

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
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30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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No. 1484 *sk*

December 1, 1942.

RADIO ESCAPES CRITICISM IN CENSORSHIP LASHING

Although attacks on censorship seem to have broken out anew, there has been as yet no complaint against the broadcasters. Senator Nye, of North Dakota, proposed a Congressional investigation of censorship, adding: "If we aren't careful, people won't believe anything they read. There is no room for censorship that goes as far as it has been going." Senator Norris, soon to seek greener pastures, agreed. Neither Senator, however, mentioned the radio. The criticisms have included charges that for political reasons - especially since the recent elections - the Office of Censorship has clamped down more rigidly on the dispatches which foreign correspondents have sought to file for their newspapers. The statement has been made that a censorship advisory board, headed by Postmaster General Frank Walker, has undertaken to tell Mr. Price what must be done in the way of censoring dispatches. And the inference has been made that the President himself has taken a hand in the matter.

Byron Price, Director of Censorship, flatly denied that any directives had been issued to him whatever, either by the Advisory Board or by the President.

"The Advisory Board, headed by Postmaster General Walker, is purely an Advisory Board", said Mr. Price. "It was not set up to issue directives to me - and it has not done so. The President has authority to issue directives to the Office of Censorship, but he has issued none. The responsibility for the administration of censorship rests with me."

Mr. Price revealed that the regulation against the sending of speeches made by prominent Americans in advance of actual delivery grew out of an experience with President Roosevelt's important Labor Day speech.

This speech was sent to London by correspondents for release on delivery. Two hours before the President began speaking, the speech was radioed from London to Latin America. It was possible for the Axis propaganda agencies to pick the speech out of the air and make whatever use they desired, before the President actually made the address.

He denied that censors had held up the short-wave broadcasting of Willkie's speech for 14 hours.

Joining the anvil chorus was Ernest Lindley, pro-New Dealer and biographer of the President, who declared: "The President's worst error was an attack on the press and radio. What part

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of the press and radio he was attacking, he would not say. The press conference at which the President made these charges was the most unfortunate he has ever held."

Mr. Lindley put it down as "a display of temper". Agreeing with this, Stanley High, another commentator, added: "It is a display of a kind of temper which, toward the press and radio has become chronic."

Praising the work of the press and radio, Mr. High said:

"Last June, after some 20 separate and equally fruitless government investigations and many times that number of contradictory official statements had brought the rubber situation to an epochal state of muddle, Fulton Lewis, Jr., Washington reporter-commentator for the Mutual Broadcasting System, set out on his own to turn on the light and heat. Lewis now cherishes several off-the-record letters which indicate that his goads and prods - with those of the supporting press - were the necessary precursors of the Baruch Committee."

In the meantime, the Senate last week passed the House bill, with slight amendments, which would extend the censorship power to include radio, cable and mail between Continental United States and any territory or possession of the United States.

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PREDICTS A. T. & T. WILL FIGHT BACK ON LONG LINES RATES

The attack by the Federal Communications Commission on the rates charged by the Long Lines Division of the American Telephone and Telegraph Company will bring strong resistance from A. T. & T. management, according to those close to the communications industry, the New York Times reports. Coming at a time when the Bell System is straining every facility to meet the heavy demands for war communications, and when the civilian use of long-distance facilities is being cut down as a necessary war measure, it is felt that a reduction in such rates would serve only to cut further into A. T. & T.'s earnings. Taxes already are bringing the System's earnings below the \$9 annual dividend level, and with war restrictions in effect on the building of new plant and equipment, A. T. & T. is faced with a ceiling on new business and certainly on earnings. In view of these circumstances, the hearing set for Dec. 16 by the FCC is expected to produce quite a few fireworks.

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SENATE COMMITTEE POSTPONES PETRILLO HEARING

The Senate Interstate Commerce Committee today (Tuesday) postponed the Petrillo hearing from December 7th to a date yet to be determined. It was said this was done because of the pressure of war legislation and that the Petrillo matter would be gone into thoroughly later.

Recently in a conversation with some broadcasters, Westbrook Pegler writes, one of them said to James C. Petrillo, head of the American Federation of Musicians, in connection with recent Government suit, "Now, Jimmy, don't get dogmatic about this", and Jimmy said, "What do you mean dogmatic? What is this dogmatic?"

"It means don't be pushing us around all the time", the man said. "That is what it means."

Mr. Petrillo insisted that he was the least dogmatic union leader in the United States.

"Thurman Arnold, Assistant Attorney General, got dogmatic with me, that is what he did", Mr. Petrillo maintains. "He tried to push me around and the law says you can't be dogmatic with unions, not now any more."

There was another victory for Mr. Petrillo last week when the Boston Symphony Orchestra, the only outstanding non-union symphony group, came to an agreement with him and his union. Because of Petrillo's ban, the Boston Symphony had been off the air for two years but now it will be free to broadcast and to make records.

Mr. Pegler, discussing the Chicago leader, wrote:

"You probably know that Mr. Arnold recently went into the U. S. District Court in Chicago to demand that Jimmy Petrillo lift his embargo on canned music as discoursed horribly by the juke boxes of the nation and on the transcribed radio music, most of which is just as bad, and was knocked for a loop by Federal Judge Barnes, who said that under the laws and the Supreme Court's decisions, Jimmy was within his rights.

"Mr. Petrillo, who comes from the alleys of Chicago, probably was astonished to hear this for his action was very high-handed and he is not very well up on the law or long words, himself. He runs his union by ear and his mind runs back to boyhood experiences in which he generally found himself behind the eight ball. He formed an early impression that the law would be against him in any conceivable tangle.

"Mr. Petrillo's first experience left him with a fear, which lasted for several years, that he was a fugitive from justice subject to arrest on sight and a long term in the Pontiac Reformatory. When he was 9 years old, his father, who was an Italian immigrant and an earnest sewer digger, applied to his alderman on the

North Side of Chicago for a job for his boy, Jimmy. The elder Petrillo was a member of the alderman's organization as, indeed, even a poor sewer digger had to be to obtain a job of humble toil with the city of Chicago.

"The alderman got Jimmy a job as train-butcher on a local running out of Canal Street long before the Union Station was built, and James reported early in the morning for his first run. They gave him a uniform cap that came down over his ears and face like a bucket and had to be wadded with paper to improve the fit, and he was very proud of the big brass badge across the front, which made him an official, like the conductor. His store of goods was in the baggage car, locked in a little trunk, and he was given a wicker basket from which to peddle his peanuts, crackerjack, chocolate almonds and figs.

"James sat in the baggage car all the way to the end of the run and all the way back to Chicago, and his heart filled with discouragement as the hours went on and nobody came to buy. Neither the conductor nor the brakeman thought to tell him that he was supposed to fill his basket and bustle the train and, as he sat there, temptation got him down and he sailed into his store of peanuts, crackerjack, chocolate almonds and figs."

It is understood that the Boston Symphony has been negotiating with the Columbia Broadcasting System to resume radio concerts on its network. It is believe possible that if the Boston Symphony signs to broadcast over the Columbia network, it may agree to make recordings for the Columbia Recording Corporation, a subsidiary of CBS. The Boston Symphony, however, has recorded for years for the RCA-Victor Company.

The deal with the broadcasting company, if it eventuates, may enable the Boston Symphony to go a long way toward meeting its annual deficit. It is estimated that \$75,000 would be involved in a new broadcasting contract.

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GEN. SALTZMAN FIRED BACK THE CHRISTMAS PRESENTS

One of the things Major Gen. Charles McK. Saltzman, former head of the Federal Radio Commission, who died last week, was his order to cut out Christmas gifts. There is still such an order in the FCC but General Saltzman didn't mean maybe and set the example of returning all gifts sent to him without even opening the packages.

General Saltzman had such a distinguished career and did so many things that at the time of his death little or no mention was made of the fact that he had once been the head of the Radio Commission. Yet one of the few men on either the FCC or FRC who knew anything about radio or communications. Most of the other appointments have been political; in fact the FCC is one of the biggest Christmas trees of political plums in the entire Government service.

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FLY QUERIED ON VARIOUS MATTERS AT PRESS CONFERENCE

Asked at his press conference yesterday (Monday) if the FCC had drafted any concrete program for aid to the small stations, possibly in connection with the Senate Small Business Committee, James L. Fly, Chairman of the Federal Communications Commission, said he didn't think so.

Asked if he intended to make any recommendations, Mr. Fly said he didn't know if the Commission would be called upon and didn't think they had formed any decision on the matter.

Asked when he intended starting the American Telephone and Telegraph Long Lines inquiry, Mr. Fly replied:

"That will be a part of the general inquiry - I should imagine we will investigate that along with the other. It will not be a special investigation itself."

"Have you an answer yet from A. T. & T.?"

"I think not", Mr. Fly replied.

"Has there been any progress in wartime operation plans in relation to stations being allowed to go off the air without injury to their licenses?"

"Yes", the Chairman concluded, "we got out a notice on that - as far as hours are concerned. As to complete (silencing) service there has been no rule put out on that."

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NEWSPAPER RADIO COLUMN SPACE ABOUT SAME IN WARTIME

The war has brought no radical changes in newspaper radio columns throughout the country, according to the results of a survey just completed by WOR and the Mutual network.

Almost 50% reported that the picture remains very much the same as it did a year ago. 10% have added lineage to their columns in the past twelve months, due chiefly to the ever-increasing number of war features and public interest programs on the air. Only 2% of all those questioned reported that their columns had been eliminated.

Questionnaires were sent to 150 daily newspapers in its area, covering New York, New Jersey, Connecticut, and parts of Pennsylvania and Massachusetts. Only 10% of this group indicated a decrease in space. The greatest curtailment was in New York City itself.

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NAB NEW HOME IN HISTORIC NEIGHBORHOOD

The four-story residence the National Association of Broadcasters has just bought for its Washington headquarters in N Street, N.W., just off Connecticut Avenue, is only a few doors from the home of Edward Everett Hale, who wrote "The Man Without A Country" back in 1863, which did so much to strengthen the Union cause. It is also near the home of former General Nelson A. Miles, which now houses the General Federation of Women's Clubs. General Miles' old stable has been turned into an attractive tearoom, one of the best in the city, known as the "Iron Gate" where no doubt broadcasters will go frequently instead of making the trip downtown. Other nearby restaurants are "Old New Orleans", La Salle du Bois, and Fan and Bill's.

The new NAB location is about four blocks directly north of the Normandie Building, the former location, and just a few minutes walk uptown from the Mayflower. The Mt. Pleasant Street car will likewise take one there from the Willard, and the heart of the city in a few minutes and a taxi from the Union Station in about the same time as to the old location.

The new "N" Street 13-room home cost the NAB \$31,000 cash. The Normandie Building quarters from which the NAB was forced to vacate will be occupied by the RFC Rubber Conservation staff.

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YANKS TOOK RADIO STATION INTO AFRICA

The Associated Press tells how the U. S. Army in Morocco brought along its own radio station and is believed to have been the first to use a powerful long-wave transmitter during landing operations in an attempt to calm the local population and enlist aid.

Early on the day of the landing, November 8, the American station went into action, operating on the same wavelength as the local station at Rabat - Radio Morocco.

Many French listeners said they believed that the broadcasts were emanating from Rabat and that the city already was in American hands.

The German armistice commission angrily directed French authorities to track down the station. The French station was forced to resort to the defensive policy of jamming the American programs.

Its programs with the opening call "Allo Maroc, Allo Maroc", and "This is the transmitter of American armed forces continued.

At one point when naval forces decided to open up with their big guns, a special communique was broadcast to the population telling of their plans so that civilians could take cover.

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CONGRESS SHARPENS ITS AXE FOR QUESTIONNAIRES

The burden imposed on business by Government questionnaires and reports, in which the Federal Communications Commission has been a flagrant offender, is rousing Congress to action. Also Government officials themselves seeing the storm, are also running to cover. John D. Whitten, Chief Statistician of the War Department's Services of Supplies, knocked out 236 of 241 questionnaires it was proposed to send to business men and others for information.

To assist him in reducing the burden on business, the Director of the Budget recently set up an Advisory Committee on Government Questionnaires. The Chamber of Commerce of the United States is represented on this committee, which is undertaking to help the Government obtain the experienced judgment of business executives, both at the time forms are being initiated and to review those already in use.

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AMATEUR EMERGENCY NET IN CAPITAL

The District of Columbia area will develop a wartime emergency radio service to supplement telephone communications of the Office of Civilian Defense communications control system, Herbert A. Friede, communications controller, has revealed.

With the work to be performed by volunteer amateur radio operators, Mr. Friede, who is also in charge of the Washington fire alarm system, appealed to the public to donate all unused or junked radio receiving sets to be used as a reservoir for parts to be used for building two-way radios which will be used in the system.

The plan is a part of a national program approved by the Federal Communications Commission, which has assigned secret frequencies to hundreds of amateur operators under the special

supplemental system under War Emergency Radio Service regulations.

The broader coverage by the two-way radio sets is planned to cover any contingency that might arise in the bombing dislocation of telephone facilities.

Mr. Friede said his organization planned to build enough two-way sets through a volunteer system to carry the entire load of communications in the event of an attack. The volunteers will receive parts from District of Columbia firehouses, which will be clearing houses for the old and junked sets. Donors are requested to bring old sets to the fire stations.

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MEN OF HIGGINS BROADCAST OVER SHORT-WAVE TO AXIS

After President Roosevelt visited the City Park Plant of the Higgins Industries, the Public Relations officials of the Office of Emergency Management conceived the idea that it would be of great interest to the workers in the factories of Axis occupied Europe if they could hear from the lips of the workers themselves in the Higgins plant the story of the visit of the President of the United States.

Several workmen were selected at random, one of whom happened to have been born in Germany, another born in England, another born in Scotland, and still another born in Chile, South America.

These men spoke into a microphone and their stories were recorded on a disc by electrical transcription. The disc was sent to Washington and thence to New York where it was broadcast on a powerful short-wave station directed towards the Nazi occupied countries of Europe.

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A series of six half-hour radio programs dealing with the battle for Freedom of the Press in America have been recently written, produced and recorded at the State University of Iowa, Iowa City. Written in partial fulfillment for his Master's degree in Journalism by Donald E. Brown, the scripts are authentic historically, being based on Brown's research in the history of journalism in the United States. Incidents in the lives of six of the nation's outstanding editors provide the dramatic material on which the scripts are based.

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: : : TRADE NOTES : : :
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The number of radio licenses now in effect in India is reported by trade sources to be 155,733. This reflects an increase of 30,386 for the 12-month period ended March 31, 1942.

A newly patented method of sound reproduction would place loudspeakers in the walls, ceiling, front and back of a theatre.

The three musical notes which, for more than 15 years, have identified programs broadcast by the Red (now NBC) and Blue networks, will soon become the exclusive property of the National Broadcasting Company and will be used only on the NBC network. Beginning today, the Blue network ends its use of a musical signature and will announce itself hereafter as, "This is the Blue Network".

Sweden seems to be well equipped with radios since, according to trade reports, the radio licenses in force in that country number slightly less than 1,600,000. This is approximately one radio set for every four inhabitants.

The following publishers have been elected to membership in ASCAP: Bloch Publishing Company, Glenmore Music, Inc., J. C. Marchant Co., Noble Music Co., and Tempo Music, Inc.

Robert J. Landry, eleven years Radio Editor of Variety, will join the Columbia Broadcasting System in the new position of Director of Program Writing

Plans for installing a new commercial radio station in Agua Prieta, Mexico, may be abandoned because of difficulty in obtaining necessary electric current. The town of Agua Prieta normally receives current from Douglas, Ariz., but the power company there is finding it almost impossible to meet the increased demands being made upon it.

R. C. Maddux, WOR Vice-President in Charge of Sales, was elected a member of the Board of Directors of the Bamberger Broadcasting Service, Inc., operators of WOR. A graduate of Washington and Lee University and the Harvard Business School, Mr. Maddux was Managing Director of the New Jersey Council for Industrial Development before joining WOR.

The Bell Laboratories Record for November contains the following articles: Greensalt Preservative for Telephone Poles, C. H. Hill; A Spread-Scale Recorder, O. D. Engstrom; Salvaging for Victory, C. T. Boyles; New Reference Frequency Equipment, V. J. Weber; Central DSA Switchboard, E. W. Flint.

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CROSLEY TRIPLES PRODUCTION IN WAR EFFORT

That Crosley is way ahead in its war production was told in half-page ads which appeared in Eastern newspapers and doubtless elsewhere, which read, in part:

"For many months it has been the privilege of Crosley to convert our eight war plants to the production of precision materials for the soldiers, and sailors who will win this war.

"Crosley engineering skill is totally devoted to war purposes. More than twenty years of experience in mass production of microscopic accuracy is delivering a volume of war material three times greater than the best peace-time output of Crosley radios, refrigerators, gas and electric ranges, washing machines, ironers and the Crosley Car. Even this volume will be doubled early in 1943.

"The Crosley organization is only one great group of Americans whose duty it is to support the Armed Forces all over the world who are bringing Victory to the United States and its Allies - a great group reflecting the eternal fire that burns in American hearts on this Thanksgiving Day."

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ORDER REEMPLOYMENT OF JEHOVAH'S WITNESSES

In an unprecedented action, the President's Committee on Fair Employment Practice, War Manpower Commission last Saturday directed the Pittsburgh Plate Glass Company of Clarksburg, West Virginia, to reemploy immediately seven members of Jehovah's Witnesses who were discharged by the company last December when they refused to participate in a flag-raising ceremony and thereby aroused the antagonism of fellow employees.

At the same time the Committee, of which David Sarnoff, President of the Radio Corporation of America and Mark Etheridge, former President of the National Association of Broadcasters are members, told the two labor unions at the Pittsburgh plant - the Glass, Ceramic and Silica Sand Workers of America, CIO, and the Window Glass Cutters League of America - that each "must assume an important share of responsibility in maintaining discipline and a harmonious relationship among the workers.

"The Committee will expect your union to exercise its full powers to secure the proper cooperation from your members, and to maintain effective control over any of them who may be inclined to molest these reinstated men, or provoke any incident leading to friction or antagonism because of their reinstatement", the letter to the unions continued.

Declaring that management and labor organizations have an obligation and responsibility to protect employees who are persecuted because of their religious convictions, the Committee ruled that threatened violence or work stoppage to obtain the dismissal of capable employees whose religious convictions are unpopular with their fellow employees, does not constitute a valid reason for such dismissal.

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SAYS U.S. FOREIGN RADIO-CABLE COMPANY MUST BE TOUGH

Again declaring there is great need for a monopoly of all American-owned international radio and cable facilities, James L. Fly, Chairman of the Federal Communications Commission, speaking in Detroit, said such a company should be strong enough to combat the fiercest foreign competition.

"Isolation is forever at an end is an inexorable fact", he continued. "In the world of tomorrow we must be in close contact with every point on the globe of real importance from a business or political or social point of view. The international communications system must be an instrument of national policy. Our own inter-company cut throat competition - which enables foreign governments and their inevitable monopolies to play American off against American to foreign advantage must cease. The American company must be single and complete - must be strong, tough, efficient. And it must be backed by the government at every turn if we are to have this one essential of national strength. We are now moving toward this end."

Mr. Fly told his Detroit audience there was a lot going on behind the scenes these days in the Foreign Broadcast Intelligence Section of the FCC:

"For instance, you will remember there was an interval after Pearl Harbor before there was a declaration of war against Germany. During that interval we experienced one of our most unusual cases. Last December 9, an operator at one of our Eastern stations was patrolling the ether when he picked up a station using the letters "UA" for a call. The two rather than the normal three or four letter call, the repetition without answer, and the signal characteristics caused our Intelligence Division to investigate further.

"Soon the stations from coast to coast were reporting bearings on the suspect transmitter, showing definitely its location in Washington, D. C. When on December 10th the station went on the air again, and before it had actually conveyed a single message, the men of our mobile direction-finding units were sitting right on top of the transmitter - in the German Embassy.

"On frequent occasions we learn that the public is alert to the dangers of radio fifth columnists. The elaborately equipped car in a secluded spot catches the eye of some passerby, and the first thing our men know, a police scout car or a shotgun posse of farmers is guiding the way to the local cooler. Credentials don't count for much. It frequently takes Washington influence to relieve the situation.

"You remember the case against those 35 spies who were tried last December in Brooklyn. You probably recall that the Gestapo was tricked into paying for a clandestine radio station on Long Island, ostensibly to be operated by one of the spies. In reality it was run by agents of the FBI and after some months of communications with the Germans, the FBI was able to round up a large ring of spies and potential saboteurs in this country. At the trial, the defendants argued that even if the charges were true, there was no way of proving that there had been any actual communication with Germany; that the other station in the exchange of messages could very well have been operated by Americans in the United States. One of our RID was called to the stand and with maps and other charts proved to the jury's satisfaction that the other station was in fact located near Hamburg, Germany."

