

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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FRANK E. MULLEN

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No. 1590

January 4, 1944

## REPORTED HARRY BUTCHER IS TO SUCCEED ELMER DAVIS

Along with a revival of the rumor that Elmer Davis is to resign as head of the Office of War Information there are reports that the cables have been kept hot in an effort to get Lieut. Commander Harry C. Butcher, Aide to General Eisenhower, and former Washington CBS Vice President, to succeed him. According to the best information available, Commander Butcher, being well satisfied where he is, has not been receptive to the proposal.

Rumors that Mr. Davis is to go have been numerous. In fact on at least one occasion he has himself threatened to resign. Elmer's path has not been one of roses and although his friends among the radio and press commentators seemed to be a legion in the beginning, they have been rapidly falling by the wayside. Criticism of Washington correspondents in Boston brought a storm of disapproval down upon him.

One of his most severe critics, friendly and wishing him well at the start, has been Frank Kent of the Baltimore Sun, who about every so often throws a harpoon into Mr. Davis. Elmer stirred up a new hornet's nest for himself last Friday night when, over the NBC Network, he attacked the so-called "Axis" newspapers - the Washington Times Herald, the New York Daily News, and the Chicago Tribune, saying:

"We can win in 1944, says General Eisenhower, provided all of us, civilians as well as the armed forces, do our full duty. Two newspapers, the New York Daily News and Washington Times Herald, call that an alibi in case our military plans go wrong. It is worth remembering that the Times-Herald was also one of the newspapers - the other was the Chicago Tribune - which three days before Pearl Harbor published to the world the plans by which our Army proposed to fight if there had to be a war. The enemy who was already nearing Pearl Harbor for that sneak attack must have been grateful for that information; as he will certainly be grateful for this endeavor by the Patterson-McCormick press to undermine confidence in our military leadership. Most of us, looking at General Eisenhower's record, will be likely to have more confidence in his plans."

The Times-Herald promptly retorted that they had been too "insignificant" to be successful in the job he holds and Frank Waldrop of the Times-Herald added that the OWI "has been the worst flop of many flops in the Roosevelt War Administration."

If Mr. Butcher were to go to the OWI, he would be the first radio man to head a major government war news bureau.

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Mr. Davis, formerly a CBS news commentator, before that was for many years on the New York Times. Byron Price, Director of Censorship has been strictly a newspaper man but has a very capable radio assistant, J. Harold Ryan, Vice President on leave from the Fort Industry stations in Ohio, Georgia and West Virginia, of which Lieut. Commander George B. Storer, also on leave, is president.

Mr. Davis has as his assistant, Edward Klauber, former Vice-President of CBS, and former night editor of the New York Times. Mr. Klauber succeeded Milton Eisenhower, brother of the General, at OWI.

Thus, if Mr. Butcher followed in the footsteps of Mr. Davis, there would still be two CBS men at the head of OWI. It is doubtful, however, if this would bring any complaints from the other networks as both Butcher and Klauber are known to be square shooters. Only recently Niles Trammell, President of NBC, back from Africa was reported singing the praises of Mr. Butcher and expressing appreciation for courtesies extended to him by the latter.

A thing which makes the report seem plausible that Harry Butcher has been suggested to succeed Mr. Davis, if indeed Davis is to get out at this particular time, is his close friendship with Stephen T. Early, presidential secretary, who handles press and radio matters at the White House and the man probably closest there to the President. It is reasoned that if Mr. Roosevelt were dissatisfied with the way things were going at OWI, the person he naturally would turn to would be Mr. Early and Steve, knowing the high qualifications of his friend Harry Butcher, would just as naturally think of him as qualified to do the job. It might be said in passing that Mr. Klauber would also be exceptionally well qualified to take the place of Mr. Davis but for the fact that Mr. Klauber suffered a severe illness a year or so ago necessitating his retiring from CBS and for that reason might not feel that he could take on additional responsibility.

