between July 1 and October 31, 1941. If a cabinet was not delivered during this period, but has an established ceiling under the consumer durable goods regulation, an increase factor of 12 percent may be applied to each price to determine the new ceiling price. In line with OPA's reconversion policy, these increase factors reflect lawful increases in material prices and basic wage rate schedules since October 1941, together with the industry's average 1936-39 percentage margin over total costs.

The following pricing methods are provided for new models of cabinets and for the output of new manufacturers:

(1) For new models comparable to models on which ceiling prices are fixed by the order, an automatic pricing technique is established. The manufacturer figures his own ceiling price by computing his unit direct cost for the comparable model and for the new model, based on current costs, and applying the mark-up he would realize on the comparable model.

(2) For new models not comparable to other models with established maximum prices, and for all models produced by new manufacturers, ceiling prices must be obtained by application to OPA. The agency-approved prices will be in line with the price level set for other models under the order.

OPA pointed out that no provision is made for resale prices, since the greater part of all cabinet production is sold directly to radio set manufacturers. A survey of the radio industry now is in progress, however, to determine the increase factor to be applied to this group. Price increases allowed for cabinet manufacturers will be included in the increased materials costs used to compute the increase factor for the radio set industry.

The pricing technique for comparable models, by permitting manufacturers to determine their own ceiling prices, does away with the loss of time involved in securing positive approval in each specific case. Unit direct costs for new and comparable models must be reported to OPA, together with the resulting ceiling prices

within five days after entering into a sales contract. Sales may be made immediately at the reported prices, but OPA reserves the right to adjust these prices later. No adjustments will be retro-active if the manufacturer has complied with the order.

Manufacturers who are required to apply to OPA for ceiling prices may not sell the models affected until they have received specific authorization from the agency.

The order, OPA added, provides for the establishment of ceiling prices to classes of purchasers other than radio set manufacturers. It also authorizes the agency to act on its own initiative in setting ceiling prices when manufacturers fail to make application or to file complete records.

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### CONGRESSMAN PROPOSES BILL TO CURB RADIO PROFIT INCENTIVE

Representative Celler, of New York, Tuesday introduced a bill in the House of Representatives, the object of which would be to:

Require stations to allocate part of each day for free broadcasting of "particular types or kinds of nonprofit" programs or activities.

Permit any person or group that can convince the Government of its superiority to take over a wavelength when the current holder asks renewal at the end of the customary three-year period.

Compel stations to file with the Federal Communications Commission their records and financial accounts for public inspection

Prevent sale of stations at prices exceeding their "fair" value.

Representative Celler explained, in a public statement:

"Radio is in danger of being consumed by the profits fever."

He said that many stations had declined to present free such programs as "Labor for Victory", "Invitation to Learning", "National Radio Pulpit", and "The Chicago Roundtable".

"Each renewal", Mr. Celler went on, "should be subjected to rigid investigation . . . any person or entity desiring to function on the wave length involved should have the right to appear and present his case. If he can demonstrate his ability to operate the station to a greater degree in the public interest, renewal of the application to the current licensee should be refused, and the privilege granted to the new applicant.

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McGRADY OF RCA RECEIVES MERIT MEDAL FROM PRESIDENT TRUMAN

President Truman last week presented the Medal for Merit to Edward F. McGrady, Vice President in charge of Labor Relations and a Director of the Radio Corporation of America, who was loaned by RCA at the request of the Secretary of War, as consultant and advisor to the Secretary of War on labor problems for the duration of the war.

The Medal was accompanied by the following citation:

"The President of the United States takes pride in presenting the Medal for Merit to Edward Francis McGrady for service as set forth in the following citation:

"For the performance of extreme services to the War Department as expert consultant to the Secretary of War and the Under-secretary of War from 2 January 1941 to 3 September 1945. To Mr. McGrady fell the task of advising the War Department on labor problems of the greatest magnitude, as well as carrying out plans to the end that a smooth over-all labor to the country's war industry would continue unabated. Mr. McGrady was throughout instrumental in strengthening the bond of cooperation between organized labor and the army; in settling and avoiding a large number of labor disputes that impeded, or threatened to impede the production of war materials; in promoting the maximum effort on the part of the labor leaders and the rank and file of American labor in support of the war effort. He performed particularly notable services in such fields as the troublesome but uniformly successful administration of Army-Navy "E" awards; and in securing labor's absolutely unqualified cooperation to the production of the atomic bomb. Through his intelligence, wise counsel, great tact and far-sightedness, and through his clear-headed analyses of one of the most difficult situations facing the country, he distinguished himself by exceptionally meritorious conduct in the performance of outstanding services and materially contributed to the victory of the United Nations over their enemies."

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CAPT. PAUL BOUCHERON GOES BACK TO FARNSWORTH

Home from the war, Capt. Paul H. Boucheron, U.S.N.R. has been appointed Director of Public Relations for the Farnsworth Television and Radio Corporation at Fort Wayne, Indiana.

Captain Boucheron, who also served in World War I, was formerly in charge of advertising and publicity for the Radio Corporation of America. When E. A. Nicholes left RCA to become President of Farnsworth, Mr. Boucheron joined him.

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EDGAR BILL WORKS OUT NEW PLAN FOR CONTROVERSIAL TIME

Of interest to other broadcasters throughout the country is a new policy adopted by Edgar L. Bill, President of Station WMBD of Peoria, Ill., in allotting time for the discussion of controversial issues.

Mr. Bill said WMBD will provide free or sell time, depending upon circumstances in each case, for discussion of public questions and controversial issues. Each request will be considered on the basis of subject's merit, contribution to public interest, degree of public interest, and status of applicant with regard to recognized law and policy enforcement agencies and public welfare.

Program material must be presented in talk or speech form only, by authorized representative of applicant, and must be submitted to station 48 hours in advance. Program time must run at least five minutes, and no product or service advertising will be permitted.

The one-time national advertising rate will apply and all such broadcasts must be identified according to regulations in Section 3.409, Communications Act of 1934. Time will be allotted "with due regard to all the other elements of balanced program scheduling."

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"TOMMY THE CORK" GETS HIMSELF WRITTEN UP

In the first of a series of three articles, "Tommy Corcoran's Washington Shenanigans", written by Alva Johnston, in the current (October 13) issue of the Saturday Evening Post, Mr. Johnston turns considerable heat on the participation in radio matters by Corcoran who, as a White House secretary, was for a time a prime favorite and No. 1 "Court Jester" of the late President Roosevelt.

"One government official was dismissed for saying that Tommy had too much influence with the Department of Justice", Mr. Johnston write, "and another was reprimanded for saying he had too much influence with the Federal Communications Commission. Two FCC progers quit because of alleged threats of indictments. Five lawyers for a FCC Congressional Committee resigned, saying that Government force had been exerted to hush up the WMCA case."

Mr. Johnston then devotes the rest of the article to a discussion of the sale of Station WMCA in New York by Donald Flamm, charges made by Mr. Flamm, and the subsequent FCC investigation.

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COWLES MINNEAPOLIS RADIO STATION TO SUPPLEMENT NEWSPAPERS

Very likely one of the next fields to be invaded by the Cowles Broadcasting Company will be Minneapolis. An application is pending with the Federal Communications Commission for a wavelength in the Twin Cities for a 1000 watt AM station to supplement the fast growing Cowles newspapers - the Minneapolis Star-Journal (evening) and Tribune (morning and Sunday). A 160 acre site has been purchased for a contemplated FM and television station.

Broadcasters are pretty familiar with the success of the Cowles Brothers in developing the Des Moines Register and Tribune and Look magazine but not so many know about their newspaper achievements in the Northwest. Editor & Publisher this week (October 6) devotes considerable space to it saying, in part:

"Aggressive promotion and circulation efforts, plus a striving 'to report the news so that readers will really understand it' have placed the Minneapolis Star-Journal and Tribune in a leading position among newspapers of the Northwest."

"Using the experience they (the Cowles Brothers) had gained in Des Moines, they doubled the circulation of the Star in four years after they bought it and made it the largest in Minneapolis. John Thompson, former New York Times executive from whom John and Mike purchased the Star, remained as publisher.

"On Aug. 1, 1939, the Star company purchased the Journal and the resulting paper, the Star-Journal, emerged with a circulation of 240,000."

"That of the Tribune, which had 63,000 in mid-1941, has more than doubled; the Star-Journal's circulation is above 250,000; the Sunday Tribune is well over 400,000 and the No. 1 postwar circulation objective is to put it over half a million."

"Harold Perkins, Business Manager, who went to Minneapolis from the Pittsburgh Press, points out that classified advertising, except death notices, lost-and-found, and want ads directed to the papers' state circulation, is omitted from country editions. This has meant reduction of two to four pages in the weekday editions affected, and of the Sunday Tribune by eight or more pages.

"The paper accepts no liquor, beer or wine advertising, Perkins told Editor & Publisher, and it maintains a strict censorship over advertising material."

"John Cowles runs the Minneapolis newspapers and Mike operates those in Des Moines.

"John emphasized that theirs is not a chain newspaper operation. He moved to Minneapolis shortly after the Cowles purchase of the Star, likes the city immensely, believes in its future

and says he intends to live there the rest of his life. In Minneapolis, as in Des Moines, key employees own stock in the newspapers on which they work. "

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CIO BUYS ABC TRANSCONTINENTAL NETWORK TIME

The American Broadcasting Company has just sold time over its transcontinental facilities to the Congress of Industrial Organizations for sponsorship of a series of four 15-minute programs to be broadcast every other week beginning Monday, Oct. 15.

The series, which will be devoted to public issues relating to labor, will feature Philip Murray, president of the CIO, who will introduce guest speakers.

In announcing the sale of time for the discussion of controversial issues, Mark Woods, President of the American Broadcasting Company, said:

"We believe it is in keeping with the Federal Communications Act, as interpreted by the Federal Communications Commission, to sell time to labor unions.

"ABC proposes to continue to exercise its managerial discretion to insure well-rounded discussions of public affairs, both on a commercial and sustaining basis."

The CIO series will be broadcast on October 15 at 10:15 PM EST, and at 10 P.M., EST, on October 29, November 12 and November 26.

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SURPLUS ARMY RADIO EQUIPMENT TO BE PUT ON MARKET

Between \$3,000,000,000 and \$5,000,000,000 in electronics and radio equipment, produced originally for the armed forces, will be sold by approximately 225 radio manufacturers throughout the nation, according to a statement by the Reconstruction Finance Corporation made in Chicago.

Included in the equipment, the RFC said, will be thousands of walkie-talkies which will be adaptable for use by police and fire departments.

The manufacturers will also dispose of mobile radio communication units, field telephone sets, radar devices, and mine detectors, all with reconversion applications for commercial use.

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NEW KIND OF COBRA DOES RECORDS A GOOD TURN

The Cobra, a new Zenith phonograph pickup arm of entirely new design, with an extremely light weight, and small mass movement in all directions, in experiments at WMFM, Milwaukee, a bulletin from WTMJ-WMFM, the Milwaukee Journal stations advise, has successfully achieved the reduction of surface noise on records to a minimum and the prevention of excessive record wear.

"For four months before Zenith released the Cobra for general production, a laboratory Cobra was used on record shows on WMFM, Milwaukee, and WMFM is the only station at the present time with a full set of Cobra arms in use on FM record shows", the bulletin states.

Dan Gellerup, WTMJ-WMFM Technical Supervisor, has this to say about the new pickup arm: "The frequency response of the Cobra is determined entirely by the construction of the pickup cartridge, which is extremely small in size. The reduction of mass movement on a horizontal plane reduces wear on the sides of the grooves to a point that can't be approached with normal pickup and the tracking error present in all pickup arms has been reduced almost to an absolute minimum. The result is long record life; much greater dynamic range; and an apparent wider frequency range due to high frequency record noise, which on standard pickups completely masks the low level passages."

Commander McDonald, who supervised the experiments on the new device and named it, adds:

"I think the Cobra is one of our greatest contributions, as broadcasting stations with this new studio pickup can play ordinary records and they sound like transcriptions, and as you know, the real libraries are in the ordinary records, or the Red Seal records. All the great orchestras, the great conductors, etc., are to be found only on recordings and not in transcriptions."

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WEISS PUTS CALIFORNIA TV QUOTA AT 150,000 TO 200,000

A prediction that 150,000 to 200,000 television sets will be in use in Southern California within a few years was made by Lewis Allen Weiss, Vice-President and General Manager of the Don Lee Broadcasting System, in an article in "Television Daily". Mr. Weiss stated Californians in the southern part of the State have been avid for television for a long time.

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CBS COMPILES RECENT FM AND TELE TALKS BY JETT AND OTHERS

The Columbia Broadcasting System is now distributing a booklet "Forecasts in FM and Television" with this explanatory note:

"To provide reliable answers to many questions in the minds of the radio audience - which is to say, of course, the American people - concerning the next future of radio's most interesting developments, CBS invited four authorities in their fields to speak on the Columbia network from coast to coast on four recent Sunday afternoons. Their concise talks are reprinted for your enlightenment and (we believe) keen interest."

The four authorities who spoke and their subjects were FCC Commissioner E. K. Jett, "Frequency Modulation"; Peter Goldmark, Director of Engineering Research, CBS, "Television, the Engineering Side"; Paul A. Porter, FCC Chairman, "Post-War Radio Horizons", and Worthington Miner, Manager CBS Television Department, "Television-Production and Program Side".

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SHOULD KEEP FOREIGN BROADCAST INTELLIGENCE INTACT

The following editorial appeared in the Washington Post recently:

"The House Appropriations Committee has recommended the rescission of \$930,000 from the appropriation of the Federal Communications Commission. This happens to be just about the amount required to operate the Foreign Broadcast Intelligence Service, a subsidiary of the FCC, and means the demise of that extremely useful agency. It means also that the makers of foreign policy in our Government will be deprived henceforth of a valuable instrument for the understanding of developments abroad. The monitoring of foreign broadcasts which the FBIS has carried on throughout the war has proved itself a most fertile source of intelligence about the thinking in foreign countries.

"It would be a waste and pity, we believe, to permit the dissolution of this agency and particularly of its skilled personnel. At least until a comprehensive policy on the establishment of an over-all intelligence agency has been perfected, the FBIS should be retained as a functioning body. The logical place to put it during this interim period, we suppose, is the Department of State, where most of the research functions of the now defunct OSS have been assigned. As we have said before, we think that intelligence should be independent of operations, and we hope that the ultimate solution will be along this line. President Truman is to have a plan ready by the first of the year. Until then, the FBIS, as an essential component of intelligence, should be kept intact."

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::: SCISSORS AND PASTE :::
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Easy For Wheeler Compared To Some Senators  
 (Austine Cassini in "Washington Times-Herald")

Montana Senator Wheeler spent his Summer working, except for a short trip to camp out in his lodge in the Montana mountains. And like Senator Brooks, Wheeler returns to Washington with a bag full of Summer experiences . . . For instance, the time he and Mrs. Wheeler decided to climb up and spend the night in one of the empty Rangers' cottages. All Winter Rangers keep sharp watch to see that no hunters trap or shoot animals on the Government's Game Preserve.

Mrs. Wheeler let out a blood-curdling yell shortly after dawn the next morning.