"Some months ago the Foreign Broadcast Intelligence Service gave us an interesting test of our engineers' surveillance work. Not many days after Pearl Harbor, the volcano of Mauna Loa in Hawaii became very active and the glow from its crater could be seen for many miles at sea. It would have been a very effective beacon for night flying bombers. The Army and Navy put a tight lid on the news of the eruption and consequently no news came out through legitimate channels. The FBIS clamped on their earphones and strained in the direction of Japan to find if the so-called fifth column of Nesei Japanese were betraying the country adopted by their parents. I'm glad to say that from all the evidence at hand, there was no communication with Japan. Yet Hawaii had been advertised as the hot bed of enemy radio transmitters."

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FEDERAL TELEPHONE AND RADIO AWARDED "M" PENNANT

The Maritime Commission "M" Pennant and Victory Fleet Flag for excellence in war production has been awarded to Federal Telephone and Radio Corporation, manufacturing subsidiary of International Telephone and Telegraph Corporation. A telegram to Col. Sosthenes Behn, President from Admiral H. L. Vickery, member of the Maritime Commission, advised:

"As Chairman of the Maritime Commission's Board of Awards, I take pleasure in advising you that the Board, in recognition of outstanding production achievement, has awarded your Newark, N. J., plant the Maritime "M" Pennant, the Victory Fleet Flag and the Maritime Merit Badges for all plant employees."

Formal award to employees of the Company, which is a large producer of radio units for the wartime merchant marine, will be made later this month.

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AFFIRMS THAT AXIS HEARS OUR SHORT-WAVE BROADCASTS

American short-wave broadcasts to Axis-occupied Europe and Asia are being heard by the peoples in those countries, according to Robert E. Sherwood, Director of Overseas Operations, Office of War Information.

In an article in the special December 7 "United States at War" issue of the Army and Navy Journal, Mr. Sherwood will say the question most frequently asked about America's psychological warfare is whether we can be sure anyone hears the news broadcasts.

Although no polls of opinion can be taken in these countries, Mr. Sherwood says, "We get the answer from our enemies themselves, from their increasing admonitions to their own people to stop believing the lies that are told them by American and British and Russian and Chinese propagandists. Our enemies wouldn't be denying these 'lies' if their peoples in ever increasing numbers had not heard or read them."

Increased access to the vast facilities of the British Broadcasting Company has helped make possible the distribution of American news in Europe, the article states.

"Several times each day the people of Europe can hear the voice of America rebroadcast by the powerful battery of B.B.C. transmitters, long wave as well as short wave."

In addition to communicating with the peoples of occupied countries by broadcast, the Director of Overseas Operations emphasizes that word is gotten into Axis-dominated countries by every other available means.

Mr. Sherwood cites the "friendly and valuable cooperation with the R.A.F. Within a month after Pearl Harbor, the R.A.F. was dropping millions of American leaflets which gave the text of President Roosevelt's first war-time report on the state of the Nation."

This means of communications also was used simultaneously with President Roosevelt's address to the French people, broadcast from more than 50 transmitters on both sides of the Atlantic, to herald arrival on an A.E.F. in North Africa.

"Words can bolster the morale of our friends overseas and thus increase their powers of resistance. Words can disrupt the morale of our enemies and thus decrease their powers of resistance", Mr. Sherwood says.

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SIGNAL CORPS CALLS JOHN HOWLAND FOR DUTY IN CAPITAL

It was learned at the office of Maj. Gen. Roger B. Colton, Acting Chief Signal Officer of the Army, that John Howland, Assistant to Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, had been called to temporary civilian duty in the Army Signal Corps in connection with the Controlled Materials Plan. Mr. Howland is to serve as expert consultant to the Chief of the Signal Supply Service and has also been assigned as consultant of the Resources Branch of the Signal Corps. Mr. Howland will help in working out Army-Industry collaboration in connection with collection of necessary material list information.

Mr. Howland is well known to the radio manufacturing industry. In the Radio Manufacturers' Association, he has a long record of service on Fair Trade, Commercial Television, Substitute Materials and many other committees, and he was a member of the fifteen-man National Television Systems Committee, as well as being an early FM enthusiast, being one of the original collaborators with Major Armstrong in working out the patent license agreement under which FM receiving sets were sold to the public by all licensed manufacturers.

Eight years ago, as Assistant Deputy Administrator of NRA, he arranged and conducted an industry determination conference authorized by NRA's Industrial Advisory Board, then represented by W. P. Witherow and Donald Nelson, and from the determinations of that day assisted RMA in its establishment of independent status for the industry. Mr. Howland served on the Labor Department panel which established minimum wages for the radio manufacturing industry in 1938. He was also the prime mover of the one-time Daly Committee on certain industry patent licenses.

Mr. Howland is a graduate of the Naval Academy and before going with Zenith was Assistant to the President of Philco.

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LA GUARDIA DEDICATES FEDERAL RADIO PLANE LANDING

As a feature of the program celebrating the third anniversary of the opening of La Guardia Field in New York last Wednesday, officials of the Civil Aeronautics Administration and of the International Telephone and Telegraph Corporation dedicated the airplane radio instrument landing system, which has just been completed at the Airport, with a flight demonstration of this newest radio aid to aerial navigation.

Mayor Fiorello La Guardia, C.A.A. executives, Col. Sosthenes Behn, President of the I. T. & T.; the presidents of the air transport lines which use the Airport, and a party of newspapermen were in the airplane to observe the manoeuvre of following the radio beam which directs the plane safely to the middle of the landing runway. An American Airlines transport was used for the demonstration.

The system, installed at La Guardia Airport and in the process of installation at other large airports of the country, was developed jointly by the engineers of the C.A.A. and Federal Telephone and Radio Corporation, the I. T. & T. manufacturing subsidiary in the United States, which manufactures and installs the equipment for the C.A.A.

Use of the system by the air transport lines will make landings possible at weather ceilings considerably below the safety margins permitted at present without relaxing safety, which has always been the C.A.A.'s one foremost consideration in supervising air transport operations. This will eventually expedite schedules and increase their reliability by minimizing delays due to bad weather.

The pilot has in his equipment on the instrument panels of the plane a dial indicator and two small electric lamps. The instrument landing radio transmitter off the end of the runway actuates the needle of the dial indicator in the airplane by projecting an especially sharp beam of radio energy which gives the exact line of approach to the runway.

When the pilot flies his plane so that the needle of the indicator is on the exact vertical, the airplane is headed directly for the runway. The two electric lamps are actuated by two "marker" transmitters, which project radio energy straight upward. One tells the pilot when he is at a certain definite point several miles from the airport. There he checks his line-up with the runway and he checks his altitude which permits him to gauge the correct line of descent for landing. The second "marker" is at the boundary of the airport where the pilot makes his final, quick instrument check. If at either of these points the pilot finds that he is the least bit off-line or that his altitude is wrong, he does not attempt to make the landing, but returns to the beginning of the instrument landing course and comes in as many times as are necessary to make a perfect landing.

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"PRODUCTION SOLDIERS" INCLUDE PRIZE RADIO THINKERS

Among the ten American production soldiers who will be honored by President Roosevelt, on Thursday, December 10, at the White House for their outstanding contributions to the war effort, are the employees of several radio and communications manufacturing companies. These employees and the committees submitting their suggestions are:

Clinton R. Hanna, United Electrical Radio and Machine Workers and Association of Westinghouse Salaried Employees and Westinghouse Electric and Manufacturing Co., East Pittsburgh, Pa.; Edwin Curtiss Tracy, United Electrical Radio and Machine Workers and RCA Manufacturing Co., Camden, N. J.; and Madison E. Butler, Rochester Independent Workers and Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.

As the result of the action taken by the War Production Drive's Board for Individual Awards, composed of distinguished engineers, the winners of Citations will receive from the President both a gold emblem and a document signed by Mr. Roosevelt and Donald M. Nelson, Chairman of the War Production Board.

A radio worker who will be given a Certificate of Individual Production Merit by the President and the committee sending in his suggestion is Stanley Crawford from United Electrical Radio and Machine Workers and RCA Manufacturing Co., Camden, N. J.

Drive Director Marshall and members of his staff will be hosts to the ten suggestion winners in their visit to Washington, December 10. A reception will be held at Drive Headquarters, followed by the White House ceremonies at which Mr. Marshall will present the production soldiers to Mr. Roosevelt and Mr. Nelson.

Mr. Nelson will address the honored group at a luncheon at Hotel Washington, after which a program of entertainment is planned.

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FCC REFUSES TO DELAY A. T. & T. LONG LINES QUIZ

The request of the American Telephone and Telegraph Company to drop the probe or postpone the hearings in high rate allegations of the telephone long lines, which would include the charges to broadcasting stations, has been refused. The hearings as originally announced are scheduled to begin December 16th.

The A. T. & T. had contended that any rate reduction at this time would interfere with successful prosecution of the war, as it would stimulate long-distance toll traffic.

In its order, the FCC said that there was no necessity for the company to present evidence as to its separation of the property, revenues, and expenses of the other telephone carriers participating in interstate service. It added that the company should present in writing on the hearing day the nature of the evidence upon which the request for more time is based. It said a decision would be made at that time as to the necessity for a continuance.

The Commission designated Commissioners Paul A. Walker, Ray C. Wakefield and Clifford J. Durr to conduct the proceedings and to submit appropriate reports to the Commission. Mr. Walker was designated Chairman.

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FTC EXAMINATION DOESN'T ALARM NETWORKS

It was said on good authority that the networks were not particularly concerned over the request for information and an examination of their affairs now being conducted by the Federal Trade Commission.

"As far as I have been able to learn", our informant said, "it is simply based on a single complaint - that of an advertiser who charged that a practice of granting preferential rates exists in the network field.

"The Commission found that it didn't have a great deal of data about the networks and decided to get some."

Accordingly representatives of the FTC have been assigned to make an examination of each of the networks' books and files to determine whether any of them has shown discrimination in the sale of facilities. The particular objective of the probe is to find such data that will demonstrate that the contracts and billings relayed to an agency or account are not in accordance with the networks' rate cards. It is the first investigation of this kind that the chains have been subjected to.

As is customary in such matters, FTC officials were mum and did not reveal the name of the advertiser who made the complaint.

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FCC ACTION

Applications Received: WCAR, Pontiac Broadcasting Co., Pontiac, Mich., Special service authorization to operate from 7 A.M. to local sunrise during the months of December, 1942; January, February and March, 1943; with power of 250 watts (1130 kc.); W6XDU, Don Lee Broadcasting System, Los Angeles, Calif., modification of construction permit which authorized addition of aural equipment using Special emission for extension of completion date to 4/1/43.

The Commission en banc took the following action:

KYA, Palo Alto Radio Station, Inc., San Francisco, Calif., designated for hearing application for modification of license to move the main studio from San Francisco to Palo Alto, Calif.; KEX, Oregonian Publishing Co., Portland, Ore., denied request for special service authorization to install a 10 kilowatt transmitter, and operate with 10 kilowatts power with present vertical antenna for the license period ending January 1, 1943; Same - designated for hearing application for construction permit to install new transmitter, install directional antenna for day and night use, increase power from 5 kilowatts to 50 kilowatts and move transmitter locally; W8XO, The Crosley Corp., near Mason, Ohio, present license further extended upon a temporary basis only, pending determination upon application

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for renewal, for the period ending January 1, 1943; WOOD, King Trendle Broadcasting Corp., Grand Rapids, Mich., granted modification of construction permit, as modified, which authorized increase in power, installation of directional antenna for night use, and move of transmitter and studio and new transmitting equipment for extension of completion date from November 23 to December 23, 1942; WRUL, World Wide Broadcasting Corp., Boston, Mass., granted further extension of license upon a temporary basis only, pending determination upon application for renewal of license, in no event later than January 1, 1943.

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LA GUARDIA WINS FIGHT FOR WNYC NIGHT TIME

Regarded as a personal victory for Mayor La Guardia, who put up a big fight for it, New York's Municipal Station WNYC, which up to now had to cease broadcasting at sundown, may remain on the air until 10 P.M. This no doubt will be hailed with particular delight by Mr. La Guardia, who has been having a big fight with the New York newspapermen and has been broadcasting the week's news to the people Sunday afternoons. The Mayor will now be able to go on during evening hours if he desires to do so.

The fight on WNYC was made by CBS Station WCCO, of Minneapolis by Earl Gammons, then Manager of WCCO, but now CBS Vice-President in Washington. Mr. Gammons made out a good case and probably would have won had not Mr. La Guardia's political power been thrown into the controversy. It was contended that WNYC, being on the same frequency (830 kc) and operating at the same time might conflict with WCCO.

The FCC ruling was a reversal of its decision of two months ago rejecting the WNYC bid for permission to operate until 11 P.M. The WNYC request has been opposed for the last two years by CBS's Station WCCO. A reason given for FCC's granting WNYC the time extension was because of the municipal station's key activity in the broadcast of civilian defense material. The FCC ruling was made under the war services application and does not affect the basic clear channel dispute.

WNYC, it was said, will be able to start operation on the extended schedule within about two weeks, after minor adjustments to its present directional antenna equipment.

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WINS PRIZE DEFENDING RADIO AGAINST "PLUG UGLIES"

An echo of the "Plug-Uglies" protest against objectionable commercials started by the Reader's Digest was a St. Louis mother winning first prize in a letter-writing contest in the magazine "The Woman", defending radio against the Digest charges.

"I, too, read 'Radio's Plug Uglies' in the August Reader's Digest and it burned me up", declared the writer of the prize-winning letter. "Why, I almost brought up my two boys by radio! They brushed their teeth twice a day, saw their dentist twice a year. They gladly took their daily baths, ate certain breakfast food, drank fruit juices. Once, when I sent my younger boy to the store for a loaf of bread, he asked the grocer 'Is this the bread what has Vitamin D?' My grocer laughed and gave him the right kind. I'm glad Mr. Smith came to radio advertising's defense - I listen and learn!"

The Mr. Smith referred to in the letter was William J. Smith who wrote an article in a previous issue of the same magazine, about the place of advertising in the American system of broadcasting, and its value. "All I can say is that the average person should be very happy to listen to whatever radio commercials the advertiser wishes to get across to him in payment for \$270,000,000 worth of entertainment and education free of charge", Mr. Smith declared.

The Reader's Digest published an article by Robert Littell called "Radio's Plug Uglies." While praising radio for bringing "solace, laughter, music and news to millions", Mr. Littell asked why so many sales appeals had to be "so insistent and so offensive." Listeners were invited to join the Plug Shrinkers, an amiably exasperated group of listeners who proposed to do something about it.

An enrollment blank read: "Please tell (sponsor) his commercials are (check appropriate epithet)", with a choice of 11 designations including "long-winded", "tiresome", "silly", and "repulsive".

In the first four weeks, 15,000 enrollments arrived at Plug Shrinkers headquarters, 522 Fifth Avenue, New York. They are still coming in. Said one, "I regret that I have but one blank to fill in for my country." Said another, "Thanks for not sending me the human stomach in full color. In return, I enclose no box tops." Many sent petitions with a dozen or more signatures. Frequent comments are: "I can furnish a certified list of 20 families in accord with us." "I could get thousands of signers." "I have talked to hordes of people about this." "Send me more blanks." One in four of the enrollment blanks was accompanied by a letter. Many suggested that dues be collected to carry on the fight; others sent money, which was returned.

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: : : TRADE NOTES : : :
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"A wave of 'fear buying' of radio batteries is sweeping the country but is unnecessary and harmful", Drew Pearson writes in "Washington Merry-Go-Round". The WPB has limited the sale of batteries to curtail this wave, but it has not frozen them."

On September 5, Elmer Davis, Director of War Information, announced that 239 non-essential Government publications issued in Washington had been discontinued and 284 others curtailed in order to clear the way for more important war information.

On November 29, the German-controlled radio from Paris said: "The Washington Director of United States War Information Bureau has decided to suppress 239 great United States newspapers and 280 other publications have suffered considerable reduction in size and circulation."

The Crosley Corporation of Cincinnati has applied for a construction permit for a new international broadcast station to be operated on 6080, 9590, 11710, 15250, 17800 and 21650 kilocycles, with power of 200 kilowatts.

An informal luncheon in honor of President Carlos Arroyo del Rio of Ecuador and his official party was given Wednesday by International Telephone and Telegraph Corporation, with Sosthenes Behn, President of I. T. & T. as host for the company. The affair was held in a penthouse atop the International Telephone Building, at 67 Broad Street, New York.

"Remember?" says a WOR press release.

"You were listening to WOR's broadcast of the Brooklyn Dodgers - New York Giants professional football game at the Polo Grounds.

"Suddenly, at 2:27 P.M. that day - December 7, 1941 - a voice cut into the football broadcast:

"FLASH! WHITE HOUSE ANNOUNCES JAP ATTACK ON PEARL HARBOR."

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CRANDALL NAMED PUBLICITY DIRECTOR OF COLUMBIA

George Crandall, acting as such since September 1, has been made Director of CBS Publicity, according to an announcement by Frank Stanton, Vice President.

Mr. Stanton said that Mr. Crandall "is exceptionally well equipped for his new responsibilities because of his intimate knowledge of radio station operation and his frequent contacts with radio editors in CBS station cities from coast to coast."

Mr. Crandall began his career in radio as Manager of WIBX, Utica. Prior to that he had been for brief periods on the staff of two Utica newspapers and had taught music theory at the Utica Conservatory of Music. After leaving WIBX, Mr. Crandall went to New York and joined CBS four years ago.

In 1940, Mr. Crandall was made Assistant Publicity Director under Louis Ruppel, then Director of Publicity. His duties as outside contact man for the department took him on more than 100,000 miles of air travel and thousands of additional miles by bus, train and car to visit more than 100 of the network's affiliates, many of them several times. He visited newspapers and magazines all over the country and made a host of acquaintances among newsmen from coast to coast.

He also accompanied Edward R. Murrow on his country-wide lecture tour early this year. When Hal Rorke resigned as Assistant Director to enter the Army Air Force in July, Mr. Crandall took over Mr. Rorke's duties inside the organization.

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PAY OF 293 TELEPHONE OFFICIALS RAISED IN YEAR, FCC REVEALS

Telephone and telegraph companies paid \$10,000 or more last year to 642 officials, of whom 293 got increases over their 1940 pay, the Federal Communications Commission disclosed yesterday in an annual salary report.

The best-paying job, of course, was that of President, the 33 men holding that title among the 48 companies which reported employees in the \$10,000-a-year class averaging \$36,000 each. The next best average pay was the \$25,000 for General Counsel, while the 45 Vice Presidents listed averaged \$22,000.

The Commission said that 89 telephone and 15 telegraph carriers report to it, but only 39 of the former and 9 of the later paid salaries as high as \$10,000.

The individual salaries were identified only by title and company, but the largest salary - \$206,250 for the President of the American Telephone & Telegraph Company - obviously belonged to Walter S. Gifford, of New York.

Pay increases of 10 per cent or more went to 108 officials, with the largest percentage increase being the 50 per cent boost from \$9,600 in 1940 to \$14,400 in 1941 given a Vice President of the Home Telephone & Telegraph Co. at Fort Wayne, Ind. Several of the higher-priced company heads had their salaries upped \$10,000 last year.

Only two officials in the \$10,000 and more class reported pay cuts in 1941.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

~~NATIONAL BROADCASTING COMPANY, INC.~~
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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DEDUCTION OF U.S. TIME WOULD BE BREAK TO STATIONS

Numerous questions were asked of Chairman James L. Fly, of the Federal Communications Commission Monday in connection with an amendment to the tax law which the Bureau of Internal Revenue is said to be drawing up whereby broadcasting stations may deduct as business expenses the time which they devote to war bond sales and various Government announcements. The first query was: "If broadcasting time could be deducted at regular station rates and if talent costs could also be deducted, wouldn't that be a pretty fair break for the stations?"

Mr. Fly replied: "I should think it would be a break for the stations. I don't want to be taken as advocating any position on the revenue measures. That's a matter for the Bureau and Treasury rather than for me. Suffice it to say that I think it is a serious problem - I don't say whether we are going to keep these stations on the air, but as to how. I am thinking in particular of the smaller stations and particularly the stations in the small cities where they are dependent upon local radio business which is drying up to a great extent and where they fail to get the institutional advertising that is still predominant in network and large city broadcasting business.

"It just happens that many of those stations are the most essential stations because they are the only means that the Government has of reaching the people in those communities, to say at least, the most adequate means the Government has or reaching those people, and to a certain extent the only means, and in most of the cases, at least the only radio stations which can be relied upon to reach the people and in turn the people of those communities are mightily dependent upon those stations and I should think that some way ought to be worked out to enable those stations to stay on the air and perform that very essential service to the people and the Government. I have no assurance as to how it should be done, whether by loan or by the payment of programs and through tax measures if that be possible - I don't know.

Q. "You mean payment for Government programs?"

A. "Yes, that might be one possibility. I don't know. Of course loans are possible but I am reluctant to see the Government get any sort of stake in private broadcasting. I should think if it could be handled on some other basis it would be better, but I do think serious attention must be given to that problem promptly."