As was said, Mr. Butcher was reported not to have taken kindly to the suggestion that he return to the United States to head the OWI; in fact, was understood "to have kicked like a steer" against the proposal.

Nevertheless, this writer believes, if Mr. Davis is to resign, that the broadcasting industry would unquestionably welcome Butcher as his successor, and that he would soon prove just as popular with members of the press. Not long ago he was proposed for the \$35,000 presidency of the National Association of Broadcasters, but was said to have turned down the suggestion cold saying "One war at a time is enough."

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## STATE DEPARTMENT'S COMMUNICATIONS EXPERT RESIGNS

Thomas Burke has resigned as Chief of the Division of International Communications of the State Department after five years' service. Mr. Burke will engage in private business. Among those reported to succeed him is Francis Colt de Wolf, as assistant in the Division.

Secretary Hull, in accepting Mr. Burke's resignation, said he did so with regret, but recognized the force of his reasons for leaving the Government service. He wished him happiness and success.

Mr. Burke, in cooperation with U. S. military authorities, went after clandestine radio stations which the Germans were operating in South America. This was difficult because the countries involved were not at war. Arrangements were made, however, whereby the enemy radio stations were hunted down. The hunting down was done by United States experts and by Latin-American technicians brought here for special training.

Mr. Burke, whose division in the State Department deals with aviation, shipping and telecommunications, also was responsible for the excellent radio telegraph service the United States now has with Australia and New Zealand. He set up direct operations between this country and Australasia, making it unnecessary for dispatches to be routed through London.

Mr. Burke served overseas as a Captain with the Rainbow Division in 1917-19. Thereafter he spent many years abroad as a representative of the Standard Oil Co. He joined the Bureau of Foreign and Domestic Commerce of the Department of Commerce in 1934, and four years later transferred to the State Department, becoming the first Chief of the Division of International Communications.

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## HOYT INTRODUCES OWI SUCCESSOR; PRAISES PROGRAM COORDINATION

Palmer Hoyt, retiring Director of the Domestic Branch of the Office of War Information said he expects arrangements for adequate news, radio and picture coverage to be made for the projected European invasions.

Mr. Hoyt, who is returning to his post as publisher of the Portland Oregonian, made the statement to reporters in introducing his successor, George W. Healy, Jr., Managing Editor of the New Orleans Times-Picayune, and Vice President and Treasurer of the Times-Picayune Publishing Co.

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Mr. Healy said both he and Mr. Hoyt believed that the American people "have strong eyes and good ears and can take news straight without folding up."

In addressing the Sales Executive Group in New York, Mr. Hoyt praised the OWI Program Coordination Office by saying:

"A task with which the Domestic Branch of the OWI is endowed is to enlist and aid the support of civilians in the many drives and programs essential to a full prosecution of the war. In connection with this phase of our activities we are essentially a channeling agency. The Office of Program Coordination, which corresponds to the advertising department of a newspaper, clears for government policy and distributes through the War Advertising Council material for advertising which in this next year may total, including radio time, as much as 500 million dollars. Thus, the Office of War Information, in addition to its other duties, represents the largest advertising department in the world - an advertising department with the government as its client and the War Advertising Council as its advertising agency.

"This function of OWI is little understood, particularly by its critics. As a businessman and newspaper publisher, about to leave government for civil life, I wish to go on record, here and now, in saying that in my judgment the Domestic Branch of the Office of War Information is one of the most vitally necessary of the war-time agencies. All of you as businessmen and advertisers can imagine the chaos that would result if there wasn't a Domestic Office of War Information. In this event, all of our media of public communication - newspapers, radio, motion pictures, magazines - would be trying to help the war effort just as they are now. But if such a situation existed put yourself in the position of a newspaper or magazine publisher, head of a radio station, or a motion picture producer. You can easily see that you would be dealing direct with every one of the alphabetical government war agencies. They all have urgent messages. You would find it difficult to determine which should take precedence. As a matter of fact, to clear what obviously would be an impossible situation, the Office of Program Coordination was set up by the Office of War Information at the request of the War Advertising Council."