From a small window she and the Senator were being viewed with curiosity by a big black bear. He had stuck head, shoulders and front paws right into the room!

"Do something, Burt!" commanded Mrs. Wheeler, reacting in wifely fashion.

The fall Montana Senator, who has proven before on the floor of the Senate that he ain't a-feared of a man nor beast, rose up from his bed and walked toward the window. "Get going", Wheeler told the bruin. Which the bear did, slowly squeezing himself out of the window.

After all, even a bear knows when he's not wanted, has respect for a U. S. Senator. Unless, of course, it's a Russian bear.

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Mrs. Roosevelt Talks About Her Activities; Radio Offers  
 (Janice S. Weingarten in "Editor & Publisher")

"I couldn't afford to buy my own newspaper, much less would I want it. I wouldn't care to take on a job I know nothing about."

Here she pointed out that many people seemed to be under the impression that the late President had left her something in the neighborhood of \$2,000,000 and she stressed that this was not true.

"Will you maintain permanent offices here in New York?" Editor & Publisher asked.

"Yes, I now have an office in New York", she answered. "It's a small place in the Canadian Pacific Building where Miss Thompson has one stenographer helping her answer the mail because it's too heavy to handle here at home."

"Is it true that you may take on a 'Mrs. Anthony' advice-type broadcast?"

"No. I've had one or two offers to broadcast once a week and I'm considering them but nothing has definitely been decided yet."

Then, laughing with genuine amusement at the picture the suggestion had conjured up in her mind, she said, "I'm not a Dorothy Dix and would never consent to doing that type of broadcast." \* \* \* \*

To get material for her column and her other writings, Mrs. Roosevelt reads prodigiously and confides, "of course I see a great many people."

Mrs. Roosevelt employs three people for outside research. They look up special material for her, read and digest things that she doesn't have time for, verify facts and figures so that she will be accurate at all times." \* \* \*

Mrs. Roosevelt finds reader reaction to her newspaper column as heavy as 100 letters a day. This is not quite as heavy as it was when she resided in the White House but she points out:

"In the White House I got many more letters from people who were infuriated about something I'd said or done."

-----  
Phoney Television Schools Newest Racket; FTC May Act  
("Variety")

From all indications the public is in for a grand fleecing if it falls prey to the television instruction racket which is growing unchecked, now that war is over, stemming directly from model, theatre and radio "con" dodges that are old hat to showbiz. Leeches who are now moving in to grab their share of coin from would-be actors, writers, and even directors have found a new lure in magic word, "television".

Hopefuls think that without inside info and "pull" they can get from these shysters, they cannot crack tele and fail to realize that authorized video agencies and reps don't know the stooges are alive. Many of them are operating from one-flight-up offices that have housed radio and stage "talent agencies", simply adding another word to their advertising and promotion, thus acquiring another department. Then they just sit and wait for the suckers to stroll in.

And they do. The last few years saw millions of dollars poured into the coffers of voice and dramatic school racketeers. During the war one Chicago outfit ran a school for "television engineering". Over 500 students put up dough to be taught "principles of television" which they have never and will never be able to apply practically. Another school in New York has been "teaching" prospective techmen to build set parts which are then sold to dealers, unbeknown to students who are, of course, paying for their "training".

Checking last week on a Broadway talent school claiming a television course showed that a fee of \$200 for six months was asked by outfit which had no tele equipment and no contacts or attachment with any video outlet. "Television is just like motion pictures", was glib explanation, "and you don't need a camera to learn how to act for Hollywood."

(Editor's Note: It is reported that both the Federal Communications Commission and the Federal Trade Commission have been aware of this situation for sometime and that the FTC may take some action at an early date.)

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::: TRADE NOTES :::  
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FCC Clear Channel hearings which were to have been held October 23 have now been moved forward to January 14, 1946.

A request by Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, for more time and because of pressure of other work at the Commission are given as reasons for the postponement.

-----  
George E. Allen, insurance executive and I. T. & T. and Mackay Radio director, was a member of the small party that accompanied President Truman on the latter's recent trip to the Middle and Southwest. In fact, Mr. Allen has been described as being a member of the White House staff.

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Rear Admiral Ellery W. Stone, formerly Vice-President of Mackay and All America Radio Companies, now head of the Allied Control Commission in the Mediterranean, had a private audience with Pope Pius last week. Admiral Stone expects to leave Rome when the Allied Commission finally disbands.

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Mark Woods, President of the American Broadcasting Company is mentioned as a partner of Earl Carroll who is reported to have revealed plans for a \$5,000,000 Hollywood theatre intended to be the largest in the world. It will be along the lines of Radio City Music Hall and the old New York Hippodrome and will seat 7,000. It will be located on Sunset Boulevard opposite CBS studios and will occupy a space of 200 by 585 feet as compared to Radio City Music Hall 200 by 300.

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Jess Willard, new Executive Vice-President of the National Association of Broadcasters, addressed the "kick-off" dinner meeting of the Washington Central Y.M.C.A. membership campaign this week.

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Leaders of the American and Canadian Radio Manufacturers' Associations are holding a joint session today and tomorrow (Wednesday and Thursday, Oct. 10-11) at the Westchester Country Club, Rye, N.Y. The Canadian RMA Board of Directors and officers will be guests of the American organization at Rye, following the first joint meeting of the two organizations last April in Montreal. A dinner will be tendered to the Canadian guests.

-----  
License transfer has been authorized by the Federal Communications Commission for the sale of FM station W3XO to the WINX Broadcasting Company, of which Eugene Meyer, publisher of the Washington Post, is President. The present owners of the station are Jansky and Bailey. The sales price approved by the Commission was \$75,000.

The WPB Radio & Radar Division will cease operations as an agency on October 31st. Thereafter two men will be retained in the Civilian Production Administration to handle any radio industry reconversion problems which may arise during the following few months, Melvin E. Karns, Director, advised.

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Reprints are now available of "Film - the Backbone of Television Programming", an address made at a conference of the Society of Motion Picture Engineers by Ralph B. Austrian, Executive Vice-President, RKO Television Corporation, New York.

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Mackay Radio and Telegraph Company has resumed operation of its direct high-speed radiotelegraph circuit between New York and Budapest, Hungary.

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The 22nd annual advertising and selling course, sponsored by the Advertising Club of New York will feature a clinic in radio and television, directed by Eugene S. Thomas, Sales Manager of WOR.

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The Foreign Economic Administration announced that Government purchase of Indian mica will cease on November 30, opening the Indian market, by far the largest source of industrial mica, to private trade.

Restoration of normal commercial activities after November 30 will be speeded by an agreement between the Government of India and the joint U.S.-U.K. mica mission to facilitate exportation of trade samples by Indian mica suppliers.

-----

Edgar G. Herrmann has been appointed Sales Manager of the Emerson Radio Corporation. Mr. Herrmann's long experience has been highly specialistic to the radio and phonograph fields. Mr. Herrmann was formerly an executive of Lord and Thomas Advertising Agency. For the past ten years he has been with Zenith as Advertising Manager and in other capacities.

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Two-coat spatter finishes and simulated hammered finishes which give the effect of iridescent metal are now possible in one spraying operation with Dimenso, a newly developed spray gun by Snerwim-Williams Co. of Cleveland which sprays two colors simultaneously through one nozzle.

Intended for radio cabinets, auto dashboards and other metal products where a finish combining beauty and durability is desired, Dimenso provides a one-operation finish that is said to be more durable, faster and cheaper than conventional hammer and spatter finishes requiring two or three operations.

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Commander Herbert C. Outerman, on terminal leave from the Navy, has been appointed Executive Assistant to Benjamin Abrams, President of Emerson Radio and Phonograph Corporation. As head of the Electronic Components Group of the Production Division of the Bureau of Aeronautics, Commander Outerman was in charge of the production of electronic and electrical equipment used by the Naval Air Arm during the war.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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LIBRARY OF BROADCASTING COMPANY, INC.  
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FRANK E. JAMES

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RECEIVED  
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J. H. MacDONALD

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No. 1701

October 17, 1945

## RADIO MANUFACTURERS STYMIED BY PARTS MAKERS 30% DEMANDS

by Robert D. Heinl

As the golden tide of postwar business looms, the radio receiving set manufacturers of the country apparently find themselves blocked and completely in the hands of the radio parts manufacturers. As a result, the set manufacturers are said to be facing the most critical situation in their history. This bottleneck, it was explained, will force the larger set manufacturers to go into the manufacture of their own parts which, of course, would cause a material delay and much unemployment for the next few months at a time when reemployment is so vital. A prominent set manufacturer said that already set manufacturers were looking for sites and buying property for parts manufacturing additions.

It is such a serious impasse that no radio set manufacturer has been found willing to be quoted but here, on excellent authority, is the inside story:

All the larger manufacturers of radio receiving sets in the United States are today designed, tooled and ready to go, but thousands and thousands are out of employment for just one reason and that is that all radio manufacturers, including the largest, such as: Philco, RCA, Zenith and GE, are and have been in the past dependent on parts manufacturers. The radio set manufacturers are willing and ready to go ahead with production even though the increased prices just allowed to the radio set manufacturers by the OPA will not adequately permit a profit. The radio set manufacturers generally feel that even though they start producing at a loss, the OPA will rapidly rectify this when it is proven that business is being done at a loss. The radio parts manufacturers, on the other hand, were not satisfied with the figures allowed to them some time ago by the OPA and the OPA has again raised the allowances to the radio parts manufacturers and they are still not satisfied and they refuse to go ahead and produce! The whole radio receiving set industry is stymied and there are no exceptions!

There is said to be only one solution and that is that the larger manufacturers of radio receiving sets will have to immediately start the manufacture of parts, and this is already being done by some of the larger producers. It is obvious, they say, that they must manufacture that which they cannot buy.

The parts manufacturers are reported to be very independent and they are said not to be taking a long-range view. Some of them are said to figure that with the lucrative government profits they have enjoyed for the first eight months of this year they are already into excess profits brackets so why do any gambling until

the new year starts. In the meantime, the thousands and thousands stay out of employment, the merchants are deprived of their profits, and the public gets no new radio sets for which they are waiting.

"Incidentally, we have no radio manufacturers' association capable of protesting this action and lack of interest by the parts manufacturers", one manufacturer declared. "My reason for saying this is that the large, large majority of members of the Radio Manufacturers' Association are not radio receiving set manufacturers but they are parts manufacturers. Therefore, RMA finds itself in an impossible and most embarrassing position."

A list of some of the parts that the radio receiving set manufacturers are dependent upon the parts manufacturers for, are: Speakers, variable condensers, fixed condensers, electrolytic condensers, and transformers.

Our informant, who furnished this list, said:

"The reason that I did not include tubes is that the tube manufacturers are doing a splendid job, and they are the principal exception . . . they are taking their chances and cooperating. In the list I have given you we will take, for instance, variable condensers . . . no manufacturers are making their own variable condensers and there are only four large suppliers of variable condensers in the whole United States. I might say, however, there are some manufacturers of minor parts who are cooperating, but it doesn't round out the picture and the set manufacturers if they are short of any one item are still out of business."

The fact that such a serious situation prevailed within the radio manufacturing industry was revealed when the writer inquired of a manufacturer if it was true, as reported at that time, that 160,000 people were out of employment as a result of OPA's delay in fixing prices. The reply was:

"I think that figure is reasonably correct, but the reason is not the one given. The reason is that we haven't a manufacturing industry. We've got nothing but an assembly industry, where radio manufacturers are at the mercy of the parts manufacturers.

"It is about time the radio manufacturers got together and started to manufacture their own parts, and make a manufacturing industry out of it, not an assembly industry."

Getting back to the 160,000 (some put it as high as 200,000) estimated to have been unemployed, he concluded:

"When you consider that V-J Day was in early August and this condition still exists of the suppliers refusing to turn their wheels and produce, you can realize how the nest eggs in bank balances are being depleted of those employees who have been out of work since that time."

The battle cry of the parts manufacturers appears to be "Give us a 30% increase or greater or we won't build any parts", and the retort of the set manufacturers is "Give us the parts at a reasonable figure or we will make them ourselves."

Apparently the set manufacturers mean business and, if so, and the parts manufacturers do not back down, the next six months may prove to be the most hectic in the history of the radio manufacturing industry.

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### OPA-PARTS MAKERS BOTTLENECK MAY CUT RADIO SET OUTPUT 50%

Announcement by the Office of Price Administration of increased prices for both radio set and parts manufacturers is expected in the trade to end the stalemate which has prevailed for the past six weeks. However, production may be limited for some time and is not expected to reach the optimistic forecasts of WPB, made prior to the OPA and parts makers troubles, of 3,500,000 sets by the end of the year. A third of this would seem to be a better guess now.

Set manufacturers generally appear willing to accept the OPA increases of 10 $\frac{1}{2}$  to 12 per cent on 1941 prices; but some parts manufacturers, particularly makers of wood cabinets, speakers and variable condensers still feel they cannot produce without losing money. Consequently they may remain a bottleneck to reconversion unless OPA grants adjustments after receiving individual "hardship" applications for relief.

The general feeling of both groups of manufacturers is that they have exhausted means of appeals to OPA for industry-wide appeals and that their only recourse now is to make individual applications for higher prices where production cost data can be furnished to justify the increase. Manufacturers feel that appeals to Congress would not bring any change quickly enough to benefit the industry.

However, they expressed appreciation for the way Senator Homer E. Capehart, (R), of Indiana, a member of the Interstate Commerce Committee, and himself a former radio manufacturer, took up the cudgel for them. Senator Capehart threw a good scare into the Office of Price Administration by vigorously urging the Senate to adopt a resolution which he and Senator Millard E. Tydings (D), of Maryland, had introduced to thoroughly investigate the price fixing policies of OPA.

Senator Capehart is still far from satisfied with the situation. He said that the price ceilings just set by the OPA were not nearly high enough. He was told that the radio set manufacturers were of the same opinion but that they were going to try out the new prices in hopes of getting relief in individual cases.

"I hope they do", Senator Capehart replied, though from his tone one got the impression that he was far from being convinced that they would get the desired price readjustment.

"You know it seems a terrible thing for OPA - the government itself - to do so much toward blocking reconversion and keeping all these people out of work at a time like this."

In announcing the new radio prices, the OPA, apparently nettled by criticism, took an unprecedented way to defend itself. The new prices were announced in the usual routine press statement but added to this was a lengthy alibi blaming the parts manufacturers for the delay in final factors. It was captioned "Behind Today's Action" and is printed here for the first time in full:

"Despite repeated requests by the Office of Price Administration for the submission of cost data for use in computing the increase factors for radio parts, and despite assurances of representatives of the industry that such cost data would be supplied, cost data were not submitted to OPA as promised, OPA said.

In contrast, cabinet and set manufacturers supplied the required data promptly, and OPA was able to fix legal increase factors without delay, the agency said.

Cabinet manufacturers held their first meeting with OPA on April 19, this year, to discuss a possible survey form. The form was mailed out on May 10, and on July 16, the Industry Advisory Committee was advised of the industry-wide increase factor.

Similarly, set manufacturers, who received their questionnaire after August 10, this year, answered so promptly that within five weeks OPA had complete data from manufacturers of 80 per cent, by dollar volume, of the industry.