Q. "This tax relief mentioned - I don't believe it would benefit the stations that are not making a lot of money."

- A. "I am fearful that a tax measure would not be comprehensive enough to take care of the major problem."
- Q. "What about the question as to too many stations in the larger cities?"
- A. "What question?"
- Q. "It is considered likely that certain number of small stations in rural areas are needed for the maintenance of adequate service in the transmission of Government measures - conversely, is the Commission studying a plan in any way to possibly take personnel or suggest the shifting of personnel from some of the larger stations to those smaller stations?"
- A. "No, the Commission has not considered it. Of course, the cluster of those stations is largely a result of economic factors rather than factors having to do with public need. But the same economic factors are apt to keep them on the air when the stations in the smaller towns are in danger and of course there is no way to transfer those facilities and no way to transfer that business to the smaller areas. The only effect of closing those down would be perhaps the indirect effect of making some additional manpower available."
- Q. "Suppose there were a move for the Government to pay for radio time. Would that be to all stations?"
- A. "I don't know. I am not putting on the programs and I am not paying for them. I don't know how that would be done. Of course the important interest involved is to keep those smaller stations on the air."
- Q. "When you say smaller stations - do you mean small stations in the larger cities, say a city which may have the four networks and a few independent stations?"
- A. "Not especially. I am thinking really in terms of smaller towns and the most pressing problem comes in the smaller town pretty well isolated which has one radio station. I would not limit this consideration to that class but it is acute from the standpoint of public need and from the standpoint of Government need."

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John Haskell MacDonald, financial officer of the National Broadcasting Company, was elected a Vice-President last week. Mr. MacDonald, who is 46, was successively associated with the McGraw-Hill Publishing Company, A. I. Namm & Sons and Walker & Heisler, Inc.

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BLUE NET LANDS BOSTON SYMPHONY AT REPORTED \$100,000

Following the Boston Symphony Orchestra's signing on the dotted line with James C. Petrillo, President of the American Federation of Musicians, which allows this orchestra to return to the air, comes the word that the Blue network has signed a contract with the Boston Symphony for 46 Saturday night concerts beginning December 26th.

Nothing official was forthcoming but the amount involved was reported to be \$100,000. It is also said that RCA-Victor is lined up for making Boston Symphony records when Mr. Petrillo raises the ban on making records.

In the latter connection, Petrillo is scheduled to appear at the Senate Interstate Commerce subcommittee hearing Tuesday, January 12th, as the first witness in the A.F.M's restriction on broadcasting records.

Senator D. Worth Clark (D.), of Montana, Chairman of the subcommittee, who announced the summoning of Mr. Petrillo, declared the committee will make a "full dress" investigation into the entire music performance situation.

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COMMUNICATIONS MONOPOLY WOULD BE 100% AMERICAN

When asked about a newspaper story about the International Telephone and Telegraph Corp. in connection with the legislative proposal to permit international consolidation of radio, cable and telegraph communications, Chairman James L. Fly, of the Federal Communications Commission said that it had mistaken unusual assumptions. The story said if the sponsors of the bill succeeded in expediting it, the opponents "are expected to call for a public airing of I. T. & T.'s alleged controlling interest in the communications systems of the Axis and occupied countries".

"For example, the newspaper story seemingly assumes that in some way we would take foreign interests into our American communications monopoly", Mr. Fly declared. "That is quite contrary to the fact. One of the purposes of our recommending an international telegraph monopoly is to get one that will be 100 percent American owned, and which will in its own power be able to meet foreign monopolies and strong interests including governmental interests on an equal basis and to do business with them without the handicap with which they have heretofore been burdened. And any suggestion that the effort to merge American international communications facilities into a single monopoly involves foreigners, that is, a foreign citizen and even involves foreign properties, is far from the fact. We are moving directly away from that problem. I think it very unfortunate, too, that there is any suggestion that the House Committee was endeavoring to put across a coop. This is

something that has been under consideration for a very long time - something which all the companies have recommended - something which the Commission has recommended - the principle of which BWC has recommended - most of the Government departments have recommended, and certainly there is no secret in the fact that legislative bodies have over long periods of time given extensive consideration to that problem.

"We worked intensively to get that done and I openly have spoken in favor of the American monopoly and on American international telegraph facilities for almost ever since I have been here. I mentioned it even in my speech in Detroit a few days ago. I think the reason the House Committee recommended it was that the more they studied the problem the more they found such a monopoly was inevitable if the United States is to survive as a factor in world communications, and if we are to have an orderly and successful merger of the domestic telegraph. You see the domestic carriers have various international connections - international properties, and it is not going to be feasible to have a domestic monopoly with that domestic monopoly having particular international properties or being interested in certain international properties derived from one of the constituent domestic companies, while other international companies are left outstanding with only their international facilities. If such were the development it can be readily seen that the company that owned the international facilities would be in danger of its existence due to the diversion of all the business to the domestic monopoly which has incidentally international facilities. The thing we aim to do is to have a completely independent domestic monopoly on one hand and completely independent monopoly of American international communications facilities on the other. Any one who is familiar with the field of international communications knows how very essential such a monopoly is. Now I might say it is becoming more and more essential every day. It will become more essential in the future. The surprise is that we haven't accomplished this before.

"Now the question as to the ramifications of the I. T. & T., that's quite a different problem. That's not something that we have to do something about at this juncture. In other words, that is not a problem that is involved in the question of whether or not we will have a monopoly of American international facilities."

"All of those Axis I. T. & T. are manufacturing facilities. I think the story is misleading on that point too", someone interjected.

"I. T. & T. has had substantial foreign operation in South America, and the Axis, and extensive system in Rumania and Spain", Mr. Fly concluded. "They sold out in Rumania just on the eve of Hitler's entry, but of course it is a mistaken assumption to think that we are considering taking in foreign citizens or anyone other than Americans into American monopolies or that we are considering taking Spanish telephone system into monopoly. We don't want it."

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WINCHELL MAKES DRAMATIC EXIT "ON ACTIVE DUTY"

With considerable beating of the tom-toms for one about to undertake "a confidential mission", the news came that Walter Winchell, Lieutenant Commander in the Naval Reserve, problem child and defender of the New Deal, would temporarily relinquish his Sunday night broadcast having been called to active duty by the Navy. The first rumor came that Mrs. Roosevelt might be one of those who would pinch-hit for Mr. Winchell on the air, but it later developed that three other broadcasters (each taking 5 minutes of the 15 minute period) would take Winchell's place. Making their first appearance last Sunday night they were Baukhage, John Gunther and Robert St. John. Jack Lait is writing Winchell's newspaper column.

It was said that Mr. Winchell was last seen flying in the direction of South America and expected to be back in about 6 weeks.

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CALLS IT "HITLER'S SHORT-WAVE RUMOR FACTORY"

An article in the Saturday Evening Post entitled "Hitler's Short-Wave Rumor Factory" states:

"All over the United States today there are preposterous tales and rumors such as the following: The British have no rationing and are joy-riding throughout England on American tires and gasoline. The Red Cross doesn't really need your blood, because animal blood will do just as well. We have promised to feed Russia and England even if our own babies starve. Roosevelt and Morgenthau never intend to pay off War Bonds and Stamps. Jewish doctors are mixing Negro and white blood in their blood banks.

"If you have heard any of these rumors, it might be interesting to try to remember who told them to you. Then, as a matter of intellectual curiosity, you might try to trace them back to their source. If you succeed, you will find that every one of these rumors - every one a fake - was planted here by a German, Japanese, or Italian short-wave-radio broadcast.

"To understand how this was done, it is necessary to examine the pattern of the Axis shortwave propaganda beamed to this country. It falls broadly into three classifications:

"1. Distorted news summaries and frankly persuasive talks by renegade Americans and others. This is standard-type propaganda.

"2. Code messages to Axis spies and saboteurs in this country. These are concealed in programs which on the surface seem

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merely extraordinary inept propaganda. If the program - often in the form of a skit - sounds especially silly, and if the speaker or characters frequently mention figures, it is a pretty safe bet it contains code messages.

"3. Instructions to Axis sympathizers on what rumors to plant here. These programs are often in the form of dialogues, in which one speaker tells another 'what the censorship hides'. Frequently, too, they are breezy talks which purport to give the inside dope by means of news flashes, discussions and arguments.

"This last type of propaganda is not aimed at the average American listener. The Axis propaganda chiefs evidently are aware that too few Americans listen to their broadcasts, and that most of these would neither believe nor repeat tales they heard directly from the Axis. The technique therefore is designed so that you will hear the story from your neighbor, your cousin, your aunt or your friend - people you know and trust. Here is how that is done:

"The secret Axis sympathizer knows that these broadcasts are for his instruction; that the nasty tales told on them are the rumors he is to spread. He drops them, one at a time, perhaps half jokingly so as to allay suspicion, in a factory rest room, a swank club, a barroom, a lodge meeting or a neighborhood store. His wife does the same in the beauty parlor, the bakery, the drugstore. A bystander is pretty certain to repeat it to a friend as a joke or a piece of gossip. By the time it has gone through a half dozen mouths, it no longer sounds like a jest. From there on, it travels fast and is sometimes believed, because by this time it is being spread by people who cannot be suspected of treason and have no idea they are doing exactly what the Axis planned."

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ATLANTA PAPER STARTS RADIO PROGRAM

A program of news and commentaries has been inaugurated by the Atlanta Journal over Station WSB with the paper's outstanding editors, editorial writers and columnists occupying the same radio spot at 6:45 P.M. six nights a week.

According to the program plan, each Journal personality will be presented on the same evening each week with no restrictions placed on the comments to be made, although the day's news will be the basis for each broadcast, each editor and writer will present his own interpretation of the news, the background of the news and his personal opinion.

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DEFENDS WJW BLUE NET CLEVELAND TRANSFER

The transfer of WJW, Akron to 13 miles closer to Cleveland, thus giving that city a Blue Network station, which heretofore has not been possible, is justified, according to James L. Fly, Chairman of the Federal Communications Commission. Likewise he maintained that it was no departure from the freeze order.

"In the first place", said the Chairman, it is simply a modification of an outstanding permit to allow some changes in the structure, particularly moving the structure nearer to Cleveland - it's about 13 miles nearer. That is in order to give us a better coverage of Cleveland, and the station will use the same materials that it was planning to use in the structure which it was earlier authorized. I might add the Cleveland situation is one which everybody in the industry and everybody in the Commission has long felt ought to be alleviated. Cleveland is the sixth most populous area and sixth most important market in the country and the only city anywhere near its size that doesn't have adequate radio service, and in particular we haven't had the outlets for all of the national networks. It has long been contemplated that the first opportunity the Commission got to give Cleveland adequate service it would do that. I don't think it is an exception to any of the rules but I think the circumstances would justify an exception there, in any case would consider this quite essential from the standpoint of Cleveland and national broadcasting to Cleveland in having adequate stations.

"Maybe a few dollars of this or that in critical materials are involved but compensating materials will be turned back - the materials question is not a material one here. Of course we have never taken that alone as a basis for making a grant and the reason that this grant is of significance is for the very reason I am giving that it's something we wanted to do through the years and particularly is one of the things we have had in mind during the past year."

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ELECTION STATION COMPLAINT STILL NOT REPORTED ON

Although the complaint was made before election against Station WMUR at Manchester, "The Radio Voice of New Hampshire" by Senator Styles Bridges, (R.), of being politically impartial, a report on the matter has not yet been made by the Federal Communications Commission. The station is owned by former Governor Francis P. Murphy who was defeated by Senator Bridges in the last election. Governor Murphy was a Republican but shifted over to the Democratic party in his effort to defeat Senator Bridges.

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WLW ADDS U.P. THUS HAVING ALL MAJOR WIRES

Addition of United Press dispatches to the already extensive news facilities of the WLW newsrooms has been announced by James D. Shouse, Vice-President of the Crosley Corporation, in charge of broadcasting.

Thus the WLW news department claims to be the first in the Middle West to be served by all the major American news services - Associated Press and World Wide, United Press and International News Service. It also is believed to be the only radio operation in America which receives the dispatches of Reuters, the noted European news service.

In addition, WLW also has the state news wires of the Associated Press for Ohio coverage, and operates its own local news wire, cooperating with the Cincinnati Enquirer in the coverage of Cincinnati news.

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FM TO CARRY MC COSKER-HERSHFIELD FOUNDATION DINNER

The annual dinner of the McCosker-Hershfield Cardiac Foundation will be broadcast from the Plaza Hotel over W71NY, WOR's FM station, Saturday (December 12) from 10 P.M. to conclusion.

Former Mayor James J. Walker will be the main speaker, and Harry Hershfield will act as toastmaster. Mr. Walker will be introduced by Alfred J. McCosker, co-founder of the Foundation and President of WOR.

The New York Times last Sunday had a photograph of the beautiful residence which has been acquired by the Foundation at Hillburn, N. Y., where administering convalescent care, medical attention and occupational rehabilitation will be given.

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Kay Kyser, band leader and movie comedian, has been denied an appeal from his 1-A Selective Service classification, an authoritative source said in Raleigh, N. C., according to an Associated Press dispatch. Mr. Kyser registered in his home town of Rocky Mount, N. C. The source, who declined to be named, said that Kyser appealed on occupational grounds and it was shown that he had been entertaining members of the armed forces over the Nation.

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BELIEVES WAR EXPANSION WILL BRING GREAT RADIO FUTURE

Commenting upon the tremendous expansion of the radio industry brought about by the war, James H. McGraw, Jr., of the McGraw Hill Company, stated:

"In its October progress report on American industry, the War Production Board points out that the radio business is five times greater than a year ago. From 20 million dollars a month last Fall, it has increased to well over 100 million dollars a month. Unfilled war orders are in excess of 4 billion dollars.

"After the war broadcasting will be infinitely more satisfactory; radio receivers will perform with a new fidelity which will amaze us. Television reception will be as flawless as the motion picture. Present secret war developments will readily be convertible to peace-time devices that will improve our standard of living.

"No longer will ships collide with other ships, with icebergs or the shore. No longer will trains collide and aircraft crash in flight.

"Garage doors will open as we approach and automatically close themselves. Electric lights will automatically go on and off according to our wants and needs. Furnaces and boilers will be controlled and smokestacks will cease to belch wasteful smoke. Air will be made dust free and germ free. Food contamination will be checked, meat made tender.

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G.E. TELLS ABOUT LOCATING ENEMY RADIOS

Radio offers instant communication overseas, and the operation of enemy transmitters within our borders is a danger to which our Government is always alert, says a General Electric bulletin:

"When an outlaw station broadcasting in any language is heard by Government listeners (they comb the airwaves 24 hours a day), radio locators, using electronic tubes, take up the trail of the offender. Mile by mile, block by block and house by house, they track down the outlaw radio signals until, like pointing fingers, they indicate the exact spot from which the illegal broadcasts originate. Though outlaw antennas may be hidden in trees, or between the walls, or floors of houses, they are detected as easily by these electronic devices as stations in the open.

"This is but one of the many ways which electronic tubes, based on early developments of Dr. Irving Langmuir of General Electric, serve to protect our nation's safety."

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PUBLIC ASKED TO REJECT STORIES NOT ON RADIO OR IN PRESS

The Office of War Information has advised the public to refuse to believe or repeat sensational stories if they have not been verified and carried by press or radio.

"The press and radio are fighting rumors - not by the endless process of denying each rumor, but by blanketing the rumors with authoritative information", OWI counselled.

"Every American can help to win this war by refusing to believe or repeat sensational stories which are not carried in the newspapers or over the radio. The Office of War Information endeavors to give the public full and accurate information about this war, within the essential restrictions of military security, in the conviction that it is honest news and complete information which make it harder for rumors and irresponsible gossip to take root."

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COLONEL HOBBY HAS ONLY ONE UNIFORM TO HER NAME

Drew Pearson tells this in "The Washington Merry-Go-Round":

"Photographers were called to a radio studio the other day to take shots of Col. Oveta Culp Hobby, Commander of the WAACS, broadcasting a call for the enlistment of more women in the Army.

"But much to their surprise, they found Col. Hobby sitting before the microphone clad in a soft, feminine dress, not a touch of the military about it.

"Oh, please don't take my picture", she said. "The Army wouldn't like it."

"You see," she explained. "I have only one uniform and I sent it to the cleaners. And I don't think the Army would like to have pictures taken of me in this dress."

"A photographer remarked that she looked much prettier as she was - and she did. However, Colonel Hobby suggested that after her uniform came back from the cleaner, she would come to the studio again and pose before the microphone. This was agreed."

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Farnsworth Television and Radio Corporation - Six months to Oct. 31: Net profit after all charges including estimated accrued taxes and reserve for post-war contingencies \$779,022, compared with \$205,944 for similar period a year ago.

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PERLES NEW ASSISTANT CBS PUBLICITY DIRECTOR

Arthur Perles has been appointed Assistant Director of CBS Publicity, George Crandall, Director of Publicity, has announced.

Mr. Perles was formerly in charge of CBS shortwave publicity. He joined CBS four years ago as publicity copy editor after 15 years in the newspaper and magazine editorial fields. He was reporter, feature writer and copy reader on the New York Journal-American, Daily News and other metropolitan papers. In 1936, he traveled extensively on writing assignments through Italy, Egypt, Palestine, France and England.

He served the Government as Assistant United States Commissioner for Public Relations involving Federal participation in the New York World's Fair. Prior to this, he directed publicity for the Lambert Trophy, National A.A.U. ski championships and other events and projects.

He was assigned in July, 1941, to direct publicity here and abroad for all CBS shortwave activities, including its new Latin American network (Cadena de las Americas).

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THROCKMORTON, NEW RCA DIRECTOR; DIVIDENDS DECLARED

David Sarnoff announced that at the meeting of the Board of Directors, George K. Throckmorton, Chairman of the Executive Committee of the RCA Manufacturing Company, Inc., was elected a Director of the Radio Corporation of America.

Following the Board meeting, Mr. Sarnoff announced that the following dividends had been declared:

On the outstanding shares of First Preferred stock 87½ cents per share, for the period from October 1, 1942, to December 31, 1942, payable in cash on January 1, 1943, to the holders of record of such stock at the close of business December 14, 1942.

On the outstanding shares of "B" Preferred stock, \$1.25 per share, for the period from October 1, 1942, to December 31, 1942, payable in cash on January 1, 1943, to the holders of record of such stock at the close of business December 14, 1942.

On the outstanding shares of Common stock, 20 cents per share, payable in cash on January 27, 1943, to the holders of record of such stock at the close of business December 18, 1942.

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HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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No. 1487

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WORK BEGUN TO INSURE RADIO REPAIRS IN EVERY HOME

A broad plan to reduce the large number of replacement radio parts now required to service civilian home radios, is under way at the behest of the War Production Board and the Office of Price Administration.

Through this program to simplify and standardize radio parts, it is expected that for the duration enough replacement parts will be made available to insure radio repairs for every American home that would otherwise be without a radio set.

The new standardization project is being conducted in accordance with the American Standards Association's War Standards procedure, by the ASA War Committee on Replacement Parts for Civilian Radio, of which O. H. Caldwell, New York editor and former Radio Commissioner is Chairman.

This Civilian Radio Committee's work was undertaken at the request of the OPA (Leon Henderson's office) following consultation with Ray Ellis, Director of the Radio and Radar Branch of the War Production Board. The Committee's responsibility is to represent the radio industry's point of view in seeing that enough types of units and the most suitable units are made available, despite the cutting-down process, so that the widest variety of home receivers can be repaired with the limited replacement parts that will be manufactured.

The Committee's work is entirely distinct from that of the standardization of military radio components now in progress by the War Committee on Radio - under the chairmanship of S. K. Wolf, of the Radio and Radar Branch, WPB.

The War Production Board at Washington is, of course, in close contact with the project through its liaison representatives and through its WPB Radio Parts Industry Advisory Committee which is furnishing the initial draft specifications and simplified parts lists to the ASA Committee for review.

Following action by the ASA Committee, the proposals of simplified parts lists will be circulated to set manufacturers, design laboratories, parts distributors, service organizations and others concerned, for comment. After review of the comments, desirable revisions in the specifications will be made after consultation with the appropriate sub-committee of the WPB Radio Parts Manufacturer's Advisory Committee. After final review by the ASA Committee, the standards will be officially promulgated.

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It is expected that these standards will serve as basis for a limitation order by WPB and for allotment of materials for manufacture by the War Production Board. At the same time they will give the Office of Price Administration a definite foundation for an order fixing the prices of these standard parts of standard quality.

The final radio standards are expected to contain performance, dimensional and construction requirements for a limited but fully adequate line of replacement parts designed to service practically all of the modern home receivers in use today. Radio tubes are not included in the project.

In the design of these standard parts, every effort will be made to provide units that will be mechanically interchangeable with present parts, with a minimum of difficulty. In addition, non-critical or less critical materials, and less of these materials, will be used wherever possible in these wartime parts as compared to their peacetime prototypes.

Through simplification of the number of varied ranges now in use and the use of multi-purpose units when practicable, the actual number of parts will be held to an absolute minimum. This will further serve to reduce the amount of strategic materials kept in inventory, by minimizing the stock of parts on hand on shelves of jobbers and service men.