When cost data were requested for use in establishing the increase factor for radio tubes in August 1945, adequate data were submitted, and a final increase factor was promptly provided by OPA.

In the case of the eight groups of radio parts for which increase factors are being announced today (October 11), however, the industry was less responsive in providing cost data, except in the case of fixed capacitors.

Because adequate cost data were provided, the increase factor for fixed capacitors provides a ceiling price for capacitors which gives manufacturers their 1941 costs, adjusted to cover increases in basic wage rates and materials prices since, and the capacitor industry's average profits for the peace-time years 1936-1939.

Because parts makers from the Mid-West only supplied the bulk of the cost data on coils, radio power and audio transformers, chokes and vibrators, and speakers and speaker parts, the data submitted were from high-cost producers, not representative of the industry as a whole. Factors for these items, therefore, while

reflecting only one-half of manufacturers' average 1936-39 profits, are expected to yield prices high enough generally to allow producers as a group the full profit margin for 1936-39.

Virtually no cost data was supplied OPA on variable condensers, parts for electric phonographs, fixed and variable resistors, radio parts such as radio hardware, moulded parts, terminals, shields and switches. As a result, for these items, the final increase factors were fixed 4.5 percentage points above the "interim" factors, the amount of 4.5 percentage points being the smallest increase over the "interim" factor authorized for any of the four groups on which cost data was supplied, OPA said.

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### U.S. COURT UPHOLDS STATION REFUSING RELIGIOUS GROUPS TIME

In an unanimous nine-page opinion, the Federal Circuit Court of Appeals in Philadelphia Friday upheld the right of the William Penn Broadcasting Company to refuse to sell program time on Station WPEN, Philadelphia, to eight religious groups.

The decision, written by Judge John Biggs, Jr., and concurred in by Judges Gerald M. F. McLaughlin and Curtis L. Waller, admitted that while it was "true that for a man to speak or preach, he must have some place from which to do it", it did not follow "that he must seize a particular radio station for his forum."

A radio station, the Court held, might either sell time or give it to religious groups, but that no Federal law was violated when it refused to sell time to any such group.

"A radio broadcasting station", the Court added, "is not a public utility in the sense that it must permit broadcasting to whoever comes to its microphone."

The controversy arose after WPEN was purchased by The Philadelphia Evening Bulletin. The new management cancelled all contracts held by religious groups with the previous owner, and announced it planned to donate time for religious programs, not including those of the complainants. In their suit the latter charged abridgment of the rights of free speech and religious worship and breach of contract.

Judge William H. Kirkpatrick of the United States District Court dismissed the suit in April on the ground that the plaintiffs had shown no cause for action, and Judge Biggs, in sustaining him, held that they had proved none of their allegations.

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CBS PROPOSES ALLOCATION CHANGE; NBC, ABC, WOR CONCUR

Increased coverage and a greater degree of equality among FM stations in the northeastern States was proposed on Monday by the Columbia Broadcasting System in a hearing on FM Frequency allocations before the Federal Communications Commission.

Joseph H. Ream, CBS Vice-President, in submitting a proposed revision of the FCC's allocation plan, pointed out that the alternative plan would increase the average coverage of New York City stations from 6,170 square miles to 6,710 square miles, and the average coverage of all stations in the northeastern area from 8,770 sq. mi. to 9,010 sq. mi.

"The total increased coverage of all stations in the area would be approximately 40,000 square miles", Mr. Ream said, "and this is equivalent to providing channels for five additional stations with a coverage of 8,000 square miles each."

The revised plan proposed by CBS was also supported by the National Broadcasting Company, Station WOR, key station of the Mutual Broadcasting System in New York; the American Broadcasting Company, and W. G. H. Finch, radio engineer and inventor.

Under the revised plan proposed by CBS, stations in each metropolitan district will, in most cases, have coverage areas which are more nearly equal. For example, in New York City, ten of the twenty stations will be practically identical in terms of coverage, and the variation of coverage between the extremes will be reduced from 56% to 39%.

"We advocate equality in physical facilities among stations in each market insofar as possible", Mr. Ream declared. "This will avoid the prince-and-pauper result which has existed in present day broadcasting, and will concentrate competition between stations in the field of programming. This should result in bringing the public a better program service."

The alternate plan proposed by CBS was reflected in sixty maps prepared by the CBS General Engineering Department. William B. Lodge, CBS Director of General Engineering, presented a detailed explanation of the plan and outlined the technical aspects of the improvement which the plan would provide.

Marcus Cohn, counsel for the United Broadcasting Corp., subsidiary of the International Ladies Garment Workers Union (AFL) which last week applied for four FM stations, filed a protest against the FCC proposed allocations for New York, charging that the five best frequencies had been assigned to present broadcasters whereas newcomers should have an equal opportunity. Chairman Porter said putting all on an equal basis and starting all over again would be tantamount to cancelling some stations' licenses and disapproved of the proposition.

Henry W. Ladner, Assistant General Counsel, appeared for NBC and Frank D. Scott for WOR and WBAM, Bamberger FM stations.

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## GIMBEL'S-RCA TO SHOW WHAT INTRA-STORE TELEVISION CAN DO

Arrangements have been completed with the RCA Victor Division of the Radio Corporation of America by Gimbel's-Philadelphia for a demonstration of intra-store television specifically designed to show the power of video as a department store selling medium.

The test demonstration will be opened to the public on Wednesday, October 24, and will run for an extensive period, Arthur C. Kaufmann, Executive Head of Gimbel's, disclosed.

Using the practical theme "Television goes to Work", Gimbel's-Philadelphia hopes to apply a yardstick to the merchandising assistance which television can provide by a dramatic presentation of the store's merchandise, Mr. Kaufmann said, and to measure the pulling power of television in building store traffic in selected selling areas. It was pointed out that the demonstration, at this time, would minimize but not overlook, video as an entertainment medium. It will, however, emphasize its possibilities to increase sales.

Based on the success of this demonstration, Mr. Bernard Gimbel, President of Gimbel Brothers, announced, consideration will be given to the installation of RCA Victor television equipment in Gimbel stores in Pittsburgh, New York, and Milwaukee.

He revealed that negotiations leading to the Philadelphia installation started with Frank M. Folsom, Executive Vice-President in charge of the RCA Victor Division, over a year ago, and were climaxed by an all-day visit of Gimbel directors to RCA Laboratories in Princeton, N. J., for a "behind the scenes" viewing of television and other electronic developments there.

Recalling that Gimbel Brothers was the first department store to install and operate a radio broadcasting station in Philadelphia in 1922, Mr. Gimbel declared that television would be an even greater force than radio in department store merchandising. By means of the RCA television system, he pointed out, customers on various floors can be shown Gimbel merchandise on other floors throughout the store.

"We are satisfied that television is sufficiently developed to enable us to conduct a fair test of its usefulness in store merchandising activities", Mr. Gimbel declared. "That is the purpose of the experiment to be conducted in Philadelphia, and why we are willing to make the investment to conduct this experiment."

In his brief message following Mr. Gimbel, Mr. Folsom at the press conference held for representatives of the radio and consumer merchandise trade publications in New York on Thursday (October 11th), declared that wartime conditions and unavailability of equipment and personnel did not permit carrying out the Gimbel organization's ideas on store television when they were first presented in 1944.

"However", he said, "Bernard Gimbel is one of the most ardent believers in television and he recognizes that television can be profitably applied to store merchandising activities. It is on that basis that Gimbel Brothers are undertaking this extensive experiment in Philadelphia for which RCA Victor is supplying the equipment."

Department stores will benefit from the Gimbel's-Philadelphia television demonstration, it was revealed. Store executives throughout the country, it was announced by Mr. Kaufmann, would be invited to Philadelphia to see at first hand Gimbel's results and experiences so that for the first time they would have actual facts on the practical possibilities of store merchandising through video.

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CHAIRMAN PORTER, GOVERNOR PORTER, OR SENATOR PORTER?

There was no comment from Chairman Paul Porter on the revival of the rumor that he was to leave the Federal Communications Commission soon. This report keeps bobbing up. At first it was that he intended running for United States Senator from Kentucky. However, there will be no vacancy there until 1949, at which time the term of Senator A. B. "Happy" Chandler expires. Even if Senator Chandler should finally decide to accept the position of baseball czar November 1st, Governor Simeon S. Willis, of Kentucky, being a Republican, would appoint a Republican so Paul Porter wouldn't have a chance there.

However, a later rumor was that Mr. Porter would resign from the FCC to run for Governor of Kentucky. The term of Governor Willis expires December, 1947, and the gubernatorial term in Kentucky is for four years. According to that dope, Paul, if elected Governor, would then be slated to try for the next senatorial vacancy.

Still another report was that Mr. Porter might go back to the Columbia Broadcasting System in an executive capacity.

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WESTERN UNION SECURES FM LICENSE FROM MAJOR ARMSTRONG

Western Union Telegraph Co. has further solidified its position in the field of radio transmission, it was disclosed Tuesday in New York by the Associated Press, with announcement of a license agreement to use the FM inventions of Maj. Edwin H. Armstrong.

Company officials said Western Union already uses FM in a large number of its carrier systems and that the new agreement, to run until 1956, makes possible the use of the Armstrong inventions in development of its telegraph radio relay system.

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CELLER BILL SEEKS TO CONTROL RADIO STATIONS' SALES PRICES

In introducing his bill designed to protect radio from over-commercialization, Representative Celler (D), of New York on Monday said:

"A phase of the bill concerns itself with excessive prices paid in the transfer of stations. I know of one case where a station was sold for 1,543 times its net income. Stations with assets of about \$50,000 have been sold for \$500,000. Such uncontrolled prices make it possible for only those of great wealth to operate stations and tend to keep the control of radio in the hands of a select few. It is an unbalanced and unhealthy condition for so vital a medium as radio which has tremendous force in the molding of public opinion and public taste. The bill I have offered, therefore, includes the following:

"No transfer or assignment shall be approved in which the total consideration to be paid for the broadcast property, tangible and intangible, exceeds the fair value of such property: Provided, That such fair value shall not exceed double the depreciated cost value of the tangible broadcast property transferred or assigned."

"Application for renewal licenses are made every three years. Too often the renewals are granted automatically. There should be a reexamination for each renewal application to determine whether the public interest is best being served by its present operators. Each renewal should be subjected to rigid investigation and any citizen who wishes to do so should be allowed to raise his voice in opposition or register his complaint. Furthermore, any person or entity desiring to function on the wavelength involved should have the right to appear and present his case. If he can demonstrate his ability to operate the station to a greater degree in the public interest, renewal of the application to the current licensee should be refused and the privilege granted to the new applicant."

Mr. Celler's explanation of the bill and the text of the bill are reprinted in full on Page A-4661 of the Congressional Record of October 15, 1945.

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BBC DIRECTOR-GENERAL PROPOSES INTERNATIONAL TELE PACT

Looking to the time when television programs will be able to reach into homes across the ocean, William J. Haley, Director-General of the British Broadcasting Company, has proposed that an international agreement be reached upon the bands of frequencies to be allocated to television and upon common television standards.

Mr. Haley's remarks were relayed from London to the luncheon session of the "Television Institute", a two-day discussion program sponsored by Televiser Magazine.

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WMBD CONTROVERSIAL TIME POLICY ATTRACTS WIDE ATTENTION

It is now possible to give the details of the new policy adopted by Edgar L. Bill, President of Station WMBD, of Peoria, Ill. in allotting time for the discussion of controversial issues, in which so many broadcasters have expressed an interest. The complete text of the plan follows:

"Broadcasting is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency, fairness and good taste.

"In the spirit of freedom of speech and as a part of our public service, WMBD provides time for the presentation of public questions including opposing views on issues of a controversial nature.

"To arrange such broadcasts so that all interests are treated with justice and equality, WMBD is guided by the following policy:

1. WMBD will provide broadcast time free of charge, or will sell time, for the purpose of discussing public questions and controversial issues. The determination of whether such time shall be commercial or sustaining will depend upon circumstances involved in each case.
2. Each request for time for the discussion of controversial issues will be considered by the station management on the basis of the following factors:
  - a. Merit of subject.
  - b. Contribution to the community and public interest.
  - c. Degree of public interest.
  - d. Status of organization and/or individual requesting time with regard to recognized law and policy enforcement agencies and public welfare.
3. Broadcast time for public questions and controversial issues will be allotted with due regard to all the other elements of balanced program scheduling.
4. Commercial programs advertising products or services will not be permitted to include discussion of public issues. Any product or service advertiser desiring to purchase time for this purpose shall be required to buy separate program units and no product or service advertising shall be permitted on such programs.
5. All commercial programs whose continuity promotes sale of a product or a service are considered non-controversial.

5. All commercial programs whose continuity promotes sale of a product or a service are considered non-controversial.
6. Continuity must be submitted to the radio station 48 hours in advance of broadcast time. Such material will be examined with due regard to truthful and factual statements, existing libel laws, standards of good broadcasting, decency and good taste.
7. Only program time of five minutes' length or more is available for discussion of public questions and controversial issues. Program material must be presented in talk or speech form only by an authorized representative of the organization to which program time has been allotted. Such program forms as dramatization, forums, audience participation, quiz, anonymous voices and other practices are not permitted.
8. The one-time national advertised rate will apply to all programs in this classification.
9. All broadcasts of controversial issues and dealing with public questions must be properly identified according to the regulations stipulated in Section 3.409 of the Communications Acts of 1934.

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IT WAS PIERRE (NOT PAUL) AS EVEN THIS EDITOR WELL KNEW

Last week Capt. Pierre H. Boucheron, USNR, for many years a prominent figure in the publicity, advertising and sales fields, returning to the Farnsworth Television & Radio Corporation of Fort Wayne, Indiana, was inadvertently referred to in these columns as "Paul" Boucheron. It was one of those stupid mistakes that happen about once every so often and are so hard to explain.

Captain Boucheron has been appointed Director of Public Relations for Farnsworth by E. A. Nicholas, President of that company.

Before being called to active duty in July 1941, Captain Boucheron was Sales Manager for the company from its inception. He served the U. S. Navy as a communications specialist on several important assignments, first in Greenland, then successively in Washington, D. C., North Africa, and finally in France from which country he recently returned to civilian status after a total of over four years' service, three of which was overseas duty.

Captain Boucheron was awarded the U. S. Navy Commendation Ribbon for the successful completion of his Greenland mission. He also received the rare Ouissam Alaouite Cherifien, degree of commander, from the Sultan of Morocco, and the Cross of Chevalier, Legion of Honor from the French Government.

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RECONVERSION CONFERENCE OF RMA CANADIAN-U.S. ASSOCIATIONS

"Back to work" in civilian radio production was the keynote of a reconversion conference of radio industry leaders of the United States and Canada last Wednesday and Thursday, October 10 and 11, at the Westchester Country Club, Rye, New York. Information was exchanged on many mutual and parallel reconversion problems including government price orders and procedure hampering manufacturers of both countries. President R. C. Cosgrove of the Radio Manufacturers' Association of the United States presided, and the Canadian RMA officers and directors were headed by President R. M. Brophy of Canada.

Necessity for the radio industry to "go to work" and resume civilian radio production and employment was stressed at the meetings. Obstacles and difficulties in government price regulation, requiring manufacturers to sell below cost in many instances, were recited. The Westchester meetings closely followed OPA announcement of both receiving set, parts, tubes and cabinet price increases, which, although substantially increased since September 1, were declared by many manufacturers, and especially several parts groups, to prevent recovery of costs and show volume production.

It appeared to be the consensus of opinion that volume production would be attained slowly and that many hardship appeals would be presented to OPA from its price decisions, by set as well as component manufacturers. Arrangements were made to advise RMA members promptly and in detail of such hardship appeal procedure with OPA.

The Canadian-U.S. industry groups discussed many mutual problems. The Canadian visitors were tendered a dinner Wednesday evening, October 10, and as a memento of international cooperation were presented by the U.S. RMA with a scroll commemorating their second conference. Another joint meeting in Canada in 1946 is planned.

President Brophy of the Canadian RMA told the joint industry conference that the Canadian industry expected to deliver 100,000 new radio sets before Christmas and should be able to meet full demands within a year. He praised the cooperation and recent war production of the two national industries and organizations.

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RADIO PARTS TRADE SHOW SET FOR MAY 13-16 IN CHICAGO

The Board of Directors of the newly formed Radio Parts and Electronic Equipment Shows, Inc., have announced the definite date and tentative plans for the 1946 trade show at Chicago. The sudden ending of the war with Japan necessitated revision of the original plan to hold the 1946 show in October. Realizing the desirability for holding the show at the earliest practical date, May 13th through 16th (Monday through Thursday) has been set. Chicago, the site of many previous radio trade shows was selected

because of its geographically central location and availability of the Hotel Stevens facilities.

The trade show corporation is represented by eight Directors appointed by the four sponsoring organizations, two from each group. These men, all well known among the trade, are:

From Parts Division of Radio Manufacturers' Association: Leslie F. Muter, the Muter Company, Chicago, Illinois; Jerome J. Kahn, Standard Transformer Corporation, Chicago, Illinois.

From National Electronic Distributors' Association: W. O. Schoning, Lukko Sales Corporation, Chicago, Illinois; Sam Poncher, Newark Electric Company, Chicago, Illinois.

From Association of Electronic Parts and Equipment Manufacturers: H. W. Clough, Belden Manufacturing Company, Chicago, Illinois; J. A. Berman, Shure Brothers, Chicago, Illinois.

From Sales Managers Club, Eastern Division: R. P. Almy, Sylvania Electric Products, Inc., Emporium, Pennsylvania, and Charles Golenpaul, Aerovox Corporation, New Bedford, Massachusetts.

As soon as the services of a Show Manager can be obtained, a headquarters office will be established in Chicago.

Exhibitors at the show will be limited to members of the four sponsoring groups. No radio sets will be displayed. Application forms are being prepared and will be mailed to all sponsor members soon.

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G.E. HAS NEW RADIO NOISE FILTER

A tiny gadget developed by General Electric for making better radio reception possible aboard the giant B-29s will be an important factor in bringing better radio reception in the homes, G. W. Frick, G.E. engineer, said Monday at Schenectady.

Known as a radio noise filter, the device is being widely used to eliminate static or buzzing in electrical equipment, such as household appliances.

In the case of the B-29, Mr. Frick explained, the motor which drives the gyro used in the complicated gunfire control was producing such a buzz or hum that it was difficult for the crew's radio operator to pick up distant signals. Application of the filter stopped the disturbance before it reached the radio.

The device has been applied to apparatus such as generators, exciters, amplidynes, inverters and dynamotors.

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::: SCISSORS AND PASTE :::  
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Wainwright Gets RCA Message to Wife  
(Gen. Jonathan M. Wainwright in "This is My Story" King Features)

After the Japs attacked, I rode back to Stotsenburg about 3 o'clock that afternoon for lunch and found an American girl - a Mrs. Necker, wife of the manager of the Radio Corporation of America station at Manila - sitting on my front porch. She had been up to Baguio with friends over the week-end and had driven down to Stotsenburg before the Baguio raid. Her husband was supposed to meet her at Stotsenburg, but the Japs had knocked down one of the railroad bridges on the line leading up from Manila.

She was stuck, one of the first of so many defenseless American women caught in the machinery of war. Tom Dooley quickly found that there would be no train to Manila until the bridge was repaired. So I fixed up a room for Mrs. Necker and got through a call to her husband.

Mr. Necker seemed very grateful and asked me what he could do to repay me.

"Send a message to my wife and tell her I'm okay", I asked him. He did this, and sent other such messages, one of the last of which was a Christmas wire to Mrs. Wainwright just before the RCA station closed down.

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Texas Proposes Television Theatre Circuit  
( "Film Daily" )

Interstate Theatres of Dallas, Texas, have announced plans for a television theatre in Galveston.

An 800-seat showplace will be erected, when materials are available, to serve as a test of the circuit's television plans. Five other Galveston sites have been acquired for theatres to be television equipped, it was stated.

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CIO and FM  
( "Washington Times-Herald" )

The CIO Political Action Committee is putting on a high pressure campaign to keep control of frequency modulation (FM) radio broadcasting out of the hands of publishers and industrialists who control regular broadcasting through mass ownership of stations.

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::: TRADE NOTES :::  
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Saying that friends may prove President Truman's Waterloo, Drew Pearson writes:

"One old friend, Edward McKim, a Nebraska insurance man, got him into trouble. Another insurance friend, George E. Allen, is likely to get him into more."

(Editor's Note: Mr. Allen is a director of the Aviation Corporation which recently bought out Crosley. Also a Director of the I. T. & T.)

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Aviation Corp. announced it planned to offer for public sale 236,000 shares of American Airlines if finally ordered by the CAB to dispose of them.

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The Federal Communications Commission announced last week a policy of issuing a limited number of experimental licenses for the operation of radar navigational devices.

The Commission emphasized that the authorization will be made only for Experimental Class 2 stations where it is clear that the facilities are to be used to obtain data relative to the needs of a proposed radar navigational service and to collect information which might be useful in formulating regulations governing the operation of radar stations.

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A certain Republican Senator sees taking VIPs (as the Army and Navy call them - Very Important Persons) on tours to the war zones, such as the recent party of radio executives to Europe, as really a means that is being taken to get key people of the country under obligations to the present Administration.

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A 52 week contract for major boxing bouts to be aired over the full network of Associated Broadcasting Corporation, has been signed by Adam's Hats through the Buchanan Company, Inc., New York.

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Columbia Broadcasting System's Affiliates Advisory Board will hold its third meeting of 1946 on October 18th and 19th at CBS headquarters in New York City.

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Arthur Rank, Chairman of Odeon Theatres, of England, has stated in his annual statement that television will play an important part in screen entertainment and that Odeon, with other associated companies, is participating in research on the development of large screen video.

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The Jap radar was said to have been so poor they couldn't tell whether it was Japanese or enemy planes that were coming in.

FCC Commissioner William H. Wills, former Governor of Vermont, who suffered a heart attack recently, is now able to visit his office each day.

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Increased releases of mica from the government stockpile to help industry meet immediate peacetime needs was announced last week by the War Production Board.

In a letter sent to all manufacturers and fabricators using mica, the agency announced that on October 24, it would authorize the Metals Reserve Corporation to release 107,500 pounds of the Government's stockpile to complete manufacturers' orders for which they have no mica on hand.

This stockpile release is in addition to approximately 20,000 pounds freed in the early part of September.

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Hon. Lowell B. Mason, of Illinois, was sworn in as a member of the Federal Trade Commission on Monday. He is a Republican, son of the late William E. "Billy" Mason, United States Senator from Illinois, and is one of the two Republican members of the 5-man bipartisan Commission and the first new Commissioner to be sworn in for many years. It was the first induction of a Commissioner in the present Federal Trade Commission Building.

Mr. Mason was nominated by President Truman to fill the unexpired term of Commissioner Charles H. March, Republican, of Minnesota, who died on August 28th.

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Rewriting House-approved legislation authorizing President Truman to reorganize the Government, the Senate Judiciary Committee put in provisions that:

1. No change shall be made in the status of 13 agencies. (This still leaves 90 or more that the President can shift about.)

2. Any reorganization plan may be vetoed by either House or Senate, acting alone.

The first of the 13 agencies exempted was the Federal Communications Commission.

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First high-speed production-line installation for electronics curing and drying of foamed sponge rubber for automobile and airplane seat cushions, furniture upholstery, mattresses and a host of other post-war products has been placed in production in the Fall River (Mass.) plant of the Firestone Tire and Rubber Company, according to a joint announcement by Firestone and the Westinghouse Electric Corporation, builders of the equipment.

The new technique which employs high frequency radio waves - just like those of shortwave broadcasting or radar - to generate heat in the work by agitating its molecular structure, and six times as fast as present methods, is equally adaptable to either natural or synthetic rubber, Firestone Chairman John W. Thomas declared.

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Copies of the booklet, Council on Radio Journalism, are being mailed by the National Association of Broadcasters to all radio stations in the United States. The Council on Radio Journalism was established by joint action of the Radio News Committee of the NAB and the American Association of Schools and Departments of Journalism.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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J. M. ...

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## WILLARD TELLS SCHOOL BROADCASTERS RADIO IS EDUCATION

The first time at bat as Executive Vice-President of the National Association of Broadcasters, A. D. Willard, Jr. knocked the ball clear over the fence in addressing the School Broadcast Conference in Chicago yesterday. Broadcasters have been accused of being backward and just a little dumb with regard to education but surely anyone hearing Jess Willard's speech didn't get that idea. Educators have been busy telling the broadcasters, but here was a case of a practical broadcaster of long experience telling the educators.

"The week of November 4th has been proclaimed National Radio Week in celebration of the Twenty-Fifth Anniversary of the American system of broadcasting. A brief quarter century out of the history of the world is to be given recognition for what it has contributed to the welfare of all people through the science of electronics.

"If we were to select one word to describe radio's greatest contribution to mankind in the brief period of its existence, that word would be education. I do not mean classroom education, although the American system of broadcasting has provided means for expanding the resources of the classroom teacher. I refer to the education of mankind on the broad principles of freedom and understanding - the mastery of distance - the breaking-down of barriers between peoples - the presentation of all viewpoints - so that the most isolated citizen possessed of a radio receiver is no longer isolated from the thoughts of the world or from the progress of civilization.

"Contrary examples - the criminal use of radio to enslave whole populations and drive them to savagery and war - have been overthrown and condemned by the victorious armies of the United Nations. They were aided tremendously by radio itself, a powerful weapon of strategic warfare, which carried messages of truth beyond battle lines into the heart of enemy countries, penetrating to dark passageways, cellars, and attics, where the people listened to secret receivers in rebellion against the tyranny of their leaders.\*\*

"Again I say, this is not classroom education as we know it today; yet it was the classroom education of Socrates, Plato, Aristotle, and the greatest teachers of all time, who laid the foundation for all teaching. In fact, the philosophy of living, of government, of man's association with man, was the basis of classroom teaching for centuries. The science of medicine and physics gave only a hint of the specialization which was to come with increasing knowledge and the demands of civilization.

"American radio, in its first quarter century on earth, has demonstrated its facility as a medium for education, by conveying to people everywhere the fundamentals of wisdom which were in the beginning available only to those who could seek out the leaders of thought, sometimes at the risk of their lives. Granted that the invention of printing was a boon unexcelled in the history of the world, radio still has an advantage in its performance of an educational service in that it bestows knowledge on those who cannot read yet understand the spoken word, respond to music, know by voice although they may never see the President of the United States, absorb the message of simple drama and otherwise comprehend the re-enactment of life, in terms with which they are familiar, as it comes to them through a radio receiver which costs only a few dollars and is theirs to use without the burden of taxation or limitations upon their choice of programs, thanks to radio as it was developed in this country.

"Now, at the beginning of its second quarter century, radio is prepared to enter the field of specialization in education to a degree far exceeding its contribution of the first twenty-five years, although remarkable progress has been shown. In fact, the first twenty-five years saw the development of formulas and program patterns which are a radical departure from the textbook and lecture routine and impose upon all teachers a new responsibility to their art. \* \* \*

"It is safe to assume that an FM frequency will be available for practically every educational institution in this country which applies for one. While many educators have accepted this as a cause for rejoicing, some, I notice, have sounded a note of warning. The granting of an FM license to an educational institution will not of itself mean achievement of the ambition to teach by radio nor to conduct a better public relations program on behalf of the institution with the general public, which many educators desire.

"I am reminded of the most quoted axiom in the broadcasting business: 'You can have the best frequency and the finest equipment in the business, but you can't succeed without good programs.'

"This leads me to another familiar rule of the commercial broadcaster: 'More important than your investment in studios and equipment is your investment in good management.'

"I am wondering how much the educational institutions are thinking about 'good management' for their FM stations, using the term as descriptive of the persons in charge of their educational broadcasting operations. Here, as scarcely anywhere else in the realm of education, is a job for specialized skill.

"At first thought, one might say that an educational station need not concern itself with the problems and axioms of a commercial station - yet they are quite similar.\* \* \*

"It is highly significant and gratifying to me that the celebration of the Twenty-Fifth Anniversary of the American system of broadcasting finds us on the threshold of great expansion in the field of education. That it will come, through the operation of school-owned FM stations, is without question. But the mere acquisition of FM frequencies is not enough. Techniques developed by commercial broadcasters, with the help of educators, over a period of years, must be carried into these new FM channels and constantly improved if the challenge is to be met. This calls for a program of cooperation between broadcasters and educators on a scale larger than ever before. The Federal Radio Education Committee, the Association for Education by Radio, the Ohio Institute for Education by Radio, the Northeastern Radio Council, the Rocky Mountain Radio Council, and many others, including institutes conducted by many commercial stations to acquaint teachers with the potentialities of radio as a medium of education, are the foundation upon which an enlarged program of cooperation can be built. On behalf of the National Association of Broadcasters I salute the work of these groups and pledge the support of the radio industry in the important days to come."

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MAGUIRE AGAIN PAYS 30 CENT DIVIDEND; TO MAKE RADIO SETS

Maguire Industries, Inc. will pay a 30-cent dividend on the 1,008,820 outstanding shares of its common stock on October 30th to holders of record as of October 23rd. The same amount was paid last year and in 1943.

"We are proud to be able to maintain the unbroken record of cash dividend disbursements since 1939 in which year the present management was installed", said Russell Maguire, company president.

A large producer of small arms and radar equipment during the war, the company now has a peace manufacturing program that includes radio phonographs, railroad, aviation and marine communication equipment, radio receivers, automatic record changers, powder metallurgy items, centrifuge separators and similar products.

The company owns oil properties in Kansas, Texas and Pennsylvania, and also operates a Nostrip division that produces a chemical admixture for asphalt that causes it to adhere to wet as well as dry paving materials.

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The current issue of Life (October 22) has a graphic description of how the radio operated proximity fuses work.

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## JETEC, NEW TUBE STANDARDIZING ORGANIZATION, MAKES ITS BOW

JETEC stands for Joint Electron Tube Engineering Council, the newly-formed agency of the National Electrical Manufacturers' Association and the Radio Manufacturers' Association, established late last Winter to coordinate all engineering matters related to the standardization of electron tubes.