The simplified standard line of parts will also make more efficient use of manufacturing facilities, since there will be quantity production on the standard units instead of limited production on a large number of different types of each part as in the past. Facilities thus freed can then be devoted to direct production for the Armed Forces.

The complete personnel of the ASA War Committee on Replacement Parts for Civilian Radio consists, in addition to Mr. Caldwell, of John Borst, John F. Rider Publisher, Inc., New York City; M. M. Brandon, Underwriters' Laboratories, New York City; J. D. Filgate, Hazeltine Service Corp., Little Neck, N. Y.; Earl A. Graham, OPA, Washington, D. C., Frank A. McIntosh, Radio Branch, WPB, Washington, D. C. (Alternate - Samuel Weisbroth, WPB, Washington, D. C.); G. Montjoy, RCA License Laboratories, New York City; M. J. Schinke, Radio Manufacturers' Association, Stewart-Warner Corp., Chicago, Ill. (Alternate - P. R. Butler, General Electric Co., Bridgeport, Conn.).

Liaison - K. S. Geiges, Simplification Branch, WPB.

Dr. P. G. Agnew and H. P. Westman of ASA consult with the Committee and S. L. Chertog of the ASA staff acts as secretary, with headquarters in Room 801, Engineering Societies Building, 29 W. 39th Street, New York City.

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RADIO NOT QUESTIONED IN ALASKAN CENSORSHIP ROW

The big blow-up in the Senate on the censoring of communications between United States, Alaska and Porto Rico, which resulted in putting Byron Price, Director of the Office of Censorship on the grill last Wednesday, concerned postal censorship only. Not a radio question was raised.

"The majority view of the committee", said Senator Van Nuys, of Indiana, of the Senate Judiciary Committee, "is that the Office of Censorship has authority only to censor communications between the United States and foreign countries, as distinguished from communications between this country and its possessions or Territories."

After a three-hour examination of the policies and activities of his office in a closed session with the Committee, Censorship Director Byron Price insisted:

"The mandate to the Commander-in-Chief to prosecute the war certainly includes a mandate to control communications in and around combat areas."

Nine hundred out of 1000 of these letters, declared Senator Van Nuys, "are on purely personal or domestic affairs." Mr. Van Nuys said that one letter was from a wife in America to her warworker husband in Alaska, in which she asked if she could legally travel to Alaska to be with him. The information went in an "intercept" to officials of the FBI and the War Production Board, said Senator Van Nuys, on the ground that those agencies were interested in what type of persons wanted to go to Alaska.

"What the hell is the United States spending the people's money on that stuff for?" Senator Van Nuys asked.

"It's all been illegal up to date. I don't think the Commander in Chief has any more right to censor mail between Alaska and the United States than he has to censor mail from California to any other State."

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THOUSANDS OF ENEMY OWNED RADIO PATENTS AVAILABLE

There will be thousands of enemy-owned radio communications and television patents available to the manufacturers of this country who apply for these grants, it was said as Leo T. Crowley, the Alien Property Custodian, announced plans Wednesday for making enemy-owned patents "readily and freely available forever to American industry, and to encourage the research necessary to develop" them.

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Unless American firms hold exclusive rights to their use, granted before the war, licenses will be issued on application "to any legitimate business concern on a royalty-free basis for the life of the patent."

Any radio or television manufacturer or manufacturer of communications equipment may secure information regarding these patents by addressing the Division of Patent Administration, Office of Alien Property Custodian, Washington, D. C.

Patents held by citizens of the occupied countries are to be treated similarly, except that if they are used after the war emergency has ended, reasonable royalties will be collected.

In cases where exclusive-use licenses are already in existence, the royalties involved will be collected by Mr. Crowley's office. But, the licensee will have the option of canceling his exclusive contract, and taking instead a standard non-exclusive royalty-free license.

In a letter to the President, Mr. Crowley said that by December 31, his office will have taken control of 50,000 foreign-owned patents. These, he added, represent "some of the finest research achievements of modern science".

Manufacturers both large and small are to be apprised of the nature of these patents through classified lists which in the case of the enemy-owned patents are now ready for distribution.

"Every effort will be made", Mr. Crowley said, "to bring these patents to the attention of small business as well as large, thus building up our national productive capacity and stimulating the fullest use of modern techniques."

He said his office would use its full authority to eliminate "restrictive provisions governing production, use, price or market area" involved in any outstanding patent license, and:

"If it appears that a broader use of the invention is essential to the war effort, we reserve the right to issue additional licenses under any vested patent."

It was planned, he said, to protect the patent rights of citizens of occupied lands, now unable to manage them, or pursue patent applications. Mr. Crowley's office will prosecute pending applications. Announcing his intention to put such patents to work, he said, he believed their owners "would have to turn their patent rights into an active weapon of warfare for the defeat of their oppressors."

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OPPOSES U.S. AND FOREIGN RADIO AND WIRE MERGERS

Charging that passage of legislation that would permit consolidation and mergers of domestic telegraph carriers and mergers of international radio telegraph and carrier (S. 2598) would "inevitably result in a complete breakdown in the communications system of the greatest nation in the world", Congressman Vito Marcantonio of New York explained his reasons for objecting to consideration of the legislation in a speech inserted in the Congressional Record.

Mr. Marcantonio centered his attack on provisions of the bill which he indicated would permit the merged company to abandon communications facilities vitally needed to handle wartime traffic, as well as on the labor provisions of the bill which he claimed showed a complete disregard for the interests of the workers in the communications industry.

The Congressman further charged that objections of the Navy to a merger of international communications interests had been ignored by the House Committee which considered the bill. Citing testimony of Admiral S. C. Hooper and Captain Joseph R. Redman, Mr. Marcantonio demanded an investigation of the foreign holdings of the international radio and cable companies by the House prior to consideration of the merger bill.

Congressman Marcantonio said:

"Admiral S. C. Hooper, in his testimony before the Senate Interstate Commerce Committee, pleaded with Congress not to repeat the British experience, where British radio was held back due to the merger of cables and radio in the Empire.

"I think -

"Said Admiral Hooper -
radio must be kept separate; otherwise we will find up under the domination of Europe.

"We know that the companies engaged in international communications, such as the International Telephone & Telegraph Co. have extensive foreign holdings in Axis countries.* * *

"If we examine the communications situation at the present time, we find the following picture:

"Telephone is being called upon to carry a greater and greater load. But telephone cannot expand without the use of enormous amounts of critical materials such as copper, which simply is not available for this purpose. Radio communications has been curtailed because of the danger of enemy interception. Air mail has been severely limited. In telegraph we find that there are facilities available which are being permitted to deteriorate just because it is claimed that the companies engaged in the telegraph

industry are not financially able to make the best use of these valuable facilities.

"This legislation proposed to remedy this situation, not by making the best use of these facilities, but by junking them so that a monopoly company, operating on a smaller scale than the two present companies, will be in a position to make a greater profit. Such a program might receive serious consideration by Congress in peacetime, but in a period of war the submission for serious consideration of such a proposal represents, to my mind, a scandalous situation."

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THOMAS P. LITTLEPAGE, PIONEER RADIO LAWYER, DIES

Thomas P. Littlepage, Sr., prominent attorney in the National Capital, died last night (Thursday) at the age of 69. Mr. Littlepage was among the first lawyers in the country to interpret the radio laws following the passage of the Radio Act and the creation of the Federal Radio Commission, forerunner of the Federal Communications Commission.

Cited by the Cosmopolitan Club as during the year of 1934 "the citizen who performed the most outstanding and unselfish service to the city", he was nevertheless a very modest man. This writer recalls at a radio hearing back in the days when Judge E. O. Sykes was Chairman, the latter addressing Mr. Littlepage as "Congressman". Mr. Littlepage, who was of distinguished appearance, however never sailed under false colors on any occasion and quickly replied: "Mr. Chairman, I am not a Congressman. Nevertheless I appreciate the compliment you evidently intended to pay me."

Mr. Littlepage was once President of the famous Alfalfa Club and long an active worker in civic and charity pursuits. He was at one time President of the Washington Chamber of Commerce.

Mr. Littlepage was a kindly man and was deeply devoted to his native Hoosier State. He was born in Spencer County, Indiana. He attended the State Normal at Terre Haute. His farm, where he made his home near Bowie, Maryland, one of the finest in that section of the country, fairly breathed Hoosier hospitality. Mr. Littlepage raised prize winning products and in the Autumn "when the frost was on the punkin' and the fodder was in the shock" used to favor friends with huge baskets of apples and other things he knew so well how to grow.

His business interests extended to banking as well as to law, and he was Vice President of the Bank of Bowie and a Director of Liberty National Bank. He was a member, too, of several Masonic organizations, including Temple-Noyes Lodge.

Mr. Littlepage received the LL.B and LL.M degrees from George Washington University Law School in 1904 and immediately began the practice of law here.

He is survived by his wife and five children: Mrs. Willard L. Hart, Mrs. William B. Fletcher and John M. Littlepage of Washington; Thomas P. Littlepage, Jr., of the U. S. Navy, and James H. Littlepage, Richmond, Va.

Funeral services for Mr. Littlepage will be held in Washington Saturday afternoon and burial will be in Rock Creek Cemetery.

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FCC FINDS TELEGRAPH "X" AND "RX" MESSAGES DISCRIMINATORY

The Federal Communications Commission on December 8th adopted a Proposed Report which referred to "X" and "RX" telegraph messages. In its Proposed Report the Commission finds and concludes:

(1) The practices and regulations of the telegraph carriers according priority to messages marked "X" and "RX" have not been justified, are unjust and unreasonable and unjustly and unreasonably discriminatory, give undue and unreasonable preferences and advantages, and subject persons to undue and unreasonable prejudices and disadvantages;

(2) The telegraph carriers should cease and desist from such practices and should cancel and delete such regulations from their tariffs.

Messages classified "X" and "RX" are at present given special handling and priority at no extra charges over other messages. "X" messages take priority over "RX" messages and relate to "Exchange messages", including instructions to buy or sell bonds, grain and cotton, the price of which is governed by fluctuating market conditions. "RX" messages are described by the telegraph companies as those messages which indicate in their contents that their purpose will be served only by transmitting them ahead of less urgent messages. Messages in this category are those requesting funds, money order messages, messages pertaining to shipment of perishable products such as fruits, fish, livestock and poultry; messages filed by financial institutions pertaining to transfer of money; the quotation of prices of investment offerings; messages addressed to passengers on trains and aircraft; messages to and from airports pertaining to departure or arrival, movement of, and forced landings of aircraft.

"The application", it is said in the Report, "of the "X" and "RX" symbols to different types of messages without an extra charge therefor creates discrimination, preferences, and advantages in favor of the customer whose messages are accorded priority in handling and discriminations, prejudices, and disadvantages against the customer whose messages are paid for at the same rates but are not given priority."

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SAYS RADIO IN POWER OF GOVERNMENT

Declaring "the time has come again when those of us who would undertake to save the "four freedoms" and all the others not mentioned in the Atlantic Charter and on the home front better realize what we are up against and fighting for, in comparison, so far as loss of liberty is concerned, Representative Charles A. Plumley, (R.), of Vermont, paid his respects to the New Deal in a lengthy speech Thursday.

Of the radio he said:

"The Government already holds the power of life and death over radio. It has gone so far as to suggest it should control the discussion of controversial issues over the air. Think of it! This, in a free country."

Quoting Stanley High in the Reader's Digest, Mr. Plumely said:

"Last June, after some 20 separate and equally fruitless Government investigations and many times that number of contradictory official statements had brought the rubber situation to an epochal state of muddle, Fulton Lewis, Jr., Washington reporter-commentator for the Mutual Broadcasting System, set out on his own to turn on the light and heat. He got the facts, named the names, asked his radio audience to make a fight of it, and, as a result, loosed on Congress and the administration the largest outpouring of mail protest and demand since Father Coughlin's heyday. Lewis now cherishes several off-the-record letters which indicate that his goads and prods - with those of the supporting press - were the necessary precursors of the Baruch committee.

"Newspapers, with the same unpalatable single-mindedness, ended the LaGuardia-Eleanor Roosevelt era of civilian defense -

"That was no joke except that the people were the goat", Congressman Plumley observed.

"The movies take their orders, and are the source and supply of New Deal propoganda, turning out Government pictures by the trainload, to influence popular opinion."

"I believe the day of our deliverance is well nigh at hand", he concluded. "Praise the Lord, and pass the ammunition."

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Permanent licenses as radio announcers in Mexico have been granted 132 persons, eight of them women, and eight others, five of them women, as radio newscasters and chroniclers, by the Ministry of Communications and Public Works.

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OWI PLANS SMALL STATION INQUIRY

Gardner Cowles, Director of Domestic Operations for the Office of War Information, said Wednesday that the Government was preparing to investigate the plight of smaller non-network radio stations which have lost most of their sponsored programs since the outbreak of the war.

Mr. Cowles said he understood that only the smaller stations in the Rocky Mountain area have run into financial difficulties, but that his study would not be confined to that section of the country.

"I do not know how serious the situation is nor how widespread", he said. "We are on the verge of making a fact-finding investigation to find out which stations are suffering and whether it is national, regional or local advertising that has shrunk."

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ALL SET FOR A. T. & T. PROBE DEC. 16

Usually in such matters, there are several postponements, but there is every indication that the A. T. & T. Long Lines hearings, including the costs of tolls to broadcasting stations, will begin Wednesday, December 16th, as scheduled. They will be held in Hearing Room "B" of the Interstate Commerce Commission and a record crowd is expected.

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CONDEMNS CANADIAN RADIO MONOPOLY

Fascism in Canada "is here to stay" unless the Canadian Government's monopoly over radio is broken, Arthur Meighen, retiring leader of the Conservative party said in Winnipeg Wednesday.

Mr. Meighen's attack against the government-controlled Canadian Broadcasting Corporation, was based upon the corporation's refusal to broadcast convention speeches. He said that CBS uses its network to broadcast its own propaganda, and added, "parliamentary government in this Dominion is but a memory".

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: : :
: : : TRADE NOTES : : :
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A subcommittee of radio advertisers to work with the Advertising Council's agency Radio Advisory Committee in cooperation with the Office of War Information has been formed. Those who will serve on the Committee are Charles G. Mortimer, Jr., General Foods Sales Company, Inc., Chairman; Robert Brown, Bristol-Myers Company; William A. Hart, E. I. duPont de Nemours & Co., and William Ramsey, Proctor & Gamble Company. They will serve as individuals and not as representatives of their companies.

The RCA Laboratories will give a demonstration of the RCA Electron Microscope in the National Press Club Auditorium Tuesday, December 15th. The hours will be from 3 to 6 P.M., and 7:30 to 10 P.M.

Edwin Erickson, Alfred Erickson, Leif Erickson and Agnes Erickson, trading as Federal Bakery Co., Winona, Minn., selling a food product designated "Federal Prize Winner Bread", and M. H. White and H. R. Wiecking, trading as Winona Radio Service, 216 Center St., Winona, advertising agents who disseminated advertisements for the product, have stipulated with the Federal Trade Commission to cease and desist from representing that Federal Prize Winner Bread supplies substantial amounts of the vitamins and the food minerals, etc.

John D. Corley has been appointed as radio aide for the Arlington County defense communications organization and will be in charge of the war emergency radio service program, in which Arlington (Virginia) is participating with the District of Columbia. He is connected with the War Department and was formerly attached to the Federal Communications Commission.

A marked trend to use of radio by advertisers new to the air is seen in a survey recently completed by WOR's Promotion Department on station's 1942 sponsors. 35 sponsors who had never used radio, used WOR in 1942; 75 who had used radio in New York or elsewhere, used WOR for the first time.

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REPORTS FEW SHORT-WAVE SETS IN ENGLAND

Although the OWI issues rosy reports from time to time as to how well our programs are heard abroad, John Steele, of the Mutual Network cables from London that "few sets in England are equipped to receive American short-wave programs."

"Egyptians can't hear American shortwave broadcasts with their receiving sets", Leslie Nichols cabled from Cairo, where he is covering the American front for WOR and Mutual. "There is disagreement here as to whether this is due to lack of power of American transmitters or to climatic and geographical factors."

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More encouraging reports came from Frank Cuhel, who broadcasts from Australia for WOR and Mutual.

"It is estimated", Cuhel cables, "that there are more than 70,000 receivers in Australia with shortwave bands." Australians, reveals Cuhel, always have been most eager for news from other countries and listened a good deal to Radio Rome and Berlin before Allied stations perfected their overseas programs. "Now", says Cuhel, "these Axis stations have few listeners here."

Cuhel concludes with the suggestion that an even better job could be done if the OWI would record more local programs and fly them to Australia for rebroadcast, thus assuring better reception and greater audiences.

From Honolulu, Owen Cunningham of WOR-Mutual reports he has noticed some muttering among service men about "soldiers on the mainland receiving free food, drink, entertainment, kisses from movie cuties. However, it is no big issue as yet."

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A. T. & T. COMES THROUGH WITH ROLLING RADIO STATION

To provide in mobility for the Bell System emergency radio telephone sets, engineers of the American Telephone and Telegraph Company have developed the 140-RT radio telephone trailer. It is a two-wheel vehicle designed to house the equipment and to shelter the operator. When fully loaded with radio and other equipment, the trailer weighs about 2000 pounds. Fittings on the trailer permit towing by passenger car or truck.

It takes only a few minutes after the trailer is uncoupled to establish an operating radio terminal. At its location the trailer is steadied by adjustable pipe supports at its four corners; and its doors are thrown open. Using the materials it carries, a fifty-foot mast is quickly erected and the proper connections are made to the radio equipment. Following this the normal ground connections are made and the gasoline engine-driven generator, which is located in the rear compartment of the trailer, is started to provide the necessary power supply. Immediately the radio operator calls the distant station and makes known the availability of the radio terminal. Connections from the trailer station to the nearest telephone line are made and the central office is advised that communication over the emergency radio channel is available for service.

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HEINL RADIO BUSINESS LETTER

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No. 1488

December 15, 1942.

FCC HEAD WARNS THAT WARTIME STATION RULES WILL STAND

There was a warning from James L. Fly, Chairman of the Federal Communications Commission that the war regulations concerning the broadcasting industry would be strictly enforced.

"I have been somewhat concerned over the tendency on the part of certain applicants and broadcast stations and their backers to assume that the war time rules may be broken down", Mr. Fly said. "Now those rules are designed to prevent the use, that is the consumption, of materials and to preserve those new materials for war purposes. That there is extreme demand for radio materials for essential war purposes is something that is well known, and certainly this should be thoroughly understood throughout the industry. The industry knows that certain equipment has been taken by agreement of the owners out of the hands of some of our broadcasters. Such is indicative of the general situation. No doubt additional materials which are available will be called for. I think we have got to make it clear here that as long as these rules are in effect we have all got to live under them as best we can.

"I am inclined to think that some questions have arisen because of the mistaken assumption as to the nature of the WJW grant which provides for the moving of the antenna and transmitter from one location somewhat near Akron to a point a few miles closer to Cleveland. You all know and the industry knows, the long-felt need for complete radio service in the city of Cleveland. It is the sixth market in the country. National network service is not complete without it. It is the largest city in the country which is without adequate network service. All concerned have looked forward to some measure of alleviation in this situation. This the proposed move will do - proposed move of WJW. Now the rules provide against the use of critical materials for construction purposes. It should be borne in mind that the materials to be used are materials that are already committed to the use of broadcasting - already in the physical establishment pursuant to a grant made before any question of the use of those materials arose. The upshot of the whole matter is that there will be no use of new materials and no use of materials not already committed to the broadcasting business. It is possible that maybe \$75 worth of materials will be needed but much more than that will be turned back. I think it ought to be clearly understood that while we have long looked forward to meeting this grave need of the Cleveland area, still even that grave need has been met in a manner wholly consistent with the rules. As long as the military forces require the available new broadcasting equipment in this country wherever it may be, the BWC and the Commission will not be in a position to approve grants running counter to that paramount need.

"I think we are making some progress of the manpower situation. Our staffs have been in conference with the staff of the Manpower Commission during the past few days and particularly over the weekend, and we feel assured that the Manpower Commission will review the entire list of requirements of the industry, and when I speak of the requirements I do not think that we ought to be unduly concerned over some reports that only news and information service and those devoted to that particular service will be deemed essential. Of course everybody knows that our broadcasting structure rests upon the foundation of commercial broadcasting and broadcast stations cannot exist for the isolated purpose of news and information unless they be subsidized broadly. Of course there is always the further factor that audiences must be built up and sustained.

"Without continuing the service and without attractive service, including entertainment, the audience will not be there. Audiences cannot be turned on and off like a spigot. I am sure it will be very obvious to all of us who are concerned with the continuity, stability and security of the broadcasting industry that all positions essential to those requirements will be recognized."

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ALABAMA GOVERNOR ASSAILS FAIR EMPLOYMENT COMMITTEE

When Gov. Frank M. Dixon, of Alabama, suggested the formation of a Southern Democratic party because the New Deal was "dynamiting the social structure of the South", he assailed the President's Fair Employment Committee, which recently ruled that broadcasting companies and radio stations were defense industries and therefore within the meaning of the Executive Order that there shall be no discrimination in the employment of workers in defense industries because of race, creed or color.

"The actions of the Fair Employment Committee indicate", Governor Dixon declared, "that, however fervently the claim may be made that the purpose was not to interfere with the social structure of the South, in practical effect the abolition of segregation was exactly the result to be achieved by the majority of the Committee."

In connection with the President's Employment Committee recently ordering the Capital Transit Company, operating the street cars and busses of Washington to hire negroes for bus and car operators, Major Kelly, Washington Chief of Police was quoted as saying: "That order has the makings of a first class race riot in the Capital."

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WPB TO CALL ON RADIO MANUFACTURER HEREAFTER

To eliminate bottlenecks in radio production, the War Production Board hereafter will visit the manufacturer at his plant making it unnecessary for the manufacturer to come to Washington except on unusual occasions. A Field Service Section of the Radio and Radar Division, which will operate from WPB regional offices in radio centers has been set up under Frank S. Horning.

The chiefs of the radio field offices are experienced radio men who have been trained in WPB procedures. They will be assisted by staffs working exclusively on radio and radar problems.

One type of assistance by the Radio Division in Washington to manufacturers is the finding of essential, but scarce materials. On many occasions, the Division has searched markets on behalf of manufacturers. On finding materials it has made arrangements with other Government agencies for financing their acquisition.

The Division has assisted in preventing interruption to the flow of production. In one case a components manufacturer had almost completed delivery of his orders just at the time for filing his requirements for material for the next quarter under the Production Requirements Plan. In anticipation of prospective military orders, the Division procured an immediate order from the Defense Supplies Corporation, thus making it possible for the company to obtain necessary materials and to continue production without interruption.

These and other services hereafter will be obtainable at the regional offices as well as in Washington.

Thus far field offices have been established in three regions. In New York, Frank Misterly has been appointed head of the Radio Section. He will head a staff of six. Ray C. Woodford, formerly in charge of sales and production of the Stewart Warner Corp. will head the office in Chicago. Assisted by a staff of eight he will cover field offices in the region including Kansas City. The Philadelphia office will be headed by Frank Aiken, formerly of the Atwater-Kent Manufacturing Company.

Field offices also are being set up in Boston, Cleveland, and Los Angeles.

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Admiral Darlan has not as yet permitted the Office of War Information to broadcast from French North Africa to occupied Europe. American newspaper correspondents have not been permitted to send their dispatches to this country via the Agliers radio. As for cable facilities, the British Reuters news agency apparently enjoys most favored treatment under a long-standing agreement with the French.

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FATE OF SMALL STATIONS CAUSES CONCERN

That the future of the small station was causing considerable anxiety was revealed at the press conference of Chairman James L. Fly, Chairman of the Federal Communications Commission.

"We are still making studies and holding conferences regarding the status of small stations which may have difficulty in staying on the air due to the falling off of local business", Mr. Fly said. "This is particularly acute in a number of smaller towns and cities served by local stations dependent upon the business of the particular town. I am hopeful that some sound plan can be evolved for the relief of these stations so we can be assured of their continuing operating during the war. Perhaps not a more essential class of station in the whole broadcasting structure. Needless to say the tax measure may be of some assistance. That can hardly be deemed a major alleviative.

"In connection with the small station problem, has Gardner Cowles, of the OWI formally sought your advice?" Chairman Fly was asked.

"We have had some conferences", he replied.

Q. "Do you intend to serve on the committee that he spoke of forming?"

A. "I have heard of no committee. We are working on the problem and helping in the effort of getting it solved. I am a little bit leary of 'committees'."

Q. "How complete is your information of station data?"

A. "It is not as up-to-date as we would like it to be but we have the basis for the further appraisal based upon the new information. When do we get the new data?"

"Early next year", Mr. Clevenger, in charge of FCC Press Relations replied.

"I understand that for 1941 the figures showed 175 stations operating in the red, including new stations which have just started", someone queried.

"I don't think much in terms of new stations which are just started", Mr. Fly answered.

"The new stations were included in the ¹⁹⁵ ~~194~~", the questioner said.

"I think that is about the correct figure for 1941. I think around 175 stations were in the red, and as I recall it, a great majority of those are the stations in the one-station-towns where the town is wholly dependent upon that service for local service and indeed in many cases for the primary service", Mr. Fly replied.

- Q. "How many one-station-towns are there, Mr. Chairman?"
- A. "That second figure is the correct figure for 1941 - 175. The figure of the single station in towns and cities is 115. There are also 103 stations in single station towns that have virtually no earnings. So naturally the studies are apt to be concerned with those groups, at least in the main."
- Q. "Will you clarify those two figures, 115 and 103? What was the first?"
- A. "175 were in the red; 115 of those were in towns having no other radio stations."
- Q. "Of the 175?"
- A. "Yes, 115 of those. Then there is a comparably sized group earning, say, from \$1 to \$2,500. Of that group - I don't have the total figure of that group, but out of that group there are 103 towns having only the one station. In other words the 103 is to be compared to the 115 out of the first group. We are beginning to wonder if we can't stir up some advertising for those stations. It seems to me to be the most wholesome way to handle it - much better than to have the Government move in and give some artificial stimulation and throw some additional burden on the stations. We are going to explore all the ways and means and continue our studies and keep in touch with Cowles and Lewis and everybody that is interested, and it may be that we can get some answer."
- Q. "I have heard it claimed that the Commission has been showing 'uneconomical' policy in licensing a lot of these small stations. Would you care to comment on that?"
- A. "Well, I think that is a fallacious approach. After all, these stations are licensed to serve the public interest, and while it is not true - that is, it is a mistake in premise - it is also not true that the Commission has ever licensed a station which hasn't shown its ability to continue in operation under the circumstances for a substantial period of time. Financial qualifications, including capital devoted to the business; capital available for the business and generally required, are considered, and the grants are based upon the whole record of the financial capital of the licensees and we consider the financial status of the group - by group I mean partnership, corporate organization and chief backers of the station, and the operating possibilities as well. I think the fact that these stations, broadly speaking, stayed on the air through the long periods of depression and over the stretch of years is significant. Certainly in the recent history of radio broadcasting, very few stations have turned in their licenses. Now it might even further be urged or required that licenses should be granted to serve smaller towns; particularly where they do not have adequate service from other stations for the purpose of meeting the war needs of the nation and of meeting the need of

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the Government to keep in touch with the people. There is definite war need of this form of mass communication and, of course, the counterpart of that consideration is that the people out in the forks of the creeks, those who need radio service and are more dependent upon it as a means of getting news and information and keeping in touch with the outside world. Any assumption that a grant in an overcrowded city with a dozen stations is more beneficent or more logical fails to give any proper weight to these basic factors."

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ZENITH REPORTS \$2,000,000 6 MONTHS' OPERATING PROFIT

The Zenith Radio Corporation reports an estimated consolidated operating profit for the first six months ended October 31, 1942, of its current fiscal year, amounting to \$2,010,109 after depreciation, Excise Taxes and reserves, but before provision for Federal Income and Excess Profits Taxes.

Federal Income and Excess Profits Taxes on this profit are estimated at \$954,403.

"In the absence of definite information as to the procedure to be followed with reference to price renegotiation on war contracts, the management is unable to determine the effect, if any, such renegotiation will have on the foregoing figures which were arrived at after liberal reserves had been created", said E. F. McDonald, Jr., President.

"The company's production of vital equipment for the war effort has been steadily increasing and will continue to do so as more materials become available.

"In recognition of our performance to date, the company and its employees were recently awarded the Army-Navy "E" pennant and lapel pins for excellence in production.

"The company continues to receive substantial orders for new business on a direct contract basis. A portion of this business is being sub-contracted to other manufacturers.

"The figures submitted herewith are believed to fairly set forth the extent of the company's progress for the period. They are, however, subject to verification by our auditors when they make their annual examination at the close of our fiscal year."

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FCC ASKS DEFERMENTS

Appointment of a 3-man committee by President Roosevelt to formulate a uniform policy for the draft deferment of Federal employees will be good news to several Government agencies which indicated that the President's previous order on deferments had left them in a quandary.

The OPA, which has lost about men men since the President ordered that deferments could be obtained only by direct application to the White House, reported that the employees it had lost to the the armed services were "men for whom deferments might have been asked" but were not because "the policy was not clear enough".

The Board of Economic Warfare, reporting that it was standing by for "an overall classification", said it had asked no deferments for any of its 300 employees - about 40 of whom are regarded as critically essential to their agency.

The Federal Communications Commission said it had requested deferment of a few hundred scientific and technical employees engaged in work directly related to the war effort, and that since the President's order it had not lost any men who "would not have been drafted anyway."

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FTC ORDERS HALT PRESS-RADIO SERVICE

Joseph Cohen, 713 Otis Place, N. W., Washington, D. C. has been ordered by the Federal Trade Commission to cease and desist from the sale and distribution of so-called press supplies, including press cards and automobile press tags represented as entitling the holder to pass through police and fire lines and to receive the courtesies and privileges extended to regular newspaper correspondents.

The Commission finds that the respondent Cohen, who trades as Press Radio Service and as Press Supplies, and who also had an address at 1934 Eleventh St., N.W., Washington, which is the location of a negro secretarial service bureau, had advertised in newspapers, magazines and other periodicals that he is affiliated with press associations, newspaper syndicates and other publications which serve as a market or outlet for the work of amateur writers; that the press cards sold by him afford to such writers and photographers means of access through police and fire lines; that persons desiring employment in spare time at good pay could obtain it from him, and that his business has long been nationally and prominently established. The Commission found all these representations to be false and that the respondent performed no functions whatever for the press generally or for the radio industry.

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The respondent is ordered to cease and desist from using the name "Press Radio Service" or any other name of similar import to describe his business; from selling or distributing so-called press cards purporting to carry any authorization or credentials affording the holder passage through police or fire lines or through any other place, or representing that he is able to grant such authorization; and from representing that he is connection with the radio industry or with any press association, newspaper syndicate or publisher. The respondent is further ordered to cease representing that he is able to offer or obtain employment for writers or reporters, either on a part or full time basis, or that his business is nationally or prominently established.

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HIGH COURT TO RULE IN NET BROADCASTING REGULATIONS

The Supreme Court agreed Monday to review a decision which dismissed suits by the National Broadcasting Co., Inc., and the Columbia Broadcasting System, Inc., seeking to enjoin the Communications Commission from enforcing restrictions on chain broadcasting.

A three-judge Federal court at New York held that the Commission's action was authorized by the Federal Communications Act. Enforcement of the order was stayed temporarily, however, until next February 1 to permit an appeal to the Supreme Court.

Charles E. Hughes, Jr., son of the retired Chief Justice, and John T. Cahill, New York attorneys for the companies, have contended that the FCC regulations barring exclusive contracts with affiliated stations had caused the networks "drastic damage".

The Commission said the regulations were based on the belief that "broadcasting stations would be reasonably available for programs of local and regional, as well as national interest" and that "communities should, as far as practicable, have available service from more than one or all networks."

Joining the Supreme Court appeal were the Woodmen of the World Life Insurance Society, which owns and operates Stations WOW in Omaha, and the Stromberg-Carlson Telephone Manufacturing Co., which owns and operates Station WHAM in Rochester, N. Y.

The Mutual Broadcasting System, Inc., intervened in the litigation on the side of the FCC.

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PRESIDENT SENDS FIRST RADIO PHOTO LETTER TO CHINA

The President, in connection with the opening of radio-photo service between the United States and China today (Tuesday) sent a handwritten letter to Generallissimo Chiang Kai-Shek, the text of which follows:

"My dear Generallissimo:

"The once vast distances between our two countries have been successively diminished by the steamship, the radio, the cable, the airplane, and now by this marvel of science which I am utilizing today.

"I take this unique chance to tell you how honored the people of this country, including Mrs. Roosevelt and myself, feel to have with us your charming and distinguished wife.

"Always sincerely yours,

"FRANKLIN D. ROOSEVELT"

At his press conference Mr. Roosevelt, saying he had broken a fixed habit to write a handwritten letter, showed considerable enthusiasm when discussing the subject of radio-photography. He said that the message would probably reach its destination within an hour or two and that by the next day it might be read in all parts of China.

With the President at the conference was the new Chinese Ambassador.

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NATIONAL CAPITAL SEES ELECTRON MICROSCOPE

Government officials, Army and Navy officers and scientists attended a preview of the RCA electron microscope at the National Press Club in Washington yesterday (Monday) afternoon. Speakers included Dr. V. K. Zworykin, Associate Director of the RCA Laboratories, who supervised the microscope's development; Dr. Stuart Mudd, Professor of Bacteriology, University of Pennsylvania, and Dr. R. Bowling Barnes, Director, Physics Laboratory, American Cyanamid Co., Stamford, Conn.

Today (Tuesday) will be National Press Club and Members of Congress Day; Wednesday, Medical Societies Day; Thursday, Scientists, Army and Navy and War Production Board Day, and Friday, International Day for diplomats and certain Government officials.

The electron microscope uses electrons and magnetic fields instead of the light rays and glass lenses employed by the conventional light microscope.

Scientists pointed out that the light microscope, limited in power by the length of light waves, has a useful magnification of up to 2000 diameters; the finest detail it can resolve is about 100,000th of an inch. The resolving power of the electron microscope is on the order of ten-millionth of an inch.

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FM BROADCASTERS STILL VERY MUCH ALIVE

Denying a news story in a current publication which was captioned "F-M's Trade Association Dissolves", the bulletin of FM Broadcasters, Inc., which will still continue to be published despite earlier announcements to the contrary, states:

"The story in question has an Albany, N.Y., date-line, and starts out with this statement: 'FM Radio Broadcasting Co., Inc., New York, has been dissolved. The dissolution papers were filed with the Secretary of State by the N. Y. law firm of Chadbourne, Hunt, Jaeckel & Brown.'"

"FM Radio Broadcasting Co., Inc., was not the trade association of the RM industry, and never purported to be. It was a private organization, originally backed by 'Family Circle' magazine, which once sought a permit to build an FM outlet in New York City. Later it joined forces with the Muzak Radio Broadcasting Station, Inc., also of New York, which is the operator of W47NY.

"The thing that really stuck in our gullet, though, was this blithe bit of rationalization - 'The dissolved corporation served as a trade association for FM Broadcasters. With further FM development frozen for the duration, the members decided to disband the setup, whose main purpose, anyway, was to publicize this phase of the industry.'"

"The fact that we announced the proposed cessation of our informational service a fortnight ago might have led the publication to believe FMBI was folding up - except that we specifically and carefully declared the move 'in no way indicates disbandment of FM Broadcasters, Inc.'"

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Radio telephone service is being established between Portugal and Mozambique, the foreign press states. Portugal already has radio telephone connections with its colonies of Madeira and the Azores.

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 :::: TRADE NOTES ::::

John G. Paine, General Manager of the American Society of Composers, Authors and Publishers, announced last week the appointment of Herman Finkelstein as Resident Attorney for the Society. The law firm of Schwartz and Frohlich will continue as General Counsel for the Society.

 A. R. Williamson, formerly on the National Broadcasting Company's Press Relations staff, has been named Chief of the Press Section of the War Savings staff of the Treasury Department.

 Only 58,839 radio sets were manufactured in Canada during the second quarter of 1942, according to official statistics. This is the lowest production total reported since the first quarter of 1939. Producers' sales also dropped sharply, both in volume and value.

 The latest CBS correspondent to blossom forth with a book will be Larry La Suer, Moscow correspondent for a year.

 Radio apparatus imported from the United States by Brazil showed a marked increase in both tonnage and value in 1941, according to the foreign press. Imports in 1941 weighed 655 tons and were valued at approximately \$1,700,000, compared with 398 tons valued at approximately \$1,022,534 in 1940.

 Station WJSV last Saturday, departing from its usual style of advertising in the Washington newspapers, ran an eighth of a page of display and setting forth the stellar features of its Sunday night program.

 The Canadian Broadcasting Corporation has been authorized by the Dominion Government to proceed as rapidly as possible with the work of erecting a high-power, short-wave broadcasting station at Sackville, New Brunswick, according to the Commerce Department. The estimated cost of the project is approximately \$800,000.

 The Army is acquiring by purchase the 3000-room Stevens Hotel in Chicago now occupied on lease by the Army Air Forces, the War Department announced last Saturday. The 22-story structure, built in 1927 at a cost of \$26,000,000 is being bought at a small fraction of its original cost. At present it houses 9,000 soldiers of several Army Air Forces Technical schools including a large number of radio and communications personnel.

In acquiring the hotel, the Government will avoid the expenditure of funds for rental and restoration, and on the basis of present plans will effect a saving of \$475,000 a year.

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PRESIDENT'S POWERS CLIPPED IN COMMUNICATIONS ACT

Acting at the urgent request of the Navy, the Senate, although refusing to consider much other legislation in the rush before adjournment last Wednesday, passed the House Bill (7370) to authorize during the war suspension of certain provisions of the Communications Act. Not, however, before making several amendments, one of which was to restrict certain blanket wartime authority given to the President.

Presenting the matter to the Senate, Chairman Burton K. Wheeler, of Montana, of the Interstate Commerce Committee said:

"The Navy is very anxious to have the bill passed. The House has passed the bill. It came to the Senate and was referred to the Committee on Interstate Commerce and was amended in that committee. The bill provides for relaxing some of the safety provisions contained in rules and regulations governing radio. These provisions are considered absolutely necessary in time of peace, but in time of war the Navy Department feels that if it were to permit the continuation of certain practices, and could not change them by rules and regulations, it would result in giving to the enemy information which the Department does not want the enemy to have."

"I wish to request the able Senator from Maine (Mr. White) to make a brief statement concerning the bill", Senator McNary, of Oregon, Republican leader, interjected. "He has given particular consideration to the matter.

"I shall be glad to have the Senator from Maine make a statement. I may add that when the bill came to the Interstate Commerce Committee, the Senator from Maine, in consultation with officials of the Navy Department, worked out the provisions now contained in it", Senator Wheeler replied. "I may say that the safety provisions were originally written into the law almost entirely by the distinguished senior Senator from Maine."

"I am glad to say a brief word of concurrence in all that the Senator from Montana has said, except as to my responsibility for the original provisions of law", Senator White responded. "The Senator has been most kind in his references to me. The bill as it came from the House was very general in its terms. It constituted a blanket authority to the President, or to whoever the President might name, to modify, or to waive, or to suspend provisions which have been written into our law designed to make for the safety of the personnel upon our ships, so far as radio communication might affect those matters. We in the committee felt it highly desirable that, instead of this general authority, there

should be particular authority, and above all else we felt that the respects in which the provisions of law might be modified or suspended or amended should be set out in the committee amendment, and that is done.

"I myself feel that it is highly necessary that the proposed legislation be passed. I should hate to take the responsibility for what might result from withholding of this authority from the Navy at this time."

Accordingly the bill was read the third time and passed.

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\$1,250,000 YANKEE NET SALE NOW UP TO FCC

The final step in the sale of the New England Yankee and Colonial Networks to the General Tire and Rubber Company of Akron, will be the formal approval by the Federal Communications Commission. It was said at the Commission that the application for transfer of the network would be acted on at an early date but that though there might be some discussion of the matter, it was believed the transaction would receive the Commission's O.K.

It is the largest sale of its kind ever to come before the FCC. The purchase price paid to John Shepard III, President of the Yankee Network, was \$1,250,000 plus net quick assets. Of the consideration \$950,000 is to be paid "down on the barrel" and the balance spread over 5 years at 2% interest. The quick assets are expected to yield somewhere around \$100,000. Mr. Shepard has been retained to operate the network.

The purchase, William O'Neil, President of the General Tire and Rubber Company, said, was the first step in the company's post-war expansion. Through the network, he said, the company will tell the people of New England of the advances made in synthetic rubber and continue its news and entertainment features.

"The post-war America is going to be an entirely new America", he stated, "with increased manufacturing capacity and facilities and entirely changed methods of merchandizing and advertising."

Mr. Shepard said that the "one and only reason for the proposed sale of the Yankee network and the Colonial Network was future inheritance tax problems".

His father, John Shepard, Jr., who is now the owner of the networks and of the Shepard stores in Providence, will be 86 years old on January 2nd, Mr. Shepard said, and a decision had been reached that it was desirable at this time for the estate to have a substantial amount of cash, partly to meet inheritance taxes in the future.

The Yankee and Colonial Networks' 21 stations are WNAC, Boston; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.; WAAB, Worcester, Mass.; WOSH, Portland, Me.; WLLH, Lowell, Mass.; WHAR, Fall River, Mass.; WLBZ, Bangor, Me.; WTHT, Hartford, Conn.; WATR, Waterbury, Conn.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WHYN, Holyoke, Mass.; WNLC, New London, Conn.; WEIM, Fitchburg, Mass.; WLNH, Laconia, N. H.; WRDC, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass., and WHYB, Rutland, Vt.