The organization of JETEC has been completed with seven Committees set up to deal with individual classes of tubes and four to coordinate such matters as sampling procedures, packaging, type designations, and mechanical standards.

The Chairmen of these eleven committees assist the six-man Council consisting of L. G. Hector, D. D. Knowles, O. W. Pike, A. Senauke, G. R. Shaw, and R. M. Wise who have the responsibility of guiding the various committees, approving standards before they are forwarded to NEMA and RMA for their consideration and action, and providing executive decisions as required.

Broad general policies emanating from either NEMA or RMA and matters of financing the activities of JETEC are subject to approval of the respective Boards handled by the Directors of the Council consisting of A. C. Streamer, President of NEMA, and W. R. G. Baker, Vice President in charge of the RMA Engineering Department. These two men, who had recognized for several years the growing need of coordinating the expanding electron-tube engineering activities of the two trade associations, were instrumental in setting up the streamlined JETEC organization which combined all electron-tube engineering committees in one central group. The basic philosophy underlying this move is that tubes do not recognize trade association boundaries in their uses and that tube standardization activities are little concerned with whether a tube ends up in radio equipment or in an intricate piece of industrial control equipment.

The formation of JETEC, therefore, eliminates many duplicate and, to a large degree, overlapping committees which often were handicapped in their engineering activities by the fact that the efforts of a comparatively small group of men were involved in both sets of committees.

Most of JETEC's work during the past months has dealt with the needs of the Armed Services for the standardization of electron tubes necessary to the War. In this work, the various committees have worked closely with the committee of the Army-Navy Electronic Standards Agency in preparing tube specifications and in establishing suitable test methods and criteria.

JETEC, however, is primarily a peacetime organization and, therefore, has been devoting some of its energy to postwar problems such as improved methods of defining tube types more accurately so that equipment may be designed with a better understanding of the



problems of tube interchangeability. This program is a big one which will require much time and effort, but it can prove a very beneficial contribution to the rapid growth of the electronic field.

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PETRILLO EDICT DOUBLES NUMBER OF MUSICIANS IF FM ADDED

When there are newer and better ways to think up troubles for broadcasters, James C. Petrillo, President of the American Federation of Musicians, will no doubt be able to do it. His latest is understood to be an order that NBC, CBS and MBS and certain of their affiliated stations employ an additional set of musicians if the regular broadcasts are sent out on FM.

The order, scheduled to become effective Monday, means, as explained by Jack Gould of the New York Times, that, if a concert by the New York Philharmonic-Symphony were to be broadcast simultaneously by both standard and FM stations, a total of 208 musicians would have to be paid. The Philharmonic's normal complement is 104.

Broadcasters immediately asserted that the union's demand would "set FM back years" because, they contended, duplication of programs was essential to the development of FM broadcasting. Rather than meet Mr. Petrillo's demand, it was said, most of the stations will use records or transcriptions, a move that would mean the loss to FM listeners of the "live" programs by many of the country's outstanding soloists and orchestral groups.

Executives of the stations held a special meeting Tuesday in the office of Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, at 30 Rockefeller Plaza, to discuss the Union's action. No formal statement was issued upon the meeting's conclusion, but it was learned that Mr. Mullen sought unsuccessfully to reach Mr. Petrillo for an elaboration upon his demand.

The stations receiving formal notice not to duplicate programs unless they paid for a double crew of musicians were WEAJ, the New York outlet of the National Broadcasting Company; WABC and WBBM, the New York and Chicago outlets, respectively, of the Columbia Broadcasting System, and WOR, WGN and KHJ, the New York, Chicago and Los Angeles outlets of the Mutual Broadcasting System. The American Broadcasting Company was not affected, it was said, because it does not operate FM affiliates.

Radio circles noted that the controversy over the programming of FM stations might have repercussions in the sales of new sets scheduled to be coming off the assembly lines for the Christmas market. In the event of a protracted dispute, it was said, individuals might delay purchase of receivers until the matter was settled.

Mr. Petrillo's initial demand for FM also occasioned renewed concern in the radio industry as to what he might ask for television appearance by musicians. The union some months ago prohibited all use of "live" musicians in the video field pending completion of a union study. It has not as yet called a meeting to settle the issue. In test programs the television broadcasters have been using records for musical background.

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GEN. LUTHER L. HILL LEAVES ARMY TO REJOIN COWLES

Brig. Gen. Luther L. Hill, recently promoted to Director of the Bureau of Public Relations of the War Department, will soon resume his old position of Executive Vice-President of the Cowles Broadcasting Corporation. General Hill, who is a brother of Senator Lister Hill of Alabama, has been placed on inactive status as a reserve officer, is now taking a vacation at Miami where for two years he was Commanding Officer of Redistribution Center #2. Col. R. Ernest Dupuy has been named Acting Director of the Bureau.

In 1918 General Hill was graduated from West Point and after World War I was with the Army of Occupation in Europe. He went on inactive status as Captain in 1923 and in 1936 became Vice-President and General Manager of the Iowa Broadcasting Company (the forerunner of the Cowles Broadcasting Co.). He returned to active duty as a Major in 1942.

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ASSOCIATED BROADCASTING FINALLY LANDS WMCA IN N.Y.

After considerable dickering, Nathan Straus, President of WMCA, and Luis Versluis, President of the Associated Broadcasting Corporation of Grand Rapids, came to terms on WMCA as Associated Broadcasting's New York City station.

Under the terms of the contract WMCA has designated nine hours daily, between 9 A.M. and 12 midnight, for network programs, exclusive of the three-minute hourly news bulletins of The New York Times. WMCA expects to make available to the network its public service programs and also plans to set aside the time from 10:45 P.M. to 12 midnight for pick-ups of dance orchestras throughout the United States.

Although the contract does not become formally effective until November 5th, WMCA has already started carrying the new series of Monday boxing broadcasts on the Associated chain.

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## GOOD-BYE TELEGRAPH WIRES AND POLES; W.U. GOES IN FOR RADIO

Although it has been "on the fire" for sometime, the fact that the Western Union really means business in replacing its 2,300,000 miles of telegraph wires with radio was formally made known Monday.

In the RCA micro-wave radio relay system which is already in use in a test circuit between New York and Philadelphia, ordinary poles and wires are replaced by a chain of elevated radio relay stations spaced 25 to 50 miles apart. Each station receives the transmissions from the preceding station and automatically passes them on to the next following station. Installation of two receivers and two transmitters at each station provides for simultaneous two-way operation. Because the equipment is relatively simple and easy to install, "chains" of such stations may be installed more quickly and cheaply than wire lines. Because the stations operate automatically and hence require no attendants, they are inexpensive to maintain. Moreover, each radio circuit is capable of carrying many voice or telegraph channels simultaneously so that one such line may well serve the needs of most cities. Finally, such service has the advantage of being less vulnerable to storms or electrical disturbances than are land lines.

Inauguration of the new system climaxes more than twenty years of radio-relay research and development by RCA engineers, Dr. C. B. Jolliffe, Vice President in Charge of RCA Laboratories, said. He described the system as a means of "keeping communications apace with the increasing tempo of life in America and other parts of the world."

With this type of radio relay system, he pointed out, it is possible not only to send telegraph messages in multiple numbers over one circuit simultaneously and with the speed of light, but to transmit telephone calls, commercial high-speed facsimile, radio-photos, and FM (frequency modulation) broadcasting programs. In addition, it can be used to operate automatic typewriters and business machines at widely separated terminal points.

"Tests conducted with RCA Victor apparatus in cooperation with Western Union over an experimental circuit between New York and Philadelphia", Dr. Jolliffe said, "have demonstrated that the radio relay system functions more efficiently than one using pole lines, without having the limitations or costly maintenance of wires. It is reasonable to believe that besides the wide use such systems will eventually have in communications services in this country, including those for transport vehicles and aircraft, they will be especially well adapted to rehabilitate and expand communication services in foreign lands.

"Radio relays will be particularly useful in such areas as Russia and China, in Central and South America, Canada and many countries in continental Europe, where distances are great and long-lines services have yet to be developed."

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FCC GRINDS OUT 64 FM APPLICATIONS; 600 MORE IN THE MILL

The first batch since Pearl Harbor, the Federal Communications Commission tackling the mountain of upwards of 600 applications Monday announced conditional grants of 64 applications for FM stations. The fortunate ones were:

WJLD, Birmingham, Ala.; Donald W. Reynolds, Fort Smith, Ark.; KFRE, Fresno, Cal.; Florida: Gore Publishing Co., Ft. Lauderdale; WMBR, Jacksonville; WQAM, Miami; WKAT, Miami Beach; WTSP, St. Petersburg; WFLA, Tampa; Georgia: WRDW, Augusta; Ga.-Ala. Broadcasting Corp., Columbus; WMAZ, Macon; WBML, Macon and WMGA, Moultrie; KIDO, Boise, Idaho; Iowa: KBUR, Burlington; WHO, Des Moines, WKBB, Dubuque; The World Co., Lawrence Kans.; KFBI, Wichita, Kansas. Louisiana: Alexandria, KALB; The Times Picayune Pub. Co., New Orleans; WWL, Loyola University, New Orleans.

WGAN, Bangor, Maine; Minnesota: KYSM, Mankato; KSTP, St. Paul and WMIN, St. Paul. Missouri: WHB, Kansas City; WIL, St. Louis; KWK, St. Louis. KBON, Omaha, Nebr.; KENO, Las Vegas, Nevada and Reno Newspapers, Inc., Reno, Nevada. North Carolina: WBBB, Burlington; WDNC, Durham; Greensboro News Co., Greensboro; Telecast, Inc., Roanoke Rapids; WCBT, Roanoke Rapids; Josh L. Horne, Rocky Mount; William Avera Wynne, WEED, Rocky Mount; WRRF, Washington; WAIR, Winston-Salem; WSTP, Salisbury.

Oklahoma: KOMA, Oklahoma City; KGFF, Shawnee; Fred Jones Broadcasting Co., Tulsa; Oregon: KMED, Medford; KXL, Portland; KOIN, Portland; KWJJ, Portland. South Carolina: WIS, Columbia; WMRC, Greenville; WFBC, Greenville. Texas: KRIC, Beaumont; Brownsville Herald Pub. Co., Brownsville; KLUF, Galveston; KPRC, Houston; KTRH Broadcasting Co., Houston; KMAC, San Antonio; KCMC, Texarkana. Virginia: WTAR, Norfolk; WSAP, Portsmouth; WMBG, Richmond; and KFBC, Cheyenne, Wyoming.

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FAIRCHILD ENTERS RADIO CABINET FIELD

The Duramold Division of the Fairchild Engine and Airplane Corporation has accepted contracts for the manufacture of small boats designed for sportsmen and for cabinets for several of the country's largest producers of radio equipment, it was announced in Jamestown, N.Y. by T. Kelley Pierce, General Manager of the Division.

A substantial volume of orders for small radio cabinets and for several types of larger consoles have been received from Emerson Radio and Phonograph Corporation of New York City and Majestic Radio and Television Corporation of St. Charles, Ill., Mr. Pierce said. One order alone for Emerson Phonoradio cabinets involves about 60,000 units.

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## ASKS IF ELLIOTT BROKE HOW HE HAD \$75,000 FOR NEW STATION

The report that ElliottRoosevelt had recently made an offer to buy Station KWFC at Hot Springs, Ark., first for \$60,000, then \$75,000 and that though turned down was "still interested" brought a sharp rejoinder from Frank Kent, noted political writer of the Baltimore Sun whose syndicated column is printed by more than a hundred papers. Mr. Kent declared that if Elliott did not make this offer he should deny it immediately and compel a correction and that failing to make any denial seemed equivalent to admitting the truth, saying further:

"And if it is true, then people who read or heard about it are certain to ask a number of very pointed and unpleasant questions. First, they naturally would ask where he got his \$75,000? Did he not state in his deposition to the House Committee that all of the money he borrowed (totaling well above half a million) had gone into his former radio business and been lost? Did he not depose that he had been cleaned out, had no money left? Therefore, where did he get \$75,000? Did he borrow it? If so how, from whom, when and on what terms?

"Finally, they would ask - and be entitled to ask - if he has \$75,000, why, as a man of honor, does he not use it to pay off some of those debts which were settled, through his father, at such an absurd discount? And, if he feels no moral obligation to use what funds he may have partially to reimburse men like Mr. Hartford, Mr. Baird and others from whom he borrowed, why does he not at least reimburse Mr. Jesse Jones, who at his father's request, took hold of his tangled affairs and 'straightened them out', settling the \$200,000 loan from Mr. Hartford for \$4,000 and a \$50,000 loan from Mr. Baird for \$500? And others?

"Mr. Jones has stated that he paid this \$4,500 out of his own pocket; that he was not reimbursed by Mr. Roosevelt at whose request he had acted and has not been paid by Elliott. One certainly would assume that Elliott would use the first \$4,500 he got hold of to pay Mr. Jones - if he could not pay any one else.

"And there is another interesting question - as to how much the Internal Revenue Department should be concerned about this \$75,000. The department permitted Mr. Hartford to deduct his \$196,000 loss from his tax. Presumably others who lost the money they loaned Elliott made similar deductions. But the department did not compel Elliott to pay income tax on the moneys he gained through these loans, the theory being that he had lost it all in his business and was broke.

"If now he turns up with \$75,000, it would seem the business of the department to inquire about it. Is this income? Was it a loan or a gift? If the statements are true, Elliott should explain to the department and to the public - and, it would seem, pay a tax. If they are not true, it would seem in his interest to deny them.

"In all this unpleasant story of Elliott's loans and settlements one fact continues to protrude - somebody owes the Government. And up to date nobody has paid the Government. The rich men from whom Elliott borrowed deducted their losses from their income tax. Elliott certainly lost nothing.

"The only losers are Mr. Jones, who 'straightened things out' at a personal cost of \$4,500, and the Government, which means all the other taxpayers.

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PRESS WIRELESS MAKES STOCK AVAILABLE TO ALL NEWSPAPERS

Stock ownership in Press Wireless, Inc., has been opened to all newspapers by the action of stockholders at a meeting last week in New York City.

All preferred stock is eliminated, and all stockholders will now hold the same class of stock, a no-par common to be sold at \$100 a share. It was voted to increase the authorized capital stock to 50,000 shares.

Since it was established in 1929, Press Wireless stock has been limited to seven newspapers and four press associations: Chicago Daily News, Chicago Tribune, Christian Science Monitor, New York Herald Tribune, New York Times, Los Angeles Times Mirror, San Francisco Chronicle, Associated Press, United Press, King Features Syndicate and NANA.

The capital reorganization as authorized by the stockholders at its meeting will give additional press, radio and allied agencies opportunity to participate in the expansion of Prewi's communications facilities which have been established on a point-to-point basis between the U.S. and 15 foreign countries and on a multiple address basis with 80 additional countries.

Users of Prewi facilities now number more than 1,000 press entities throughout the world.

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NEBRASKA STATIONS SCRAMBLE FOR ASCAP LICENSES

Jules M. Collins, in charge of the American Society of Composers' Radio Department, announced that since the repeal of the Nebraska anti-ASCAP law last August, the Society has licensed all thirteen radio stations in that State.