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MICHELSON DISCUSSES NEWSPAPER VS. RADIO PROPAGANDA

Charles Michelson, former New York World chief correspondent in Washington, who resigned last week after 10 years as Publicity Director of the Democratic National Committee, declared there was no Government plot to infringe on the freedom of the press. In discussing his past experiences, Mr. Michelson wrote:

"A question often put to me is as to the relative value as propaganda vehicles of the newspapers and the radio. That question cannot be answered in a word. If a speech is important enough, either because of its substance or the identity of the speaker, we can be sure that many newspapers will pick it up. If I had to choose one or the other vehicles my inclination would be for the press, always assuming that, regardless of the political policies of the publications, the hypothetical speech would be carried fully, for the people retain better what they read than what they hear. That assumption, however, is rather far fetched.

"Because the bulk of the press has been against the Democrats in recent elections, we had to depend on the radio to meet their barrage. It costs the Democratic Committee about half a million dollars for a radio campaign in national elections but the results have justified such expenditure. Had we been able to match the newspaper attacks by counter propaganda over the air in the recent election, I feel certain that the party in power would have fared better, but all I could spend in the recent Congressional elections was hardly more than one percent of what we used two years earlier. That paid for a single coast-to-coast broadcast, omitting many key points that should have been covered - if we could have paid the price.

"This political episode indicates that while the press has forfeited considerable prestige in the public mind, it is by no means devoid of influence, and I believe the lost prestige can be reclaimed if the policy of coloring the news to fit the editorial policy is abandoned. Gradually the people can be led back to a back to a belief that they are getting the truth. Those journals, for example, that print the political news without interjecting sneers or drawing discrediting inferences in their reports of political happenings still have the confidence of their readers - even those who are of opposite political faiths from the publication.

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BOSTON FOREIGN LANGUAGE STATION UP FOR HEARING

The Federal Communications Commission announced Wednesday that it had designated for hearing an application of the Massachusetts Broadcasting Corp. for the renewal of license of Station WCOP, Boston, Mass. The station is one of several foreign language stations controlled by Arde Bulova. The bill of particulars states that the hearing has been set to determine the manner in which the application has heretofore operated Station WCOP, particularly with respect to foreign language programs. Testimony at the hearing will concern methods of selecting and investigating personnel, qualifications of personnel, sale of time, and supervision of programs. Following examination of the foregoing issues the Commission will determine whether continued operation of Station WCOP by the present operator would serve public interest.

The Commission has investigated Franco Gallucci, one of WCOP's announcers and its chief Italian program time-broker, who was president for many years of the Massachusetts Federation of Dopolavero, a Fascist front organization, and Ubaldo Guidi, another announcer. Guidi had close contact with the Italian Consulate at Boston and was widely known throughout New England as an organizer of a Fascist group. Guidi has been arrested by the FBI and has been interned since the attack on Pearl Harbor.

Italian broadcasting on the station has begun at the direction of the late Luigi Flato, who was Executive Secretary of the Boston Fascio of the Fascist League of North America.

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BYRD HITS \$6,000,000 STEVENS HOTEL PURCHASE

In a letter to Secretary of War Stimson, Senator Byrd, Democrat, of Virginia, sharply questioned the wisdom of purchasing the Hotel Stevens in Chicago used in part as a training school for radio technicians. The Senator for the first time mentioned the purchase price, which had been omitted from the Army press release.

Senator Byrd wrote to Senator Stimson, in part:

"My attention has been called to the fact that the War Department has purchased the Stevens Hotel in Chicago at a cost of \$6,000,000.

"For years this hotel has been in financial difficulty, and the president of the hotel corporation has announced that the purchase price of \$6,000,000 is regarded as being very satisfactory by the security holders.

"What concerns me, however, is the disposition of property such as this after the war. Can it be the purpose of the War Department, or the Government itself, to engage in the hotel business

"My observation has been that the Federal Government has never operated successfully, from a financial standpoint, a single activity of this character. In the program of resettlement projects, vast losses have occurred, and even now the loss in the operation of these projects above the income is \$1,600,000 annually. The same condition will result after the war if the Government undertakes to operate hotels and similar activities.

"It is difficult, and indeed it is rare, for the Government to sell land and other property it purchases.

"It seems to me it would be far better to pay a rental for such properties, and you already have the power to commandeer properties of this nature on a rental basis rather than making direct purchase. * * *

"I would thank you very much to give me an itemized statement of all purchases made by the War Department of hotels and buildings of similar character, giving the cost to the Government, the appraised value, and all other details."

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A. T. & T. LONG LINES HEARINGS ADJOURN TO JAN. 20

After a two-day curtain raiser, the investigation which the Federal Communications Commission started of the long-lines rates of the American Telephone and Telegraph Company, has been adjourned to Wednesday, January 20th. The sessions also marked what is probably the swan song of Price Administrator Leon Henderson, who resigned a few days later. Mr. Henderson petitioned for and was granted intervention in the proceedings, asserting that a reduction in long distance telephone rates would aid his price-control program. His petition called attention to the FCC order putting alleged earnings by A. T. & T. at 14.92 to 24.37 percent on its investment in telephone assets devoted to long line service and he said "reduction of prices where profits are excessive is an integral part of national policy of economic stabilization."

Just how enthusiastically Mr. Henderson's move will be followed up by his successor remains to be seen.

Harry A. Livermore of New York, chief statistician of the Long Lines Department received approximately 68 percent of the revenues from toll rates while associated companies got 29 percent, and independent and foreign companies 3 percent. Mr. Livermore estimated that the Department's routes covered 50,000 miles in the United States, while associated companies' lines covered 172,000 miles.

Mr. M. R. Sullivan, operating Vice President of A. T. & T. testified consideration was being given to the need of revising the division of revenues.

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CO-OPS AND BROADCASTERS IRON OUT DIFFERENCES

The Code Committee of the National Association of Broadcasters and officials of the Co-operative League of the U.S.A., after conferences in Washington on December 14 and 15, issued the following joint statement.

"We believe that the advertising of Co-operatives is and has been acceptable under the code when the programs offered are designed to sell goods, trademarks or services of Co-operatives.

"It is agreed that there is no objection to commercial copy incorporated in a program sponsored by a Co-operative enterprise which stated that (a) any person can make purchases at Co-operatives (b) membership in Co-operatives is open and voluntary (c) Co-operatives are owned by members, each of whom has one vote (d) profits or savings are returned to member-owners. However, in making such statements, no attack is to be made on any other business enterprise or system of distribution.

"The length of commercial copy and character of such program should conform to the provisions of the NAB code.

"Any discussion of the Co-operative movement as such or as an economic system is properly confined to sustaining time which may be given by stations or networks in accordance with the public interest."

Representing the Co-operative League of the U.S.A. at the conference were Murray D. Lincoln, President; E.R. Bowen, Executive Secretary; Wallace J. Campbell, Assistant Secretary; John Carson, Washington Representative, and Robert L. Smith, Educational Director of the Eastern Co-operative League. The Code Committee members in attendance were Earl J. Glade, Chairman, KSL, Salt Lake City; Grant Ashbacker, WYBX, Muskegon, Michigan; Jan Schimek, Columbia Broadcasting System, New York; Lee B. Wailes, KYW, Philadelphia; William S. Hedges, National Broadcasting Co., New York; Neville Miller, President, National Association of Broadcasters, and Russell P. Place, NAB counsel and Secretary of the Code Committee.

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"News for Mexico", a daily series of 10-minute Spanish newscasts provided for the exclusive use of Station XEW and its 41 affiliated stations in Mexico, are being transmitted daily over RCA Communications facilities. The Mexican outlets are affiliated with NBC's Pan American network.

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PETRILLO NOT AFFECTED BY LOPPING OFF SENATE PROBES

The Petrillo hearing scheduled for Tuesday, January 12th, will not be affected by the Senate's sweeping order to terminate all authority for Senate Committee investigations heretofore conferred by Senate resolution by standing, select and special committees. The resolution covered 45 investigations, 29 by standing committees of the Senate and 16 by special groups but has no effect on the hearing with respect to the Petrillo investigation due to the fact that it doesn't go into effect until January 31, 1943.

If any of these committees of the Senate wish to continue the inquiries on which they have been engaged following that date, they must go to the Senate for authority as well as funds required. This applies to such groups as the Truman Committee dealing with the war effort, the Maloney Committee on oil and gasoline shortages and the LaFollette Committee on Civil Liberties.

The resolution was called up by Senator Lucas, Chairman of the Committee on Audit and Control of the Contingent Expenses of the Senate and was adopted without debate. Senator Lucas of Illinois explained later that he believed that the new Senate should have the entire say as to whether any or all of these inquiries should be continued.

Some of the inquiries were limited as to time in the resolutions authorizing them, but many were not. One of these investigations was ordered as long ago as 1928, and several went back to 1935 and 1936. The total sum authorized for their investigations by the Senate was \$1,303,000. There still remains unexpended \$248,171.27.

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DENIES FDR JUMPED THE GUN WITH FRENCH SPEECH

Elmer Davis, Director of the Office of War Information, denied a story which has been going around Washington for sometime that the now famous recorded and rebroadcast shortwave speech of President Roosevelt in French had been put on the air before our soldiers had landed at Casablanca on November 8th, thus tipping off the Axis and messing things up in Africa.

The report circulating in Washington was that the presidential broadcast in French followed the landings at Algiers and Oran but preceded the landing at Casablanca, thus perhaps precipitating the stiff resistance there. Mr. Davis said that, to the best of his knowledge, the broadcast had followed the Casablanca landing as well as the others and he thought his information was sound.

There had been previous criticism of the broadcast, that the President's French was bad and that he had put the accent on words thus giving them a different meaning than had been intended.

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RULES PRECAUTIONS PROTECT STATION FROM SLANDER

WMCA, in New York, last week won an important point in a slander suit growing out of a political broadcast. Justice Isador Wasservogel, in the New York Supreme Court, declared that a station could not be held liable for the extemporaneous defamatory remarks of a speaker, so long as the station's management has exercised "due care in the selection of the lessee of its facilities and in the inspection of the script". This finding was included in an order dismissing the efforts of the plaintiff, Dr. Emanuel M. Josephson, to have the defenses offered by WMCA thrown out of court.

The event that led to the suit occurred during the New York mayoralty campaign of 1941. Mayor Fiorello LaGuardia, in a speech at Madison Square Garden, which was broadcast by WMCA per rate card, assailed Dr. Josephson's reputation as an officeholder. Dr. Josephson, who was campaigning at the time for the Democratic candidacy for mayor, had at one time been a salaried member of the New York Board of Health.

"The fourth and fifth defenses", wrote Justice Wasservogel, 'plead qualified privileges under Section 315 of the Federal Communications Act. This section prohibits discrimination among qualified candidates for public office in the use of the facilities of a radio station and denies a right of censorship to the radio station. The person who uttered the defamatory matter was such a candidate. Since this statute creates certain obligations and limitations, it is proper that the owner of the radio station be given corresponding qualified privileges against liabilities for statements which it has no power to control.'"

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PALEY'S SALARY CUT REQUEST GRANTED

Stockholders of the Columbia Broadcasting System in New York last Wednesday approved the request of William S. Paley, the company president, that his salary be reduced to \$65,000 a year from the present stipend of \$187,000. They also obliged Edward Klauber, Chairman of the Executive Committee by cutting his pay an unnamed amount.

A pension plan containing certain contingent death benefit features for officers and employees earning more than \$3,000 a year also was approved.

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Radio Receptor Company of New York has been selected to receive the joint Army-Navy Production award for outstanding performance on war work.

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NEW YORK NEWSPAPER STRIKE PLAYS INTO RADIO'S HANDS

It's an ill wind that doesn't blow somebody a lot of business and in the case of the New York newspaper delivery strike, the radio stations found themselves on the receiving line.

Says an NBC release:

"Newspaperless New York found the amusement industry hustling to buy spot radio announcements for their current attractions to inform radio listeners what they could see and hear in New York. The Loew Theatres, the Capitol Theatres and Radio City Music Hall went all out in buying spots on WEAJ, and the Saturday Evening Post, on sale Wednesday contracted for two daily spots."

A lively description of the situation was that of Variety which read:

"The New York newspaper deliverers' strike, which broke Sunday evening (13) resulted in a deluge of business for the New York stations. Deprived of their regular newsprint advertising channels, theatre operators, department stores, employment agencies and night clubs rushed the sales staffs of most of the local stations all day Monday (14) seeking out time availabilities and placing orders for announcements or sponsorship of established sustaining stanzas. Absence of newspapers also caused the various stations to augment their news schedules, which situation undoubtedly accounted for a tremendous audience increase.

"What made the strike particularly tough for the department stores was the fact that it came in the middle of the Christmas shopping season.

"The lion's share of the demand for immediate time went to WOR; Macy's department store took over the sponsorship of the 'Shoppers' Program' with Pegeen Fitzgerald, bought 12 announcements on the station's matinee phonograph record half-hour and arranged for late evening spot announcements. The Saturday Evening Post which had half-pages scheduled for two of the local a.m. papers, turned the entire appropriation (\$900) over to WOR. The Paramount theatre, Broadway big-seater, put in an order for all announcement spots that WOR could clear.

"WMCA obtained a large order from Loew's theatre chain for announcements and also did much spotting for Broadway legit shows. In addition, it accommodated employment agencies. WNEW took batch of one-minute blurbs, from the RKO and Loew film chains and the Shubert legit group, all of which were studied among the station's regular record playing schedule. WNEW also sold five-minute participations on Zeke Manners' hillbilly show to the Radio City Music Hall. WABC, CBS key, and WJZ, the Blue Network's local originator, also took some of the business offered by the theatre operators.

"With radio suddenly becoming the only source of news for between 7,500,000 and 8,000,000 persons, the New York stations acted quickly to meet the need. WOR added several news periods through the day and night. One of these, 11:15-11:30 P.M. was exclusively local in content. The first five minutes was devoted to spot news and the remaining 10 minutes to quoting from the commentator columns that failed to get to their readers that day. WMCA expanded its hourly New York Times broadcast from three to five minutes; WNEW Daily News bulletins from five minutes to 15 minutes, while WINS worked out a special group of newscasts in cooperation with the Mirror and the Journal. WQXR allocated several extra news periods to the World-Telegram. WOR also had its 'Uncle Don' in his regular 6:00-6:30 p.m. period read the comic strips from the dailies.

"The Times and Daily News have the radio edge on their competitors, via longstanding tieups with WMCA and WNEW, respectively. World-Telegram moved in at WQXR on Monday with the purchase of five-minute newscasts every hour and a 15-minute slot at 3:15 P.M. to read the Raymond Clapper and Mrs. Roosevelt columns. The other dailies are reported amenable to radio tieups, but unable to make deals since the choice local outlets are tied up. WINS, meanwhile, has been airing headline summaries, crediting the papers from which they originate, and using all dailies except the Times and Daily News, which are restricted to their affiliated stations by the deals with those outlets."

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WMAL CHIEF ENGINEER FOUND DEAD

Herbert A. Wadsworth, 41, Chief Engineer of Station WMAL since it first went on the air nearly 17 years ago, was found dead last Tuesday night in the garage of his home in Washington.

A native of Washington, Mr. Wadsworth had been interested in radio since childhood. During the last war he was active in amateur radio work. He attended public schools here. He became associated with the M. A. Leese Radio Co. in 1923 and when that concern formed Station WMAL, he was made its Chief Engineer. The station first broadcast in January, 1926. Later when the station joined the Blue Network, Mr. Wadsworth continued as Chief Engineer.

He was a member of the Institute of Radio Engineers and the National Association of Broadcast Engineers and Technicians.

Surviving is his widow, Mrs. Julia Shores Wadsworth.

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Balaban & Katz Corp., Chicago, Ill., have applied to the Federal Communications Commission for a construction permit for new experimental television broadcast station using facilities of commercial television station WBKB. Frequency: Channel #2, 60000-66000 kilocycles, power: Aural 2 KW: Visual: 4 KW, Emission A5, Special for FM for aural.

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ASCAP PASSES NEW CLASSIFICATION AMENDMENT

The classification amendment proposed by Fred E. Ahlert, composer member of the ASCAP Board, was passed by a 75.73% vote of the membership, Abel Baer, Chairman of the Society's Election Committee, announced last Tuesday.

Only 8.02% of the Society's membership voted in favor of the "Seniority of Works Fund" amendment proposed by Pinky Herman, writer member.

According to the Society's Articles of Association, a two-thirds vote of the entire membership is necessary to pass an amendment. The Ahlert amendment was therefore declared carried; the Herman amendment defeated.

Briefly the Ahlert proposal calls for an annual classification of the membership instead of the present quarterly one. The classification committees are to consist of writers and composers for the writer-composer members and publishers for the publisher members, as heretofore, and the basis of classification follows the present system, which will be amplified by an addition of intervening classes.

The Herman amendment called for a quarterly classification and provided for the creation of a "Seniority of Works Fund", which would be the basis of progressively increasing annuities to a maximum of twenty years. These credits were to be applicable to the Society's writer-composer members only.

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CALLS ELECTRONICS MIRACLE

A headline in a recent issue of the Financial World reads:

"ELECTRONICS -- THE MIRACLE INDUSTRY

Best known for its contribution in radio, television and the electric eye, electronic tubes are also responsible for a host of devices which are now aiding many industries, as well as the armed forces. But today's applications are only an inkling of what may come after the war ends."

"Bear in mind", an industry leader writes "that the Financial World is not a radio or electronic magazine but they tell more in that headline than I have seen in print before."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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No. 1490

December 22, 1942

MRS. ROOSEVELT'S RADIO-PRESS ENTOURAGE AMAZED ENGLAND

The English people haven't yet recovered from their astonishment at the size of the army of radio and press correspondents, press photographers and newsreel men which followed Mrs. Roosevelt around England. Nothing like that had ever been heard of over there. No visiting queen produced anything to compare with it and the publicity given to any other woman in London, such as Lady Astor or Mrs. Asquith, paled into insignificance. It was said that Mrs. Roosevelt had the most complete radio and press coverage of any visitor to England.

Besides the British Broadcasting Corporation extending itself in having commentators constantly on the job and locating microphones at every strategic point, some 40 newspaper correspondents were in Mrs. Roosevelt's entourage - mostly women. About half of them were British and half American. No one apparently endeavored to count the number of press photographers and newsreel men.

If it had been possible for her to take them with her on the crowded transport, there is no telling how many more radio and press people would have gone with the First Lady from the United States. So much excitement was stirred up by Mrs. Roosevelt's arrival in London that not only was the station platform where she arrived, flood-lighted so the photographers could make pictures, but thereafter handouts were given out hourly to the radio and news correspondents by the British Ministry of Information.

The British were even more surprised to learn that in Washington, Mrs. Roosevelt holds her own radio and press conference quite apart from the President's press and radio conferences, the only difference being that only women are admitted to the former. Membership at Mrs. Roosevelt's conference is restricted to full-time representatives of radio broadcasting companies, press associations and daily newspapers. Although Mrs. Roosevelt has been holding these press and radio conferences since she came to the White House in 1933, it was only last week that the first and only man applied for membership - Gordon Cole, of PM's Washington office. Mr. Cole's application was turned down cold notwithstanding the fact that he represented the New York newspaper of Marshall Field, New Deal "angel" and supposed to be one of the President's personal pets.

Mrs. Roosevelt made her first appearance commercially recently over the Blue Net under the sponsorship of the Chicago Council of Candy Manufacturers. It was a one-time appearance "A Report to the Mothers of the Nation" at which time the First Lady related her impressions of her visit to the American troops. Mrs. Roosevelt said the soldiers had two big complaints (a) why they failed to get their mail and (b) why they didn't get their pay on time.

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FCC HEAD DISCUSSES SMALL STATIONS AND MANPOWER

Two situations discussed at the press conference of James L. Fly, Chairman of the Federal Communications Commission Monday were small stations and manpower.

Asked regarding the study of replies received from the small stations as to their present needs and difficulties, Mr. Fly said:

"We are making progress on that. After our conferences with the OWI we asked Mr. Norfleet, our Chief Accountant, to get us up some figures analyzing the financial situation of these different groups of stations that may be concerned and we have planned tentatively after the conferences to discuss the problem with advertisers. However, no definite steps have been taken in that direction. Pending the receipt of this analysis now we are somewhat impeded at the moment by not having 1942 figures."

"You won't have the full report until May, will you?" someone asked the Chairman.

- A. Well, maybe March, but we in effect have torn a few questions out of the usual report and by circulating those few questions - a segment of the form - (perhaps it is not a part of the same form) we hope the stations will give us immediately the returns for the complete year of 1942 with the thought that the figures will not be binding. If necessary they may be approximated figures, and in any case they will be tentative. But in order to help the stations at this juncture, we really need all the information they can give us now. While we can go ahead with our plans, actually before we can get our teeth into the thing very concretely and very specifically, we have to have that 1942 data. I think by the middle of January we ought to have something to report. I don't mean to say that the whole matter will be settled by then but I feel optimistically that we can progress very expeditiously with it.
- Q. In connection with these brief returns, will you send forms to the small stations only, or to all?
- A. I think they will go to all stations; otherwise we would have to draw a fine line as to which stations would be concerned and which would not. It's a very small form.
- Q. In discussing the problem of the small stations with advertisers, I assume that you are planning to urge the national advertisers to spend a larger proportion of their advertising dollar on the small stations which they are not now using because they regard their use as uneconomic from a dollar and cent viewpoint.