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PRESIDENT CRITICIZED FOR BEING GUEST OF FORMER RADIO M.C.

President Truman came under the lash of Representative Hoffman (R), of Michigan, for going on an outing to Jefferson Island not long ago given by Russell M. Arundel, described as the man who started the National Radio Forum. The party was given as a farewell for James Barnes, a friend of Arundel, who was leaving the White House as an assistant executive.

Representative Hoffman charged Arundel with being a lobbyist representing numerous companies and who checked into a \$1,000 per month suite at the Statler in Washington paid for by the Bulova Watch Company.

"He (Arundel) said in a previous investigation that a Treasury claim for some \$405,000 against the Bulove Watch Co. for smuggling some 200,000 watches was settled for \$38,000.

"It has been reported that Bulova, during 1942 and 1943, did import through the Nazi-Mussolini military lines, from Switzerland some 10,000,000 watches and watch movements.

"At that time, I think it will be admitted that there was no way of getting such watches and watch movements out of Switzerland without the connivance of the Hitler-Mussolini underlings.

"In a statement made by the former general counsel of the Federal Communications Commission, appears the following:

"Prior to the war, because of the type of controls which the Italian Government maintained over foreign trade, the Italo-American businessman, dependent as he was on Italian sources for his goods, was out of business if he fell out with the Italian consul. For example, he had to be in good standing with the consul in order to get the necessary permits for his dealings with Italy and in order to obtain the favorable exchange rates. Both the sponsor of foreign language radio programs and the time broker were therefore peculiarly susceptible to suggestions and demands as to the propaganda line to be followed. The files of several Government investigative agencies indicate that much of the purported advertising over these foreign language programs were simply a blind for unadulterated alien propaganda. It was reported, for example, that in the case of two well known Italian language programs the sum spent on radio advertising was in excess of the gross annual profits of the company sponsoring the programs."

"In the Washington Times-Herald of Sunday Sept. 23 appears this little paragraph: 'Russell M. Arundel, Washington attorney will pick up the check for the week-end party.' Subsequently if my memory serves me correctly it appeared that Mr. Arundel was host and that he did pick up the check for the outing given Mr. Truman and some 300 Democrats.

"In view of Mr. Arundel's apparent influence with Government agencies and the opportunity given him to sell his wares at the little frolic at Jefferson Island, the check for the outing may not have been money wasted."

"Would that check for \$75,000 or \$750 for a jamboree of that kind be taxable?" Representative Buffett (R), of Nebraska inquired.

"I do not know. The people would like to know if Arundel, following the policy of the Elliott Roosevelt-Hartford loan, might be able to charge off the check as a business expense item", Mr. Hoffman replied.

Representative Hoffman said Arundel was the originator of National Radio Forum and spoke on that program for approximately 6 months over 39 stations, and introduced various Cabinet members and Members of the House and Senate.

(Representative Hoffman's address appears in full in the Congressional Record of October 22 beginning on Page 10076.)

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NOBLE ACQUIRES LA ROCHE AND TIME MAGAZINE ABC HOLDINGS

As had been expected, Edward J. Noble, Chairman of the Board, American Broadcasting Company, Inc., has purchased the stockholdings of Time, Inc. and of Chester J. LaRoche, in the American Broadcasting Company. Time, Inc. and Mr. LaRoche each owned approximately 12 $\frac{1}{2}$ % of the total stock of ABC.

Roy Larsen, President of Time, Inc., has resigned from the Board of Directors of the American Broadcasting Company. Mr. LaRoche has resigned as Vice Chairman of the Board and as a Director of the American Broadcasting Company.

A New York columnist wrote: "Resignations are taking place over at the Blue Network practically every hour on the hour."

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ENGLAND REPORTED TO HAVE HAD ONLY 15,000 TELEVISION SETS

When Col. Sir Ian Fraser of the British Broadcasting Corporation was in the United States a year or so ago, someone asked him how many television sets had been sold in England in the four years of their operation before the war. He is said to have replied:

"I regret to say - under 15,000."

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 ::: SCISSORS AND PASTE :::  
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Local Stations Expect To Pick Up \$1,000,000 On Elections  
 ("Variety")

With local election campaigns under way in at least 100 cities throughout the country - net affiliates, as well as indies - are planning to cop the biggest sackful of dough they'd ever enjoyed in an "off" election year.

Most of the local elections are for municipal or county offices, and in some instances minor state or judicial posts are at stake. But in every instance, the radio - having come into its own in the biggest manner yet, in the presidential campaign of 1944 - will be used extensively.

Conservative estimates are that about \$1,000,000 worth of political time will be sold this fall, building up toward vastly greater amounts every year between now and the 1948 presidential campaign.

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100,000,000 Tiny "Proximity Tubes"; Sylvania in Top Role  
 ("Sylvania News")

Radio tubes smaller than a pencil stub yet strong enough to resist the terrific shock a projectile receives when fired from a gun were the challenge to electronic engineers in the now famous Navy Project A, called the "second most important weapon development of the war". Without these tubes, the brains of the "radio proximity fuze" which senses the presence of the enemy target would never have become a reality. Used with anti-aircraft and naval guns and field artillery, they were tremendously important in winning the battle of Germany and Japan, it was revealed by Roger M. Wise, Vice-President in charge of engineering of Sylvania Electric, sole producer of the super-rugged tubes since 1943.

In addition to the development of the tiny tubes in its Pennsylvania and nearby plants, Sylvania also engineered and assembled the fuzes at its plants in Ipswich, Mass., Dover, N.H. and Buffalo, N.Y.

In September 1940 samples of commercial tubes had been tested by various methods, including centrifuging, dropping in steel containers against lead and steel blocks, and actual firing from a smooth-bore gun and from a 37 mm howitzer. By February 1941, these tubes had been fired from a 5 in. navy gun at the Aberdeen Proving Ground.

Sylvania proved to be the major production source, making over 95% of the tubes subsequently used. During 1944-45, it was the sole source for these tubes. For security, as well as production reasons, this work was distributed in five major factories.

In peacetime the entire vacuum tube production of the country was 600,000 per day. In March 1942 Sylvania was requested to produce 15,000 tubes for proximity fuzes per day. Production as of June 1945 was approximately 400,000 tubes per day.

The three plants ultimately were producing an average total of 18,000 units a day, a sizeable share of the 40,000 units a day then being manufactured by the five companies engaged in prime work on the project. At one time in 1945 Sylvania production reached 26,000 units a day.

In order to accomplish this gigantic production job, Sylvania employed unusual production techniques. It established tube finishing plants in Mill Hall, Pennsylvania, and in Huntington, West Virginia. It then set up 15 mount plants in small towns in Western Pennsylvania, Ohio, Kentucky and West Virginia. In June 1945 Sylvania was operating 23 plants making tubes or parts of tubes for proximity fuzes.

Over 130,000,000 of these tubes were manufactured during five years, with complete secrecy surrounding the use to which they were to be put.

At the peak of production some 10,000 persons were engaged in the production, engineering, and quality control of these tubes. \* \* \* While the original hand-made rugged tubes cost up to \$10.00 each, mass production savings ultimately drove the price down to less than that of many standard commercial tubes.

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Perceives U.S. Stuffing Its Ears To World-Wide Listening  
(A letter to the "Washington Post" from John Roeburt of N.Y. City)

The shutting down of all official American listening to many thousands of daily broadcasts from radio stations in London, Oslo, Brussels, Cairo, Hamburg, Vienna, Tokyo, Berlin, Chungking, Batavia and all over the world leaves America with a very dangerous blind spot in the conduct of its postwar affairs.

The announcement on October 1 that the Federal Communications Commission had discontinued its world-wide monitoring services, plus the ending of OWI listening posts, leaves the Government of the United States without any information whatsoever from the official shortwave radios of all the nations of the world.

An uninformed America is an endangered America. It is now history that faulty intelligence operations and lack of accurate information led to the catastrophe of Pearl Harbor and the debacle of the "Battle of the Bulge" in Belgium.

The British Broadcasting Corporation maintains in London alone a staff of 500 monitors and translators to cover 550 daily foreign broadcasts to and from Europe as an integral part of the conduct of the British government. Here in the United States of America, admittedly the most puissant power of the age, deliberately stuffing its ears to international broadcasting.

Whoever initiated the abolition of the American Foreign Broadcast Intelligence Services monitoring facilities with the present dissolution of a trained staff of 350 experts is guilty of an incredible act of short-sightedness in a world so sadly in need of understanding and guidance if we are to maintain the national security of America and the peace of the universe.

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::: TRADE NOTES :::  
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The time sharing of the present WCAP at Asbury Park, N.J., brought up memories of the time sharing between WRC in Washington and the former WCAP which was then also located in the Capital from whence its call letters originated (W-CAP).

RCA came into possession of WCAP at the time it bought WEAJ in New York and closed it down. The station had been operated by Paul Gascoigne and William T. Pierson, both now dead. WRC in those days (1923-26) was in charge of F. P. Guthrie, recently promoted to Assistant Vice-President of R. C. A. Communications, Inc., and Kenneth Berkeley, at present General Manager of WMAL, Evening Star-ABC station in Washington.

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Hazeltine Corp. called a special meeting of stockholders for November 27 to vote on proposals to split outstanding stock two for one. There are 175,000 shares outstanding and 300,000 now authorized.

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Effective February 1, 1946, Station WPOR, 250 Watts, Portland, Me., will become affiliated with ABC as a basic network station.

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Appointment of Captain Ward W. Hubbard, USMCR, as chief of WRC's Radio Recording Division effective immediately, has been announced by Carleton D. Smith, WRC General Manager. Captain Hubbard, who for the past several months has been Acting Chief of the Recording Office, succeeds the late E. William Young.

Mr. Hubbard joined the WRC staff following his release from the Marine Corps in which he spent two years as a Public Relations officer serving with the Women Marines and with the 2nd Marine Division on Hawaii, Saipan and Tinian.

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George E. Allen, insurance executive and communications companies director, Drew Pearson says, spends part of every morning with President Truman going over the latter's problems

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Recently the U.S.S. SYLVANIA, a combat-cargo vessel which was named after a planet, was commissioned at the Walsh-Kaiser Company's shipyards in Providence, Rhode Island. The employees of Sylvania Electric Products, Inc. naturally took an interest in the vessel that bears the same name as their company, and presented the crew with a radio-phonograph set.

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A 57-story building, which will contain a three-dimensional television theatre, is planned for the northeast corner of the Avenue of the Americas and 52nd Street in New York City.

New York Supreme Court Justice Paxton Blair dismissed the complaint against the American Society of Composers, Authors and Publishers (ASCAP), brought by Teddy Hart, brother of the late Lorenz (Larry) Hart, ASCAP member who died in 1943. In his decision, Justice Blair upheld the Society's right to elect successors to deceased members under its Articles of Association.

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Ray Reisinger has been promoted to Production Control Manager of the Farnsworth Television & Radio Corporation at the Fort Wayne plant. His service with the company dates back to its origin in 1939.

Robert W. Cowen who became a member of the Farnsworth corporation in 1942 has been promoted to assistant to W. H. Bryant Credit Manager.

Miss Margaret Wallace has been reappointed Assistant Export Manager and will work with Mr. Frank Harris, Export Manager. She came with the company in 1940 and during the war period Miss Wallace was a supervisor in the field expediting department and carried on the existant export work also.

George Worden has been appointed Sales Statistician in the Farnsworth Sales Division. Prior to his coming with Farnsworth in 1943 he was an Assistant Manager of the order and production control departments of an eastern company.

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"Of all the post-war commodities which a waiting nation has been anxious to acquire, television will probably enjoy the least, if any, sales resistance, and unquestionably will be the 'main attraction' on every dealer's floor", Will Baltin, Secretary-Treasurer of the Television Broadcasters Association, Inc., told the "Civiceers", business and civic leaders of Newark, N.J., at a dinner held last night.

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Outstanding Westinghouse contributions to development and production of radio-operated proximity fuzes - for detonating aerial bombs, rockets and anti-aircraft, mortar and howitzer projectiles at exactly the distance from targets to insure greatest damage - were revealed this week. Westinghouse Electric Corporation plants in Baltimore, Md., Sunbury, Pa., and Mansfield, O., made major contributions to these fuzes, according to George H. Bucher, President.

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Sylvania Electric Products Co. offering of 100,000 shares of 4% preferred was marketed at 104.

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Issuance of a new regulation superseding all others governing sales of electrical wire and cable was announced by the Office of Price Administration Tuesday, and becomes effective Oct. 29.

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The Municipal Broadcasting Station WNYC in New York City will play no favorites in the forthcoming city election. All New York City candidates for public office will have an opportunity to talk to the voters over the city radio station. Mayor LaGuardia who is bowing his way out and will not run for re-election, said all candidates for a particular office would receive equal time and would draw lots for the order of speaking.

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October 31, 1945

## PALEY BACK AT CBS AFTER TWO YEARS' MILITARY SERVICE ABROAD

Col. William S. Paley, having done his bit overseas, is back again in the harness as President of the Columbia Broadcasting System and like the humblest GI is good and glad that he is home. There had been considerable speculation about Mr. Paley's return, one rumor being that he was out of Columbia altogether. The report most frequently heard was that he would resume the presidency but soon thereafter would be elevated to Chairman of the Board with Paul W. Kesten, Executive Vice-President, succeeding him as President and Frank Stanton, moved up to succeed Mr. Kesten.

On October 6, 1943, Mr. Paley asked for leave of absence to accept a special assignment from the Office of War Information that would attach him to the Psychological Warfare Branch of Allied Forces Headquarters in the Mediterranean. His first task, begun a few weeks later, was to supervise the Allies' radio broadcasting activities in North Africa and Italy.

Shortly after General Eisenhower was given supreme command of Allied Forces in Europe, Mr. Paley followed him to London to become Chief of Radio at Supreme Headquarters Allied Expeditionary Forces. All military broadcasting to enemy and enemy occupied territory, as well as control of radio units and public address systems in our own combat and consolidation zones were under his direction. The American Broadcasting Stations in Europe (ABSIE) were also made part of his responsibility.

Transferred from OWI to the Army in March, 1945, Mr. Paley was commissioned a Colonel and made Deputy Chief of all activities within the Psychological Warfare Division of SHAEF. He served in this capacity under General McClure in both liberated and occupied territories until his return to the United States.

In his first statement last Monday since resuming civilian status, Colonel Paley said that utilization of wartime technical advances in radio broadcasting calls for "careful planning, intensive research, the highest degree of creative effort and a good deal of all-'round ingenuity."

"We also face the world-wide problems of peace, which no one can say are less serious than the problems of the war", he continued. "Never was it more important to furnish a people with all the facts, ideas and opinions as they emerge; to furnish them in a responsible, courageous and fair manner.

"Now that the war is behind us, we in broadcasting face new problems. Technical advances made in our field, under the

pressure of war requirements, are providing us with wonderful new instruments with which to further serve the American people. There is no standing still in our world of radio.

"Our responsibility to provide the best service in the cultural and entertainment fields does not diminish but rather increases, since the vitality of American radio springs from no single type of broadcasting but from the many things it represents to so many people.

"I know you feel as I do - that American broadcasting has new and rich worlds to conquer, and that CBS, as always, will lead the way."

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PAC BLASTS FCC'S FM POLICY AS MONOPOLY AID

Granting of 64 conditional licenses for FM (frequency modulation) broadcasting by the Federal Communications Commission this week brought a sharp statement of criticism from C. B. Baldwin, Executive Vice-Chairman of the National Citizens Political Action Committee, in New York City.

In a wire to Paul Porter, Chairman of the FCC, Baldwin said that "the granting of 64 licenses without public hearings ignores the damcnnes of many individuals and organizations for greater caution in licensing individuals and corporations to conduct business on public licenses."

The wire described as "a grave threat to effective freedom of speech and press" the granting of licenses to companies owned by or affiliated with newspapers, asserting this provides a monopoly in many communities of the "media for disseminating public information and opinion."

The Baldwin wire followed by two weeks the issuance of a National Citizens PAC report on American broadcasting and a list of recommendations for Congressional and FCC action to "safeguard the people's right to the air."

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A reminder that people should keep an eye on their radio aerials was the death of Grover C. Hurley, 60 years old, in Columbus, Ind., last week. It was a freak accident in which Hurley was electrocuted as a radio aerial fell from a house on an electric line and the garbage truck he was driving.

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## NEW OPA RADIO AND PHONOGRAPH RECONVERSION PRICING METHODS

Reconversion pricing methods for consumer type radios and phonographs were given in detail by the Office of Price Administration yesterday in a new regulation covering those items at all levels of sale.

The action, effective yesterday (October 30) covers all new model radios and supersedes existing regulations and prices affecting these models, OPA said.

As announced October 11th, consumer prices will be about what they were in March 1942. Two kinds of adjustment have been made, however, to iron out inequities that had crept into the retail price picture at that time, OPA said.

First, where retail prices in March 1942 included excise taxes newly imposed in October 1941 at the manufacturing level, and pyramided through to the consumer by means of percentage mark-ups at successive levels of distribution, OPA has reduced these retail prices to the point where they include only the original dollar amount of the manufacturer's October 1941 excise tax. This policy has been consistently followed, OPA explained, on all consumer items on which new wartime taxes were imposed in October 1941.

Second, in cases where retailers, by March 1942, had established individual ceilings higher than those in the manufacturer's October 1941 suggested list of retail prices, OPA has reduced these prices by the amount of the increase over list. Such price increases did not represent any actual increase in acquisition or distribution costs, OPA said, but served merely to increase margins abnormally.

Through customary retail practices of giving substantial discounts for cash payments, generous allowances for trade-ins, and mark-downs at periodic bargain sales, consumers normally paid considerably less in pre-war years than the retail prices listed in the manufacturers' catalogues, OPA pointed out. But during the early months of the war, when production was curtailed and consumer buying power already had begun to increase, retail selling prices of many consumer goods gradually rose to the higher levels represented by the manufacturers' lists, OPA said. Many of these increases took place before the price agency was authorized to impose controls.

List prices, not actual pre-war selling prices, are the basis of the retail ceilings that have prevailed during the war, OPA said. On the other hand, increases now being granted to manufacturers are based on their costs and sales prices in the months before materials scarcities and higher production costs had driven prices above normal peace time levels. Furthermore, the manufacturer increases granted do not compensate for all cost increases since the beginning of the war, OPA explained, but normally require a certain amount of cost absorption on the part of the manufacturer.



For these reasons, and because sellers can now look forward for many months to an increasing volume of goods and a steady demand for all items offered for sale, distributors and dealers should be able to absorb without substantial hardship the increases over 1941 prices that are granted to manufacturers, OPA said. In many cases, 100 per cent absorption will leave dealers with realized margins actually higher than those they enjoyed in 1941, the agency stated.

Manufacturer pricing methods as described in the new regulation follow:

On models the same as those produced from July to October 1941, the manufacturer computes his reconversion price on the basis of his established price to distributors or to dealers if he did not sell to distributors. Old price ranges and increases that may be added by manufacturers who sold through distributors are as follows:

| Manufacturer's Established Price<br>to Distributors | Allowed Increase on Sales<br>to Distributors |
|---|--|
| \$11 or less  | 15 percent                                   |
| between \$11 and \$30                               | 12 percent or \$1.65, whichever is more      |
| over \$30   | 10½ percent or \$3.60, whichever is more     |

If the manufacturer dealt only with dealers in the base period, he computes his new ceilings to dealers as follows:

| Manufacturer's Established Price<br>to Dealers | Allowed Increase on Sales<br>to Dealers |
|--|---|
| \$13 and under                                 | 15 per cent                             |
| between \$13 and \$35.41                       | 12 per cent                             |
| over \$35.40                                   | 10½ per cent                            |

On new or changed models that are nevertheless comparable to any they produced from July to October 1941, manufacturers calculate their new prices as follows:

They first compute the new ceiling price of the comparable item, and find the percentage mark-up it yields over the current unit direct cost of producing the item. Next, they compute the current unit direct cost of producing the new or changed model, and apply to this cost the same percentage mark-up as that found for the comparable item.

Thus if the current unit direct cost of producing a model on which a reconversion ceiling price already has been established is \$6, and the ceiling price is \$9, the mark-up on unit direct cost is 50 percent. If the current unit direct cost of producing a new or changed model is \$6.50, this figure is marked up by 50 percent resulting in a ceiling price for the new model of \$9.75.

In all cases except one, the manufacturer calculates retail ceiling prices, and tags each unit with this price. Manufacturers also compute wholesale prices and notify distributors of

their ceiling prices. The exception is the case of manufacturers who produce units under contract with the owner of a special brand name, who is another radio manufacturer, an automobile manufacturer, or a mail order establishment. Here the manufacturer calculates his new ceiling price to the brand owner, but the brand owner applies to OPA for resale ceiling prices. The brand owner must wait for specific approval, and then tag or list each unit with its new ceiling price, OPA said.

Manufacturers with established prices will compute their reconversion ceilings on comparable models on a form to be supplied by OPA, and may begin selling 15 days after mailing the form without waiting for specific approval, unless they are notified to the contrary, OPA said.

New manufacturers, and old manufacturers with models not comparable to any they produced in the Summer of 1941, will apply for price approval at the national office of OPA, where reconversion ceiling prices will be established in line with other reconversion prices already set, the agency said.

OPA may withdraw reconversion price increases from manufacturers who fail to maintain approximately their pre-war "product mix" - that is, the proportion of low and medium priced models to those in the higher price brackets, the agency said. Also, if any obviously out-of-line prices result from the application of today's pricing methods, OPA reserves the right to readjust them.

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#### ATOM AND RADAR EXPERT TO HEAD STANDARDS BUREAU - LIVE WIRE

A man with practical experience, fresh from the industrial ranks, only 43 years old - Dr. Edward U. Condon, an authority on the atomic bomb and radar, was nominated Monday by President Truman to be Director of the National Bureau of Standards. He succeeds Dr. Lyman Briggs, 71 years old, who continued beyond retirement age on account of the war.

Shortly after Germany declared war on Poland in September, 1939, President Roosevelt formed a scientific committee to study the advisability of using atomic energy as a war weapon. Dr. Briggs was Chairman of the Committee and Dr. Condon served as a member. It was this Committee's recommendations that led to the development of the atomic bomb. Dr. Condon has also played an important part in the development of radar and rockets.

Dr. Condon has been serving as an Associate Director of the Westinghouse Research Laboratory.

The nominee, a native of Alamogordo, New Mexico, is a graduate of the University of California. He also holds a post-graduate degree from the University of Minnesota.

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WHAT DO YOU KNOW! CONGRESSMEN PRAISE BROADCAST - GE-WOL

When it seemed that some of the other Congressmen had about run out of venomous epithets for radio commentators, there was a strange interlude on Capitol Hill during which General Electric's news broadcasts came in for praise.

Addressing the House, Representative Pehr G. Holmes (R), of Worcester, Mass., said:

"There have been recent references on the floor of the House to radio news commentators and in general the observations of Members of this body have been critical. Perhaps a word of commendation for a radio news program of very exceptional quality is in order. I refer to the General Electric's Voice of Washington news summary we hear every morning at 8 o'clock and at 11 o'clock each evening over WOL, (the Cowles station in Washington).

"Many of my colleagues have mentioned these particular newscasts to me and in every instance their straight news character has been noted and approved. There is no editorial comment and the presentation is neither colored by inflection nor used as a vehicle for the personal opinions of the broadcaster. In fact, the man giving the news on these General Electric programs is never mentioned by name.

"If we are critical of some of the things being said over the air when we tune in to hear the news, we should note this splendid public service being rendered by the General Electric Co. with its WOL news programs and let the sponsor and the radio station know of our appreciation. This is the route to go to get action for radio advertisers who want to hold their audiences. When they know we want and appreciate unbiased news they will soon demand it in news programs they sponsor and the result will be a general handling of news on the radio comparable to the high standards governing the news columns of our great newspapers."

"I concur most heartily in the remarks just made", Representative Frank Carlson (R), of Concordia, Kansas, added.

"As a regular listener of the Voice of Washington news program I am very much impressed with its high quality. I also believe the General Electric Co. uses excellent judgment in its advertising on the program. It is brief, interesting, and dignified and in keeping with the quality of the news program."

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A cartoon in Parade, the Marshall Field magazine (Oct. 28) kids radio notwithstanding that Field is himself in the broadcasting business. It shows an m.c. in a broadcast holding up a card to a studio audience indicating "Laughter". Instead of laughing the members of the audience silently respond by themselves holding up placards labelled: "Ha Ha", "Ho Ho", "Tee Hee", etc.

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DARKNESS NO BARRIER TO NEW TV TUBE; SOLVES MANY PROBLEMS

A new television camera tube of revolutionary design and sensitivity emerged from wartime secrecy for exhibition by the Radio Corporation of America in a series of studio and remote pickups in which it not only transmitted scenes illuminated by candle and match light but performed the amazing feat of picking up scenes with infra-red rays in a blacked-out room.

The new tube, known as the RCA Image Orthicon, was demonstrated to newspaper and magazine writers in a studio of the National Broadcasting Company, Radio City, with the cooperation of NBC's engineering and production staff. Ben Grauer, NBC announcer, acted as program commentator. In the exhibition, members of the audience saw themselves televised under lighting conditions that convincingly proved the super sensitivity of the new electronic "eye" which solves many of the major difficulties of illumination in television programming and makes possible 'round-the-clock television coverage of news and special events.

RCA-NBC engineers capped the demonstration by blacking out the studio where the writers were assembled, and providing the unprecedented spectacle of picking up television scenes in apparent darkness. Unseen infra-red (black) lights were turned on, but it was so dark that a member of the audience could not see the person next to him. Then on the screens of television receivers in the studio appeared bright images of a dancer and other persons who were in the room. The Image Orthicon tube, it was explained, achieved the feat through its sensitivity to the infra-red rays.

RCA listed these advantages in the performance of the Image Orthicon:

1. Ability to extend the range of operations to practically all scenes of visual interest, particularly those under low-lighting conditions.
2. Improved sensitivity, permitting greater depth of field and inclusion of background that might otherwise be blurred.
3. Improved stability which protects images from interference due to exploding photo flash bulbs and other sudden bursts of brilliant light.
4. Smaller size of tube, facilitating use of telephone lens.
5. Type of design that lends itself to use in light-weight, portable television camera equipment.
6. Improved gain control system that provides unvarying transmission, despite wide fluctuations of light and shadow.

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DON'T FORGET! NATIONAL RADIO WEEK BEGINS NEXT SUNDAY

Networks, trade associations, broadcasters, radio manufacturers, brokers, retailers, everybody having any connection with the industry are all set for a history-making Radio Week which starts the coming Sunday (November 4-11). It marks the 25th Anniversary of broadcasting and is expected to be an atomic radio celebration which may be heard around the world.

Each network is expected to originate as many as twenty programs dedicated especially to Radio Week. There will be much publicity nationally as well as locally, including a special section of Look Magazine, through the courtesy of the Cowles Brothers, broadcasters and publishers.

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PAUL PORTER EXPRESSES HIMSELF ON RADAR PATENT TANGLE

In a statement to the Senate Military-Commerce sub-committee considering bills for Federal aid to science, Paul Porter, Chairman of the Federal Communications Commission, declared:

"The patent situation in radar is said to be so complicated that no company on earth can safely proceed to manufacture with any confidence that it will be immune from suits of infringement."

He said the original work leading to radar was conducted under United States naval auspices, but the British "also entered into radar research and have wide patent claims".

"After the fundamental work had been done", he added, "private companies were called on both here and abroad and these companies made further contributions."

"It seems to me extremely important", he said, "that, as this case illustrates, the patentable results of Government research ... should not be left to existing patent legislation, which was designed to meet an entirely different type of research situation."

"Patent provisions should be carefully drawn to meet the particular objectives of Government-sponsored research, and especially to insure that delays in the introduction of new technical advances shall not result from multiplicity of patent claims where Government-financed research is involved."

Mr. Porter believes short radio waves developed from wartime radar research may bring revolutionary advances in peacetime communications. He said radio waves as short as one twenty-fifth of an inch - compared with 39 inches, the prewar minimum - made possible these "hitherto undreamed-of radio applications:

"Coast to coast radio relay networks which may either compete with or supersede in some cases our wire telegraph and telephone systems; high definition television in full color; radar; walkie-talkie radiotransceivers for public use - these are only a few of the many applications of radio to our daily lives which have resulted from wartime, Government-financed exploration of the higher regions of the spectrum . . ."

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SEN. CAPEHART HAS CLOSE SHAVE IN AUTO SMASH; RESTING EASILY

The office of Senator Homer E. Capehart (R), in Washington reported this (Wednesday) morning that Senator Capehart was as comfortable as could be expected after his narrow escape in an automobile accident in Indiana yesterday. It was said that the Senator's left foot was broken, that several stitches had to be taken in his tongue, which was badly lacerated, and that he was cut about the face. Press dispatches also reported chest injuries. Senator Capehart was taken to the Methodist Hospital in Indianapolis where it is expected he may have to remain for several weeks.

It was a head-on collision early Tuesday about 15 miles northeast of Indianapolis, when the automobile in which he was riding collided with a car driven by Ralph Erton, 23, stationed at the proving grounds at Lucerne, Ohio.

Erton and W. S. Merchant, of Fort Wayne, who was driving for Senator Capehart, also were injured seriously. Erton was taken to the Noblesville Hospital about four miles from the scene of the accident, where attaches said his condition was serious.

Senator Capehart and Mr. Merchant were enroute to Indianapolis from Fort Wayne, where the Senator spoke Monday night. Mr. Merchant told police that he could not avoid the crash because the automobile he drove was as close as possible to the guide posts on the road when the collision occurred.

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RADIO DAMAGES IN EUROPE CITED

Radio facilities suffered great damage in Europe during the war, Justin Miller, new President of the National Association of Broadcasters, reported Tuesday in an address at the Washington, D.C. Advertising Club luncheon.

Judge Miller was one of a group of American radio executives who toured Europe under Army auspices for first hand observation of radio conditions in the war-torn countries.