A. Not at all. That may very well be something that the big advertisers have overlooked. If you can get an audience that is all your own - particularly reliant upon your particular contact, the institutional advertising may be worth much more than on a station in a big city.

Q. Do you anticipate some difficulty from the advertisers?

A. I am very optimistic about it.

Q. Do you have in mind the regular commercial advertising - toothpaste, hair tonic, etc. - or are you thinking more of public service organizations?

A. You mean public utilities? No, I had not thought of public utilities.

With regard to manpower, Mr. Fly said:

"Now I think we may have some good news - maybe some good news for Christmas - on the manpower situation. The Manpower Commission representatives have been giving very intensive study to the problems of the industry and we have had some recent conferences - our staff has had recent conferences with their staff and will have one tomorrow (today), and I think there is a very good prospect that they will come off with a pretty good understanding as to the essential character of the radio business and ultimately a recognition of all the essential features of that business. I don't want to be too optimistic about it, but I do want to say that I am optimistic on the prospect of getting favorable solution there."

Q. Would you advise broadcasters to try to get as many women as they can to work for them?

A. I think that in every branch of industry with a general shortage of manpower (it is particularly true in all the skilled fields) every effort has got to be made to bring in new labor materials - bring in young men, for example, and train them and bring them up to responsibilities. Also, take older men who have the capacity and fit in. But I think it would be a great mistake to overlook the tremendous resources we have in the woman power generally available, and it has been discovered in broadcasting particularly that women have a very broad and great capacity. You go into some manufacturing plants - and some of the big plants - for example, probably as much as 50 percent are women now. And in the field of operation there is no reason in the world why the women can't carry on with a splendid standard of competence. I should think we would be derelict if we overlooked that resource.

Q. Is the receiving tube situation a static one right now?

A. I don't think I am prepared to answer that; I would want to look into it.

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ELLERY STONE HEADS POSTAL

Ellery Stone, formerly of All America Cables and Radio, Inc., and since 1939 Executive Vice-President of the Postal Telegraph, was elected President of the Postal last week. Mr. Stone, well known in the communications and radio industry, succeeds Edwin F. Chinlund, President of the Postal for the past three years, who resigned to become Vice-President of R. H. Macy & Co., in New York. For the time being, Mr. Chinlund will continue as Chairman of the Postal Telegraph Company.

In 1934 Mr. Stone, who is 48 years old and a native of California, was made President of the Federal Telegraph Company and continued in that capacity until 1931, when the company was acquired by International Telephone and Telegraph. He then became operating Vice President of the Mackay Radio and Telegraph Company and subsequently Vice President of All America Cables and Radio, Inc. In 1938, he joined the Postal organization as a vice-president.

Mr. Stone is the author of "Elements of Radio Communications" now in its third edition, is a Commander in the Naval Reserve, and a member of the Technical Committee of the Board of War Communications.

For the present both Mr. Stone and Mr. Chinlund will devote considerable time to the bill which will again come up in the next Congress to consolidate the Postal and the Western Union.

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RADIOMARINE UNIT RECEIVES E AWARD

The Army-Navy E pennant for outstanding industrial production and 533 silver E pins were presented to the Radiomarine Corporation of America and its employees at ceremonies in the concern's offices in 75 Varick Street. The award was the third of its kind given to a subsidiary of Radio Corporation of America.

Rear Admiral William Carleton Watts told the 600 persons present that the company's work was essential to the war. He praised the employees and thanked them for the Navy. Brig. Gen. Ralph K. Robertson, commander of the metropolitan military area, told the workers that the E pin was the equivalent of a military decoration.

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WILSON'S ELEVATION NOT TO ALTER WAR-NAVY AGREEMENT

Radio and radar contracting and production scheduling procedures, now directly under WPB Vice Chairman Chas. E. Wilson, will not, according to the Radio Manufacturers' Association, be substantially altered under the recent WPB agreement with the War and Navy Departments giving Mr. Wilson general supervision over all program scheduling of the various military services. The WPB Radio and Radar Division, of which Ray C. Ellis is Director, continues under the supervision of Vice Chairman Wilson, and the contracting and scheduling procedures of this Division with the various Army and Navy units continue virtually unchanged. The Radio and Radar Division continues as an industry unit in the organization of Vice Chairman Eberstadt, but, under the general program scheduling agreement of WPB with the Army and Navy, Vice Chairman Wilson will have general supervision over all programs of the services and, in addition, "the particular duty of central supervision and direction of the production programs of aircraft, radio and detection equipment and escort vessels".

In the overall production scheduling program, Vice Chairman Wilson has appointed Ralph J. Cordiner, well known in the radio industry, as WPB Director General for War Production Scheduling. Mr. Cordiner formerly was manager of the General Electric Radio Division, and recently has been President of Shick, Inc., of Stamford, Conn.

Another change in the WPB organization is appointment of Vice Chairman Wilson to the U.S.-Canadian Joint War Production Committee. In this post, Mr. Wilson succeeds Vice Chairman J. S. Knowlson.

Substantial relief for military radio manufacturers in scheduling components under the Army-Navy "Precedence List" is in effect. Arrangements have been made by the Army and Navy Electronics Production Agency, of which Fred R. Lack is Director, and the WPB Radio and Radar Division, for reduction in radio parts to be scheduled under the "Precedence List", and also to postpone mandatory scheduling of such limited radio components from January 1 to February 15.

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NOTE: DUE TO THE FACT THAT CHRISTMAS FALLS ON FRIDAY THIS YEAR, THERE WILL BE NO ISSUE OF THIS SERVICE AT THAT TIME.

R. D. HEINL

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DU PONT RADIO AWARD NOMINATIONS DEADLINE JANUARY 1

In order to give the judges adequate time for consideration, it will be necessary that all nominations for the 1942 Alfred I. duPont Annual Radio Awards be in by January 1st, which is now only a little over a week away.

These nominations should be made by writing to W. H. Goodman, Secretary, Alfred I. duPont Radio Awards, Trust Department The Florida National Bank, Jacksonville, Florida. Nominations should be accompanied by data supporting the claims of outstanding service made by the nominator. The decision of the Judges will, of course, be final and conclusive in all respects. The winners will be announced the first week in 1943.

Two awards of one thousand (\$1,000.00) dollars each are given each year. One goes to the individual radio station in the United States which, in the opinion of a board of impartial judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community. The other award will go to the radio commentator, a citizen of the U.S., who, in the opinion of the judges, has performed outstanding public service by aggressive, consistently excellent, and accurate gathering and reporting of news during the calendar year, and for expert and reliable interpretation of the news.

The duPont Annual Radio Awards was established last May by Mrs. Alfred I. duPont of Jacksonville and the Florida National Group of Banking Institutions in Florida.

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GENERALISSIMO ANSWERS F.D.R.'S RADIO PHOTO MESSAGE

Generalissimo Chiang Kai-shek, replying to a message from President Roosevelt which opened radiophoto service last week between this country and China, expressed the hope the service "would be a symbol of the rapid progress of the United Nations war effort".

Mr. Roosevelt had sent the Generalissimo a hand-written letter - in which he used two "l's" in generalissimo. The Office of War Information fixed up the error with ink eradicator.

A Chinese spokesman discussing the mistake said that the spelling of Generalissimo with one or two "ls" was of no importance and therefore President Roosevelt had made no mistake. Even if he had, the spokesman continued, it would have been discourteous for the Chinese to notice it.

The text of Chiang Kai-shek's reply, released by the White House, follows:

"Your handwritten letter transmitted by radiophoto is an immense source of joy to me. By this newest means of communication the march of science has brought us closer and closer together.

"May this be a symbol of the rapid progress of the United Nations' war effort and of the early realization of our common war aims in advancing the cause of freedom and equality in a world of peace, order and happiness. I am deeply appreciative of the warm welcome accorded Mme. Chiang by you and Mrs. Roosevelt and the American people."

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OWI CONVENTION IN D.C., DEC. 28

All radio consultants appointed to assist in the functioning of the regional and local broadcasting have been called to Washington for a three day meeting beginning next week.

The program is as follows:

Monday, Dec. 28 - Hotel Washington

- 10:30 A.M. - Opening morning session W. G. Lewis - Introduction
- 11:00 A.M. - Elmer Davis, Director - "OWI Policies and Philosophy"
- 11:30 A.M. - Milton S. Eisenhower, Associate Director - "OWI Overseas Operations"
- 12:00 Noon - Gardner Cowles, Jr., Director Domestic Operations - "Overall Operation of Domestic Branch"
- 12:30 P.M. - Luncheon - Hotel Washington Roof (Rose Room)
- 2:30 P.M. - Ken R. Dyke, Chief, Bureau of Campaigns - "Organization and Operation - Bureau of Campaigns"
- 3:00 P.M. - William B. Lewis, Chief, Domestic Radio Bureau - "Complete Network and Station Operating Plans, Domestic Radio Bureau"

Tuesday, Dec. 29

- 10:00 A.M. - Ten minute report from each Regional Consultant
- 3:00 P.M. - Report on Philadelphia Test - Leon Levy - "Consultant's Operation"; Howard Browning - "Regional Operation"; Herbert Brucker - "Report on Monitoring Survey of Philadelphia Test"
- 4:00 P.M. - Report from each Regional Radio Director on clearance operation.

Wednesday, Dec. 30

- 10:00 A.M. - Discussion of OWI Local Announcement and Transcription Plan - Richard F. Connor, Chairman
- 2:30 P.M. - Discussion - OWI Regulation No. 2 (clearance) - Richard F. Connor, Chairman.

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RMA EXPORT COMMITTEE COOPERATION WITH BEW

A special RMA-BEW Export Committee, for cooperation with officials of the Board of Economic Warfare on radio export problems, has been appointed by President Paul V. Galvin. The special RMA committee was suggested recently by Assistant Director Hector Lazo of BEW in general charge of export procedure, and is headed by W. A. Coogan of New York, Chairman of the RMA General Committee on foreign trade matters. Other members appointed are: Ad. Auriema of New York, Jay Cooke of Camden, New Jersey, D. McIntosh of New York, and Arthur Rocke of New York. All members of the special committee have traveled extensively in foreign countries and represent many RMA companies and interests in foreign sales of all radio products.

The Radio Manufacturers' Association was represented at the radio export conference by the new Special Committee for Cooperation with BEW. Several BEW officials included Kenneth Campbell, George Donnelly and Albert Waterston. The WPB Radio and Radar Division was represented by Chief Frank H. McIntosh, of the WPB Domestic and Foreign Radio Section, Glen C. Henry and Ralph D. Camp of the Domestic and Foreign Radio Section. Another conference with the RMA committee will be held next month.

The shipping situation, according to information developed at a recent meeting, is not improving for several markets, and export licenses promise to be curtailed during early 1943.

Limited future assembly of sets and also kits, to be earmarked for export, was discussed tentatively at the meeting, but no definite conclusions were reached, partly because of uniformly unbalanced supplies of components in manufacturers' inventories. Several other plans on export matters included the possibility of tube shipments on a two-month quota basis, based on previous export shipments of manufacturers, and also adoption of PD-1A applications for domestic jobber exports.

WPB tentative lists of tubes and parts for the proposed future replacement program are being revised. Action on the tube allocation plan, according to Chief Frank H. McIntosh is being planned this month, although the parts program cannot be completed before January.

Additional types of tubes, including steel, will be added to the authorized tube program, but it has been decided not to restrict replacement tube production rigidly to authorized types. Therefore, a further limitation order to the tube conservation order, will not be issued by WPB, but the future production of replacement tubes will be restricted otherwise to most used types.

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ARMY, RADIO AND PRESS HAVE CONFAB ON COAST

The first of a series of conferences among northern California news and radio staffs and the public relations officers of air fields and Army camps was held at Sacramento

Topics discussed included Army regulations, censorship rules, types of Army publicity preferred by the working press and radio, function and operation of the varied Army installations in the area, and other related problems. The dinner meeting was "off the record" and attracted officers from virtually all camps in the Sacramento and San Joaquin valleys.

Press tours of the larger camps were arranged for the "working press" and subsequent sessions will be held to acquaint changing personnel of the newspapers, wire services, radio stations and Army public relations staffs with all possible information on military matters.

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84 VETERANS IN RADIO INDUSTRY'S "20-YEAR CLUB"

Eighty-four veterans of the industry are included in the first roster of radio's 20-Year Club. Last minute entries from 20 other old-timers were received too late to meet the printer's deadline.

The Club was organized by H. V. Kaltenborn, NBC's news analyst, on April 4, 1942, the 20th anniversary of his first radio news commentary. The sole qualification for membership is proof of 20 year's continuous association with radio.

Members included in the roster are:

Frank A. Arnold, Public Relations Counsel; Campbell Arnoux, General Manager, WTAR, Norfolk, Va.; A. L. Ashby, Vice-President and General Counsel, NBC; Patrick Henry Barnes, performer; L. A. Benson, President, WIL, St. Louis, Mo.; Charles R. Bickerton, control room operator, KDKA, Pittsburgh; Gerald F. Bourke, Manager, CKCA, Kenora, Ont., Canada; Quincy A. Brackett, President, WSPR, Springfield, Mass.; E. L. Bragdon, Trade News Editor, NBC; Bertha Brainard, assistant to Vice-President in Charge of Programs, NBC; George M. Burbach, General Manager, KSD, St. Louis, Mo.; Carl H. Butman, radio consultant; Robert F. Campbell, columnist, Greenwich (Conn.) Time; Phillips Carlin, Vice-President in Charge of Programs, Blue Network; A. O. Coggeshall, Program Manager, WGY, Schenectady; Thomas H. Cowan, Studio Manager, WNYC, New York; Powel Crosley, Jr., President, Crosley Radio Corp.; Milton J. Cross, announcer, Blue Network; Edward R. Cullen, Assistant to operating engineer, NBC; Vaughn De Leath, "First Lady of Radio"; A. Dinsdale, commercial Manager, WATN, Watertown, N. Y.; Dr. Franklin Durham; Orrin E. Dunlap, Jr., Manager, Department of Information, RCA.

Also, Walter Evans, Vice-President, Westinghouse Elect. & Mfg. Co.; Leo J. Fitzpatrick, Vice-President and General Manager, WJR, Detroit; G. Dare Fleck, Traffic Manager, KDKA, Pittsburgh; John M. Flynn, Assistant Chief Engineer, WEA, New York; Charles E. Francis, Transmitter Engineer, WEA; Arthur Giammatto, Senior Transmitter Engineer, WEA; Henry E. Goldenberg, Chief Engineer, WHB, Kansas City; Gerald Gray, Station Engineer, WEA; Sherman D. Gregory, Manager, WEA; Helen Guy, Business Manager, Program Department, Blue Network; Raymond F. Guy, Radio Facilities Engineer, NBC; Kolin Hager, Station Manager, WGY, Schenectady; O. B. Hanson, Vice President and Chief Engineer, NBC; George D. Hay, Audience Relations Director, WSM, Nashville, Tenn.; William S. Hedges, Vice-President in Charge of Stations, NBC; Harry E. Hiller, Studio Engineer, NBC; Charles Hodges, War Editor, Transradio Press Service; Earl C. Hull, General Manager, WHLD, Niagara Falls, N.Y.; William A. Jacoby, Radio Editor, WJR, Detroit; George H. Jaspert, Manager, WPAT, Paterson, N. J.

Also, H. V. Kaltenborn, news analyst, NBC; F. W. Kenworth, Communications Supervisor, NBC; Edwin A. Kraft, Manager, N. W. Radio Advertising Co.; Vincent I. Kraft, consulting engineer, Seattle; Henry Ladner, Law Department, NBC, Edward B. Landon, Control Room Operator, KDKA; E. B. Lyforth, Station Relations Department, NBC; Alfred J. McCosker, President WOR, New York; George McElrath, Operating Engineer, NBC; William T. Meenam, News Manager, WGY, Schenectady; Lester F. Miles "The Radio Psychologist"; Alfred H. Morton, President, NCAC; Dwight A. Myer, Chief Engineer, KDKA. Robert H. Owen, Chief Engineer, Assistant Manager, KOA, Denver, Colo.; John F. Patt, General Manager, WGAR, Cleveland; J. R. Poppele, Secretary, Chief Engineer, WOR; W. J. Purcell, Broadcasting-telecasting engineer, G. E. Co.; Joe Rines, Musical Director, Blue Network; Samuel L. Ross, Secretary-Treasurer, NCAA.

Also, David Sarnoff, President, RCA; John T. Schilling, Vice President, General Manager, WHB, Kansas City, Mo.; M. H. Shapiro, Editor, Radio Daily; John C. Slade, Vice-President Fort Hamilton Broadcasting Co.; Sigmund Spaeth, "The Tune Detective"; Daniel N. Stair, Station Engineer, WJZ, New York; William Stoess, Orchestra Director, WLW, Cincinnati; George F. E. Story, Country Agricultural Agent, Worcester, Mass.; E. O. Swain, Chief Engineer, CKCL, Toronto, Canada; W. Gordon Swan, Program, Manager, WBZ-WBZA, Boston-Springfield, Mass.; R. J. Swanecamp, Studio Engineer, NBC; Neal Tomy, Publicity Director, WJR, Detroit, Mich.; Norman Tyson, auditor, NBC; Walter Van Nostrand, owner, Van Nostrand Radio Eng. Service.

Also, Clyde D. Wagoner, News Bureau Head, G-E. Co., Schenectady; Judith C. Waller, Public Service Director, Central Division, NBC; J. H. Weinheimer, District Manager, New England Tel. & Tel. Co.; Wilson J. Wetherbee, Publicity Director, Capitol Broadcasting Corp.; Joseph M. White, tenor soloist, NBC; Edmund Whittaker, radio engineer, NBC; Gordon R. Windham, Maintenance Engineer, NBC; and Mark Woods, President, Blue Network.

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TRADE NOTES

Scheduling of deliveries of electronic equipment under the precedence list issued by the Joint Communications Board of the Army and Navy will begin February 15, instead of January 1, 1943, the War Production Board announced last Friday. The change is made under Amendment 1 to Limitation Order No. L-183-a.

Subject to revision, this schedule comprises: (1) Mica paper, electrolytic or ceramic capacitors; (2) resistors; and (3) electric measuring or indicating instruments.

Station WLW is now on the air 24 hours a day.

Signal Corps procurement of apparatus last November increased 30.5 percent in dollar volume of deliveries over the previous month of October, and compared with an increase of 13.5 percent for November for the entire Army Service of Supplies, according to announcements made December 12 by Secretary of War Stimson. The November deliveries to the Signal Corps were 1328 percent over January 1942, the first full production month after Pearl Harbor. This compared with a total SOS increase of 337 percent.

Office of Price Administration announces Government-owned recording discs, will be melted down to add to the supply of vital materials used in the production of rubber substitutes and synthetic rubber.

The Board of War Communications issued an order (25-C) making final, effective today (December 22, 1942, the discontinuance of non-telegraphic services by the telegraph industry and forbidding effective that same date the transmission of any domestic felicitation or congratulation messages (those both originating at and addressed to points within the continental United States.

The order does not, of course, affect any traffic, including special rate messages, to and from members of the Armed Forces overseas, or general low-rate arrival and departure messages, known as "tourate" messages.

Says the Washington Star:

"When you make an important telephone call you often have to wait while your interlocutor turns off his radio. When you are listening to your favorite broadcast the phone is sure to ring at least three times even if it has been silent all day. This is called modern progress."

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

GENERAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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December 29, 1942.

MC DONALD WARNS ON "ELECTRONICS MISNOMER"

The radio industry should not allow itself to be swallowed up by the designation "electronics" the use of which is becoming so general Commander E. F. McDonald, Jr., president of the Zenith Radio Corporation declares.

"We've had a lot of misnomers in the radio industry", Commander McDonald said. "Take television, for instance. 'Tele' means distant and 'vision' means sight. By that token, if I looked through a pair of binoculars I'd be using television.

"Now comes another misnomer -- electronics. Pretty soon someone will be asking you if you are going to make your Radio Business Letter cover the subject of the new industry "Electronics." You have an investment in "radio" and so have all the rest of us.

"Last Friday at the annual banquet of the Chicago Chapter of the Institute of Radio Engineers Dr. Arthur F. Van Dyck was supposed to be one of the speakers but, being unable to be present, he sent a telegram and in this telegram he advocated the use of 'radionics' rather than 'electronics'. Dr. Van Dyck's wire read:

"The whole field of electronics is in the process of broadening, although not quite so prismatically as advertising copywriters occasionally describe the picture, but we are concerned only with those fields which involve radio frequency. Recently, I heard a new term for these now radio fields which seems apt. It is 'Radionics'. That seems to be a good term if we want to find one which will win friends and influence people."

"Frankly", McDonald commented, "there is one point in what Dr. Van Dyck said that I am not in agreement with ... but we are concerned only with those fields which involve radio frequency."

"By 'we' I assume that he means the radionic industry. And we are certainly interested in public address, electric eye controls, etc., which do not involve radio frequency. In adopting radionics I hope we will make it no more limiting than the British term electronics. It should encompass the whole industry, and I am so writing Van Dyck."

Finally Commander McDonald sent the following letter to several key men in the broadcasting industry in the hope of arousing their interest in what he believes to be the danger to the industry in the continued use of "electronics":

"The first syllable of electric, electricity, electronics springs from the Greek root meaning amber which they discovered had certain properties when rubbed. Ion comes from the Greek meaning to

wander, therefore, I take it 'electronics' is wandering amber. Is that descriptive?

"The term 'electron', as thought of today, is of British origin having been first used by G. J. Stoney in 1891. Since we did not adopt the British word, 'wireless' and we haven't yet accepted the British term 'valve', why should we adopt 'electronics' for our new industry?

"According to the American Standards Association, the British term 'electronics' means, 'the branch of science and technology which relates to the conduction of electricity through gases or in vacuo.' I don't know how electricity can be conducted through gas or vacuum without accompanying radiation in some form, but of course I'm not a technician.

"'Radionics' sounds better to me as we know radio springs from the Latin to radiate and certainly it would be more descriptive of our new industry to the public than 'electronics.' At least I don't believe that if we adopted the word 'radionics' that the public would be asking you and me whether we are going into that new business, 'electronics'.

"I've got a big investment in the word 'radio' and so have you."

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PHILIPS EINDHOVEN PLANT BOMBED BY R. A. F.

In a mass raid carried out by 100 R.A.F. planes tons of high explosives were dropped on the plant and broadcasting station of the Philips Radio Company at Eindhoven, Holland. Photographs show a heavy pall of smoke over the establishment in which a great fire seemed to be raging.

The Philips plant captured by the Nazis was manufacturing radios for the Axis nations.

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RADIO OMITTED FROM EDUCATORS' ADVERTISING BAN

Newspaper publishers are up in arms because radio and magazines are omitted in a letter urging Secretary Morgenthau, Donald M. Nelson and James M. Byrnes to adopt a drastic curtailment in advertising volume. The publishers want to know just why the newspapers have been singled out as the target.

"The letter purports to have been signed by 150 educators, and several of the names appended to the release were of people known in peace times to have been associated with anti-advertising movements", the editor and publisher states. "The Amherst dateline may be explained by the fact that the secretary of the group, which seems to have acted by mail, is Prof. Colston E. Warne, of Amherst College. Prof. Warne will be remembered as an active protagonist of Consumers' Union and as strongly opposing many of the uses to which advertising was put in pre-war days."

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"The final point in the letter reads: 'Undoubtedly, such a restrictive advertising program would bring sacrifices in particular cases and would lower the income of advertising media. We would urge that, in an all-out war, essential sacrifices must be made; furthermore, that the freedom of the press may well be enhanced if newspapers are less dependent upon advertising and more dependent upon collecting the true cost of publication directly from the readers.

"Please note that only newspapers are referred to in that final touch. Neither radio nor magazines are subject to corruption, it seems, through the investments of commercial advertisers. And yet it ought to be obvious to even the casual reader or either newspapers or magazines that the latter are carrying far more "institutional" advertising than can be found in the daily press.

"First the group letter opposes war-time advertising because there is now little need to stimulate current consumption, and that to the extent that advertising accelerates present buying, it is running in direct opposition to the efforts to check inflation.

"Second, it cites TIDE statistics showing that the current volume of advertising is some 21 per cent above the level during the years 1935-1939. That is a thoroughly deceptive comparison but it serves the present purposes of this group. It does not make plain that while 1935 and 1936 might have been considered "normal" years during the past decade -- that is years in which both advertisers and the publishers of advertising media did a volume of business that assured reasonable profits -- the years 1937, 1938, and 1939 were times of comparative depression, when many business firms and publishers failed to break even.

"We fully appreciate," the group letter says, "that among these are advertising messages that the government needs to carry to the public. Where these exist, let them be paid for directly by the government rather than associated with the private trade names of commercial companies. We urge, therefore, that, through administrative order, commercial companies be permitted to include as a deductible cost (for tax purposes) only that minimum of advertising absolutely essential to secure the same of actual current output.

"Such a ruling would make it unnecessary for the Federal government, as at present, to be paying the bulk of the advertising cost of those companies now subject to high excess profits taxes. If in highly competitive fields all concerns which advertise are, for the duration silent with respect to their trade names, their relative competitive position will be maintained fully as well as if they were all to be reminding customers of their existence."

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The NBC-Northwestern University Summer Radio Institute will be continued next summer. The Institute, launched as an experiment in training broadcast personnel, was so successful that every graduate was placed in radio broadcasting. The excess of requests for graduates was 150 above the first class.

FEDERAL RADIO CELEBRATES RECEIVING "M" PENNANT

Beneath a giant tent erected for the occasion at the corner of Mount Pleasant Avenue and Gouvernor Street in Newark the Maritime Commission "M" Pennant and Victory Fleet Flag for outstanding performance in the development and production of radio equipment was formally presented last week to Federal Telephone and Radio Corporation, a manufacturing subsidiary of International Telephone and Telegraph Corporation. The awards were made by F. E. Hickey, Director of the Maritime Commission's Division of Purchase and Supply, and were accepted on behalf of the company by its president, Col. Sosthenes Behn. Mr. Hickey also presented Maritime Merit Badges to employees of the firm.

Federal Telephone and Radio Corporation is a large producer of radio units for the Maritime Commission's Liberty Fleet. Senator Albert W. Hawkes was guest of honor and principal speaker.

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IS FCC SEEING THE LIGHT?

Although there was said to be no connection between it and the Senator Byrd drive on questionnaires, unnecessary government reports, and red tape generally the Federal Communications Commission adopted an order relieving the American Telephone and Telegraph Co. and the New York Telephone Co. of the necessity of filing additional periodic reports, regarding the coaxial cable installed. Since no further experimental or construction work on this project is now being carried on, the Commission said, there is no occasion at the present time for periodic reports. The Order provides, however, that in the event any further use is made of this cable for any experimental purpose, including television, prompt notice shall be given this Commission.

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DIES AND KNOX BATTLE OVER RED RADIO OPERATORS

The Dies Committee was about to unloose a hot blast against Secretary of the Navy Knox, the other day, accusing him of keeping Communists as radio operators on wartime ships, Drew Pearson writes in the "Merry-Go-Round". "Behind this mystery is an interesting insight on how the Dies Committee operates." Mr. Pearson continues.

"Martin Dies, chairman, was in Texas at the time. How much he knew of the proposed blast against Secretary Knox is problematical. No other member of the Dies Committee was in Washington except Jerry Voorhis of California and he knew nothing about the matter. However, Robert Stripling, secretary of the committee, was going to blast the Secretary of the Navy anyway.

"Here is the inside story of what happened. Some time ago, the Radio Officers Union, an A. F. of L. organization, submitted evidence to the Navy and the Dies Committee that members of a rival C. I. O. union were Communists, but were employed as radio operators on merchant ships used by the Navy.

"As a result, 7 of these C. I. O. radio operators were discharged, and about 13 others blacklisted. Later the matter came to the personal attention of Secretary Knox, and he, anxious to be fair, asked that Wayne Morse, former Dean of the University of Oregon Law School and now a member of the War Labor Board, review the case.

"Morse found that charges against the radio operators were groundless, that their worst offense was membership in groups labeled 'radical' by the Dies Committee, such as the defunct League for Peace and Democracy. He even found that some of the blacklisted operators had made outstanding contributions to the war. For instance, Wayne Paschal of New York, a member of the C. I. C. American Communications Association, had worked out a fool-proof recording device, now used on merchant ships, to prevent espionage by radio men. Yet he and the others had been branded by the Dies Committee.

"On receiving Morse's recommendations, Knox reinstated the discharged operators. However, the Dies Committee's secretary, Bob Stripling, learned of the reinstatements through Fred M. Howe, head of the A. F. of L. union, and the fur has been flying ever since.

"Knox, anxious to avoid a public brawl with Dies, had his aides contact Jerry Voorhis, another member of the committee, who has promised to keep Stripling under control. However, Voorhis has made no promises regarding Dies himself when he returns to Washington."

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SAYS SOME COMMERCIALS REAP REWARD IN OBLIVION

The editor and publisher taking a rap at certain radio commercials, says:

"A few months ago Robert Littell in READER'S DIGEST started a campaign which won our admiration. He requested readers to carry on a public battle against offensive radio plugs, and the response within the ensuing two months promised more than trifling success.

"The effect upon the broadcast commercials, however, seems to have been zero. News is cluttered up with treacly blurbs for cosmetics, cheese, soap, and what have you, and, for our part, we've never been able to welcome such interruptions to information of the most solemn, often tragic, significance.

"The folks who write radio scripts, including commercials, presumably have studied their art and believe that they know what the listeners want, or at least what kind of plug sells the most goods. Maybe they do, but we can't help wondering how long the present variety of sales exhortation, lacking dignity and appreciation of listeners' sensibilities, will produce results that will satisfy the sponsors. Selling practices that assume a moron intelligence as the basis of their appeals will soon or late reap their reward -- oblivion."

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OLD TUBES TO BE TURNED IN FOR NEW ONES.

Radio owners will be required to turn in their old tubes at the time of purchasing new ones, WPB announced Monday. WPB said the rule will probably go into effect as early as 1943 and was being announced now to enable persons who might object to this procedure to enter their dissents.

Government officials said the system of turning in old tubes for new ones will permit the salvaging of tube bases and will control the number of tubes distributed.

WPB also said the number of tube types being produced for civilian use would be further reduced to fewer than 120. Originally there were approximately 700 types produced, but an order last April reduced the number of types to 375.

The 120 types to be produced, WPB said, would satisfy 90 per cent of existing requirements, the remaining 10 per cent coming from existing stocks.

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CROSLEY HITS FCC DENYING WLW 750,000 W

Vigorous protest against the FCC's action denying WLW's application for authority to experiment with 750,000 watts during early morning hours, and at the same time terminating the existing WLW 500,000-watt experimental authorization Jan. 1, was lodged with the FCC last Monday by the Crosley Corp.

The company, licensee of WLW and its experimental adjunct WSXO, filed with the Commission a petition for rehearing, alleging the Commission had violated its own regulations in denying the 750 kw. developmental authorization.

WLW's present 500,000-watt transmitter unofficially is said to be slated for the Government's warfare program. Consideration now is being given to use of the transmitter either for international shortwave broadcasting from the United States or for standard band broadcasting to Axis-controlled countries. So far as could be learned, final decision has not yet been reached regarding its ultimate disposition, though the Crosley Corp. was said to be collaborating with SWI and other Governmental agencies with respect to its ultimate disposition.

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BLUE FIRST NETWORK TO MAKE PROFIT FIRST YEAR

It was the proud assertion of Mark Woods, as he finished his first year as skipper, that the Blue Network was "the first network to make a profit in its first year of operation." In other words, Mr. Woods stated colorfully that the Blue would finish its first year in the black. In making his annual report Mr. Woods said:

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"We realize that a broadcasting organization, be it station or network, is judged in the final analysis by the quality of the programs it presents. Therefore, during our first year we have plowed back into sustaining programs all available money. Incidentally, it is interesting to note that only 20% of BLUE Network time is commercial, but that this small amount of total time is the source of revenue which provides the many fine sustaining programs line of success, while the businesses filling the remainder of the broadcast schedule."

At present the BLUE commercial schedule includes 40 sponsored programs of which 24 are new accounts, the network's sales department reports, also pointing out the steady rise in the average number of stations used by sponsors from 70 in February to 91 in December.

The report attributes the BLUE's commercial success in its first year to such innovations as its daytime package rate for across-the-board sponsors, its special discount structure with progressively increasing discounts as the number of stations is increased and to the BLUE being the first network to introduce a 2% cash discount. The BLUE also has stimulated a new type of institutional advertising, one-time programs celebrating special awards won by companies, according to the sales dept. There have been 14 such broadcasts this year, many sponsored by companies new to radio, and in some cases by companies new to all types of consumer advertising.

During the year the BLUE has grown from 116 to 146 affiliated stations which, together with power increases, the BLUE estimates to have added 910,000 radio families to its coverage.

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PHILCO NETS \$1.02 A SHARE IN FIRST NINE MONTHS

Philco Corp. reported last Monday net income of \$595,853, or 43 cents a share, for the third quarter of 1942, compared with \$644,039, equal to 47 cents a share, for the same period last year.

The third quarter earnings boosted net income for the first nine months to \$1,398,280, or \$1.02 a share. Net income for the similar period in 1941 was \$1,502,146, equal to \$1.09 a share.

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PICTURES SEEN USING MORE RADIO ADVERTISING

The tendency towards more extensive use of radio time for picture exploitation by major companies is providing field publicists with a lever to pry open daily newspaper columns for additional space, VARIETY submits, adding:

"Exploitation men now point to excellent results achieved through radio in various key openings and argue that the reduction in daily newspaper space for picture material (likely to continue as a result of curtailed newsprint supply) is forcing film companies to turn to the air for relief.

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"In several hinterland situations publishers who have cut picture copy to a minimum since the outbreak of war are reported reopening columns to the trade in order to circumvent loss of revenue to radio.

"Publicists complain that, though theatre advertising revenue in smaller cities and towns is tantamount to 'payroll' money for newspapers in many cases, show business copy has been the first to be axed.

"Recent newspaper delivery strike in the New York area, when theatre grosses continued booming despite the absence of regular advertising, also provided ammunition for exploiters despite that the temporary stoppage could not be considered as a barometer of daily advertising values. Though a number of theatres bought radio time during the strike period (March of Time reportedly spent \$5,000 to plug 'We Are the Marines' at the Globe theatre, N. Y.) normal newspaper advertising budgets for the holiday season continued.

"Radio exploitation for pictures is likely to affect national rather than local advertising budgets due to the uncertainty of release schedules."

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HARBORD SAYS OUR PRODUCTION WILL OVERWHELM ENEMY

Lieut. Gen. J. G. Harbord, Retired, Chairman of the Board, Radio Corporation of America, who was General Pershing's Chief of Staff in World War I says the United Nations should look forward to 1943 as a year bright with promise in the war against the Axis, and continues: "Here in the United States, after long, hard months of preparation, we are getting results scarcely believed possible a year ago. Millions of men are being equipped and trained in modern warfare. Our industrial capacity has been geared to a speed that will eventually overwhelm the enemy with its weight and power. With all its implications for final victory, this power should come into full force during 1943.

"Real fighting is ahead. Wherever the battle lines are drawn, radio will be in the thick of the fight, for it is the lifeline of wartime communications on land, sea and in the air.

"The war map today reveals that American soldiers, sailors and marines are lined up at more than sixty places on the world-wide fighting front. To unify them in communications is a mighty task. Without radio it would be a slow, almost impossible task. Every outpost, whether in jungles or on glaciers, no matter how remote, is linked to headquarters. American fighting men, almost a million of them, are focused in action by radio - the global lifeline of communication.

"In World War I, the center of action lay in France. From that battlefield radiated the communication lines. Wireless was being given its first wartime test, but at no time did the demands upon it remotely approach those of World War II. In the intervening years, the development of the electron tube, of short waves, and of many other devices and services of radio have tremendously increased the efficiency of communications. The result has been that in 1942, radio was ready to play the vital role assigned to it on the many far-flung fronts.

"These long-distance fighting fronts are bulwarked by the home front. In this war the military front and the home front are parallel. The home front is the production front and it runs through every street in the nation. Munitions and food, airplanes and tanks, rifles and radio, all move up to the front lines from the home front. Today, eighteen Americans stand behind every American fighting man. His success and the winning of this war depend upon the workers at home, for only one American in every nineteen will have a job directly in the combat forces in this war.

"The road ahead to winning this war is rough. Every mile toward victory must be fought for with an all-out effort. The rapidity of the march, the turn in the tide of battle, hinge upon science and production, as well as upon direct combat with the enemy."

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BEHIND THE SCENES OF THE BBC CHRISTMAS HOOK-UP

The linking up of all parts of the Empire in the great Christmas Day broadcast that is the big feature both of the Home and Empire Services of the British Broadcasting Corporation requires much skill and ingenuity behind the scenes. (It is broadcast from 13.00-14.15 GMT in the Eastern Service, the transmitters being beamed for world coverage.) It is here that the BBC engineers come into their glory, if not into the limelight, for without intensive labour on their part, this complex programme would be impossible. Planning begins at least five or six weeks before Christmas. As soon as the producers have roughed out their ideas of the various contributions to come from different sources, the engineers decide what apparatus will be needed at every centre concerned and arrange that adequate staff will be available to deal with studios, control rooms, and outside broadcast points.

The Overseas Engineering and Information Department is responsible for ordering transatlantic and other circuits from Empire countries--just one of their countless duties. In Britain, lines connecting various BBC centres have to be booked and alternative 'routes' arranged to cope with any hitch.

Another complication is that of pre-recording. Each contributor to the programme makes his contribution 'live,' but in case of accidents a recording has to be made. There may have to be several

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rehearsals before a perfect recording is obtained. Should there be any hitch in the programme, the recording is used instead of the live voice from Canada, New Zealand, or wherever the overseas contribution comes from. A hitch is a very rare occurrence, but precautions must be taken. This complex jigsaw of contributions from all over the world has to be timed to a split second.

"When you hear the Christmas Empire broadcast" says the BBC "think for a moment of the BBC engineers who have put in weeks of patient work and planning to make it run so smoothly. From midnight on Christmas Eve till nearly breakfast time on Christmas Day the programme has been rehearsed while you slept. The engineers themselves take it philosophically enough. 'It's a bit of a headache,' they frankly admit, 'but it's worth it.'"

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SIGNAL CORPS HEAD IS SELF-STYLED "HARD MAN"

The following article appeared in the Washington Post about the wartime head of the Army Signal Corps:

"This is a war of communications and we don't overlook any communications possibilities."

"Maj. Gen. Dawson Olmstead explains briefly the scope of his Army Signal Corps, which concentrates on everything from the most highly technical of radio developments to the human-interest-filled carrier pigeons.

"General Olmstead styles himself as a 'hard man', a self-reputation concurred in by men who have worked under him. 'When he gives you something to do, he expects it to be done yesterday, and to be done right,' avers one of his subordinates.

"When asked about his technical knowledge of the complicated mechanisms with which he deals, the general tells this story. 'A short time ago, the Under Secretary of War, Robert Patterson, and I, were inspecting some extremely complex machines. He turned to me and asked if I could take them apart and put them together again. I told him, 'I have trouble hanging a screen door straight but I have a lot of men who can.'"

"He has a story to illustrate every point and doesn't believe in conversational frills and furbelows. Typical of this characteristic is his attitude toward the highly regarded poetry written by his wife. 'I don't read it,' he confesses. 'I can't understand it, seems like a long, confused way to say what you want to say.'"

"If official duties permit, he is in bed before 8 o'clock, getting up at an early hour to be in his office before his staff arrives. Once in a long while he and Mrs. Olmstead will go out to a dinner but only if their hosts understand their leaving early. No ash trays are evident in the office of this nonsmoking, nondrinking general. The flags of his corps and of his country stand just behind his desk and a 24-hour clock ticks off the minutes on one wall.

"Born in Corry, Pa., this two-star general was appointed to the Military Academy from his home State and graduated in 1906. During the first World War the general saw action in France, serving in the Office of the Inspector General at Chaumont."

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 ::: TRADE NOTES :::
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William C. Ackerman, Director of CBS Reference Library, announces a new exhibit on display in the library. On display are Latin-American coins collected by Guy Hutcheson, CBS Engineer in charge of International Broadcasting. Hutcheson gathered the coins during a 24,000-mile trip to consult with engineers of the 76 stations affiliated with the CBS Network of the Americas. Twenty-one Latin-American countries are represented by the coins ... among them Argentina, Brazil, Trinidad, Peru and El Salvador.

Albert D. Lasker, principal owner of Lord & Thomas, said the firm would discontinue operations at the end of business on Dec. 31. Lasker is retiring from advertising but under the name of Foote, Cone & Belding his former associates will operate as advertising agents. The new firm heads -- Emerson Foote, Fairfax M. Cone and Don Belding -- have been executive vice presidents respectively in charge of the Lord & Thomas offices.

Says the Washington Post: "C.I.O. and A.F. of L. leaders are preparing a campaign for the retention of Paul A. Porter, former Washington lawyer for C. B. S., as deputy administrator of the Office of Price Administration, in charge of rent control ... Porter, under Leon Henderson, is credited with saving American rentpayers a few hundred million dollars this year. He never has lived in a rented house."

Three new radio stations are to be erected in northern Bulgaria, and one in southern Bulgaria, according to the Axis press. These stations will supplement the one now operating in Sofia, but will be less powerful. Construction of a strong short-wave station is also planned.

As a result of the song "Praise the Lord and Pass the Ammunition" being broadcast to Japan by short-wave, Rev. Hugh C. Craig of Magna, Utah said: "When the Japs interpreted the words of the song and gained the impression that a chaplain had handled weapons, closer restrictions were placed on all priests and other ministers held prisoners."