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I.T.& T. GETS ARMY-NAVY E FOR IKE'S ROVING RADIO STATION

Award of the Army-Navy E pennant was made Monday in Paris, France, to "Les Laboratoires, L.M.T.", affiliate of the International Telephone and Telegraph Corporation, for services rendered to the United States Army, Office of the Chief Signal Officer, in the European Theater of Operations during the war. The accomplishments of the Laboratories for which they were honored were made possible through secret preparations undertaken during the German occupation, according to officials of I. T.& T.

Officials of I.T.& T. said the Laboratories provided the United States Army with telegraphic communications between Paris and the Normandy base within two days after the liberation of the French capital.

The Paris Laboratories designed and assembled the huge 60-kilowatt mobile radio station "sigcircus", with which General Eisenhower's Supreme Headquarters was able to keep in constant touch with Washington. The great mobile station, consisting of seventeen large trailers, was completed in the record time of three months. The Laboratories also built 1-kilowatt stations used by the Army for telegraph and teletype operations, one of which was used during the Potsdam conference of the "Big Three" to establish communications between Potsdam, Paris and Washington.

From the time of the liberation of Paris until the collapse of Germany the Laboratories constantly assisted the Army in maintaining its communications system, I.T.& T. officials said.

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WITNESSES MUST PROVE THEY ACTUALLY SAW TRAITOR BROADCAST

Twelve witnesses are on their way to this country from Europe to testify against Ezra Pound, American poet, indicted in District Court for treason, it was learned at the Justice Department.

Pound is in Army custody in Italy. An expatriate for more than two decades, he is charged with broadcasting for Italy after that country had declared war on America.

The indictment was based on reports of Pound's broadcasts monitored here. James M. McInerney, Assistant to the Head of the Criminal Division of the Justice Department, who has been preparing the case, had emphasized to the Army the necessity of witness who had seen Pound before the microphone to obtain a conviction. The witnesses on their way here told Army interviewers they had seen Pound broadcasting on a total of six occasions.

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N.Y. COURT OF APPEALS BACK UP ASCAP HOTEL RULING

A decision that the American Society of Composers, Authors and Publishers (ASCAP) was not in violation of the Anti-monopoly Section of the Donnelly Act, upheld by the Appellate Division last January (1945), was unanimously affirmed by the Court of Appeals on Friday last.

Suit against ASCAP was brought by the Hotel Edison Corporation in 1942, and the Society's motion to dismiss the complaint was granted by State Supreme Court Justice Morris Eder in June, 1944.

John W. Davis appeared on behalf of the plaintiff before the Court of Appeals, while ASCAP was represented by Louis D. Frohlich, General Counsel.

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WPB TO KEEP RADIO SET AND TUBE ADVISORY COMMITTEES

The policy of industry-government cooperation which proved so valuable during the war years will be continued when the Civilian Production Administration begins its operations on November 3, John D. Small, Administrator-Designate of Civilian Production Administration said last week in listing 176 key industry Advisory Committees including Radio and Radar, Radio Receiver Vacuum Tube and Telephone Operations, which will be consulted on reconversion problems.

Mr. Small stressed the value of consulting with industry groups on problems of reconversion. He said that Advisory Committees would be consulted before any action is taken which will materially affect production or distribution in their representative industries.

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THE 83-HOUR LISTENING HEADACHE BEFORE JAP SURRENDER

For more than 83 hours as the world listened for news of the Japanese surrender, networks concentrated all their facilities on the job of relaying to listeners, with utmost speed and accuracy, each news development.

A report has been compiled of what happened in NBC news-rooms during the anxious week-end of August 10th, a publication called "V". It is, as well, a review of 1346 days of the Pacific War from Pearl Harbor to Peace - as eyewitnessed and broadcast by NBC war-reporters.

The publication of "V" completes an NBC trilogy ("H-Hour, 1944", published June 12, 1944, and "X" - the story of the liberation of Europe, published May 22, 1945) planned to record the climatic news events of the concluding phases of World War II.

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AUTHOR FARRELL PANS "COMMUNICATIONS INSTITUTE" AND RADIO

The endorsement of the \$5,000,000 postwar project at Western Reserve University in Cleveland to be called Communications Institute of Arts and Sciences, by Stanley K. Anderson, Radio Editor of the Cleveland Press, got quite a rise out of James T. Farrell, noted author. Mr. Anderson explained that the new Institute was now far beyond the blueprint stage and proposed to study the various ways of communicating knowledge and providing entertainment through the media of the most modern technological instrumentalities of communications.

Replying to the Cleveland editor in the Bulletin of the National Theatre Conference, Mr. Farrell writes:

"According to Mr. Anderson we are now on the eve of a Communications Revolution, which will be, as it were, the revolution which signalizes the final struggle of mankind. In the 20th Century, we have witnessed the most bewildering technical progress in methods of communications, and, as a result, new instrumentalities such as radio and motion pictures have become rooted in our day-to-day living.\* \* \*

"These United States have been, and are minute-by-minute, hour-by-hour, day-by-day, being deluged in an ocean of banality, the like of which has never before been known to civilized man. The largest proportion of what is heard over the radio is unworthy of the time and attention of a serious human being. On all sides, people laugh at the practices of radio advertising, the use of jingling songs calculated to sell beverages, hand lotions and the like. At least, many of those who contribute towards this form of culture - advertising is a form of culture - are ashamed of what they do, and they even cynically laugh at their own productions. Radio advertising, further, has given birth to a new and truly depraved literary form - the soap opera. Day in and day out, these soap operas are presented over the radio.

"Along with the so-called commercials, here is part of what is being already communicated. If the same interests, if the same people who perpetrate this, are the influential ones in the formation of a \$5,000,000 institute to study communications, what, precisely - what revolution is going to be achieved? If television and a whole succession of inventions are developed to improve and perfect communications, even more than they already have been improved and perfected, how will this necessarily change the present situation?\* \* \*

"If common information is not disseminated, somebody is responsible for it. All that is necessary for the dissemination of common information today is for those who do have necessary information and power to go to the microphone and tell us what they know. If the masses of people are incapable of receiving and evaluating common information, then one of two reasons must be attributed to this incapacity: (1) they are congenitally incapable of it, or (2) they have not been educated to receive it, and, if this is the case, our formal educational institutions or schools, and our informal media of education, such as newspapers, radio and motion pictures,

are responsible. If the second is the reason, as I hold, then, the responsibility lies squarely on those who control and own education and the various means of communication. \* \* \*

"The role of advertising is direct in radio; indirect in motion pictures. In the instance of each, however, the dramatic productions involve every economic and spiritual interest in the United States. At the same time, both industries are run for profit. This last is an admitted fact. Whenever a lone writer should dare to criticize the productions of these industries, he is told that he is irresponsible and unrealistic. What this often means is that he does not approach life from the standpoint of markets, profits and so on. The iron realism of business enterprise here is a realism of dollars and cents which in turn prevents the realism of an all-sided approach to life.\* \* \*

"One final word concerning Mr. Anderson's predictions. The gentlemen of radio, the gentlemen of motion pictures, the professors of projects concerning these industries, the advertising agencies, the writers of radio and motion pictures - these and many others associated with them have the floor. They have the power and the resources; they have the audiences; they have the technique; they have everything. One can say to them: 'Gentlemen, go ahead. You have your chance. Nothing stands in your way. Never in history has such mastery, such skill, such resources for culture and education been so concentrated. Never in the history of mankind have such opportunities been given to men as are now given to you. At the present moment, the cultural progress of humanity lies in the hands of your relatively small group of men and women.

"Again, ladies and gentlemen, you have your day. The voice of your critics is small, heard by only a few, drowned out. For every person whom your critics can reach, you can counter by reaching a thousand, ten thousand, even more. Are you going to change the cultural patterns, the life of mankind, for the better? Are you going to create an era of unprecedented material progress linked with popular liberal education? Are you going to replace the Industrial Revolution and the Social Revolution with the Communications Revolution? \* \* \*

"The directors, the decision-makers, the owners of the major communications industries of America today, here and now, influence, educate, point the ideals of the younger generations, of most of the boys and the girls of America. There is an influence stronger than that of father and mother, teacher and priest and minister and rabbi. Theirs is the power to make, to remake, to forge and reforge the future consciousness of humanity.

"History has placed in the hands of these men the power to make and to remake the consciousness of mankind. Are these men, however, adequate to their tasks? What - yes, what - have they so far had in their heads that is worth putting into any other heads? What have they had in their hearts that is worth putting into other hearts? They can now answer these questions, not with words, promises and speeches, but with real performance."

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 ::: SCISSORS AND PASTE :::  
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Petrillo Techniques  
 ("Washington Post")

Mr. James Caesar Petrillo's latest ultimatum is addressed to the broadcasting companies. He has informed them that if duplicate programs are carried simultaneously by both standard and FM stations, twice the number of musicians must be employed. This simple formula for providing more useless jobs for his union will doubtless bring down an avalanche of angry denunciation on the head of Mr. Petrillo, who has shown that he can "take it". But the head of the musicians' union is merely a convenient scapegoat. He differs in no essential respect from countless labor leaders who conceive it to be their duty to hold jobs and create jobs for their following. The restrictions imposed by unions in the form of "feather-bed" rules and the numerous devices employed to obstruct or limit the use of labor-saving machinery are of a piece with Mr. Petrillo's job-creating tactics.

In our opinion a vote of thanks is due Mr. Petrillo for the dramatic way in which he has brought to public attention the need for a new approach to the employment problems presented by technological changes that both create and destroy jobs. Labor leaders of his ilk can and do impede progress for a time by doggedly monopolizing the gains resulting from improved processes. Ultimately, to be sure, everyone suffers from such wastage of manpower, since it is only through efficient utilization of labor that we can ever hope to attain the high degree of national prosperity that is our aim. Nevertheless, these long-run objectives cannot be expected to guide the conduct of union leaders whose prestige depends upon what they accomplish here and now for their members. Under such conditions the problem presented by socially outrageous union demands cannot be solved by merely calling for "responsible" labor leadership. The leaders are already responsible according to their limited lights.

Public sentiment is gradually being aroused to resist policies and practices that unduly restrain production or seek to monopolize the benefits of progress. In an atmosphere of public enlightenment labor leaders will then have an opportunity to display those qualities of statesmanship that are now conspicuous by their absence. Under existing conditions the odds greatly favor the leader who, like Mr. Petrillo, is willing to exploit the public for the sake of securing passing gains for his union.

Important Money Mentioned in Connection with ABC Revamp  
 ("Variety")

Ed Noble paid off \$1,000,000 last week to become sole owner of ABC (Blue) network, buying up the 12½% (\$500,000) which was owned by Chet LaRoche, ex-exec vice chairman and director, and 12½% of Time, Inc.

When LaRoche and Time interests came into the ABC picture, the web had an \$8,000,000 working fund operation. In addition to the \$1,000,000 LaRoche-Roy Larsen investment, Noble put up \$3,000,000 (thus giving the network a capital structure basis of \$4,000,000), with the remainder of the money borrowed from the bank. Following the recent inner-sanctum revamp, LaRoche, on behalf of himself and Time mag., offered to buy up Noble's investment and take over the web operation, but Noble declined.

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As To Petrillo Believes the Worst Is Yet To Come  
(Jack Gould, Radio Editor, "Net York Times")

To the surprise of practically no one in radio, Jimmy Petrillo, head of the musicians union, came back into the news last week with his demand that a broadcaster hire twice as many musicians if a musical program carried on a standard station is also duplicated on a frequency modulation outlet.

With this move, which probably will precipitate as lively a controversy as radio has had in recent years, Mr. Petrillo has finally lifted the curtain on what is expected to develop into a broad campaign for substantially greater employment of musicians by both radio and the incipient television industry.

For though the laymen may view Mr. Petrillo's many and diverse actions as separate and distinct matters, actually they are but a part of a larger picture which has prevailed ever since he succeeded Joseph N. Weber to the presidency of the American Federation of Musicians. That picture has involved making the purveyors of music in any mechanical form, be it radio, phonograph record or juke box, contribute far more than they already have to the financial welfare of the man who plays the fiddle or beats the drum.

It may be recalled that when Mr. Petrillo opened his fight against "canned music" in 1942 he originally directed his attention to the nation's radio stations. Due to legal complications, he was unable at that time to make much headway against them and re-directed his fire against the record and transcription manufacturers, finally winning out by the imposition of a tax on each disk sold. Now it is said to be radio's turn again, the advent of FM and television affording an opportunity to make demands which Mr. Petrillo believes should have been voiced years ago when standard radio was starting.

In the execution of this objective, Mr. Petrillo has managed to strengthen his position with each step taken. In the settlement of the record row he gained firm control over that field, an invaluable weapon should radio stations attempt to rely on recorded music in the event of a protracted controversy with the federation.

More recently Mr. Petrillo has sought jurisdiction over "platter turners" the operators of recording turntables, who now belong to the National Association of Broadcast Engineers and Technicians, an independent union. Thus far NABET has resisted these efforts, but Mr. Petrillo's group by no means has abandoned hope of eventual success."

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::: TRADE NOTES :::  
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Drew Pearson, whose new sponsor Lee Hats on ABC beginning next month reportedly will boost his honorarium to over a million dollars for five years, wrote of this experience of Mayor LaGuardia with the Surplus Property Board:

LaGuardia outlined cases where cities attempting to purchase badly needed automotive parts, radio parts for police use, etc. had been referred by Surplus Property agencies to private dealers.

The City of Birmingham, Ala., anxious to purchase radio equipment, was told that surplus radio equipment will be sold by the Belmont Radio Corp. of Chicago, LaGuardia complained.

"I don't think Mr. Symington likes the cities", he continued. "His whole attitude - he may be a sharp businessman in circumventing the law but I don't think he will do for this job."

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John W. Humphrey has been elected Vice President in charge of manufacturing of the International Telephone and Telegraph Corporation. A native of Michigan, Mr. Humphrey was associated with The National Cash Register Company since 1940 in charge of manufacturing.

Before going with the National Cash Register Co., Mr. Humphrey served for twelve years with the General Motors Corporation. During this period, he was closely associated with tooling, processing and factory layout work.

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Ten major household appliances, including radio sets, phonographs and radio phonographs have been exempted from inventory restrictions of the War Production Board, to enable producers, wholesalers and retailers better to distribute consumers' goods which are scarce because they were not manufactured during the war years.

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Two of the foremost groups affiliated with the motion picture industry - the Research Council of the Academy of Motion Picture Arts and Sciences of Hollywood, Calif., and the Eastman Kodak Company of Rochester, N.Y., - indicated their interest in television by applying for membership in the Television Broadcasters' Association, Inc. Their applications were unanimously approved.

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Henry G. Baker, has been appointed General Sales Manager of the Home Instrument Division of RCA Victor. Prior to his present assignment, Mr. Baker had been General Purchasing Director for RCA Victor.

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The Grenby Manufacturing Company, Plainville, Conn., manufacturer of electronic equipment, has acquired control of the Allen D. Cardwell Manufacturing Corporation, Brooklyn, manufacturers of radio parts. Ralph H. Soby, Vice-President and Director of Grenby, has been named President of Cardwell. The company, Mr. Soby said, will retain its conservative position in the industry and its sales policy of distribution through normal radio jobber channels.

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