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C O R R E C T I O N

In listing the call letters of WOR's FM station in our release of December 17th, they were given as "WMBA" instead of "WBAM" their correct designation.

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## SENATORS NERVOUS OVER PRESS STATIONS; FEAR ELECTIONS

That there will be a complete revision of the old Radio Act was vigorously indicated in an interview with Senate Wallace White (R), of Maine, co-author of the Wheeler-White Bill. Also that the Senate Interstate Commerce Committee is whetting its axe for Chairman Fly of the Federal Communications Commission for taking in entirely too much territory. More than that, Senator White revealed that the Senators were somewhat jittery about the Commission's forthcoming decision on newspaper owned stations. Sensing this and realizing that newspaper ownership had become a hot potato, the FCC stalled on making a decision before the New Year and in the last minute the meeting at which it was expected they would take action was called off.

Apparently the majority members of the Commission were already to adopt a policy to give future newspaper station applicants the needle when they got wind of the senatorial concern over the matter. Evidently the Senators felt that it was too close to election to rock the boat by discriminating against newspaper owned stations. Also it is believed several of the Commissioners wavered in the face of the argument of Commissioner T. A. M. Craven who said that if newspapers are banned from station ownership, it also would mean that a precedent would be established which might prevent motion picture companies from entering television and possibly standard broadcast stations from going into other radio fields.

Chairman Fly is now believed to be between the devil and the deep blue sea on the question and was reported to be seeking an interview with President Roosevelt on the subject.

In discussing press ownership of broadcasting stations, Senator White made no bones over the fact that he himself thought discrimination against newspaper owners of stations was a lot of baloney. The Maine Senator said he didn't believe the Commission has any right to deny radio station licenses to newspapers just because they are newspapers, any more than it would have the right to deny a license to a mercantile establishment.

One of the big changes foreshadowed in the new radio law is that it will be so framed that the political opponents of President Roosevelt will receive equal time on the radio to answer any political statements he may broadcast.

"I want the law rewritten so that there won't be just the voice of the government heard over the radio", Senator White declared. Senator Wheeler (D), of Montana, backing him up on this went further and declared that the contemplated revision included President Roosevelt as he (Wheeler) believed it should.

Mr. White said that while it might be difficult to draw a line, he felt the general objective of getting both sides of controversial questions before the public could be attained.

Although final details had not been considered, Senator White, who is Acting Republican leader said he was confident the final draft of the bill would contain sections denying to the Federal Communications Commission the right of censorship over radio broadcasts, specifically stating that the FCC should not dictate the contents of programs and denying it control over the business interests of stations.

Until last week it had been the general belief in Congressional and broadcasting circles that the Commission would hand down a ruling adverse to newspaper ownership. This would be in accordance with the known views of President Roosevelt at whose suggestion, it is believed, the study of the question was undertaken by the FCC two years ago, and with opinions expressed by Chairman Fly recently in his testimony on the Wheeler-White Bill.

A report reflecting the view of the President and the FCC Chairman, which has been the view also of the majority of the seven-member Commission, that newspaper ownership tends to concentrate unduly, if not to monopolize operation and control of channels leading to the formulation of public opinion, is known to have been presented at a meeting yesterday afternoon.

Only one member, Commissioner T. A. M. Craven, has been a consistent opponent of the proposed denial of newspaper ownership, and from him a dissenting minority opinion was expected.

Such a dissenting minority report was in fact presented, with the result that action on the report was held up for reconsideration by several members of the Commission, who found their previous opinions considerably shaken by the arguments presented.

Another meeting, called for was not held, while members discussed the majority report and the dissenting opinion of Mr. Craven, in which exception was taken to the legality and advisability of the proposed action.

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#### FCC FOREIGN COMMUNICATIONS MERGER INQUIRY SOON

The Federal Communications Commission announced last week that it would begin the investigation of international communications at an early date. This is understood to be in anticipation of the Commission recommending the merging of these carriers.

The investigation, the Commission said, will cover rates, practices, classifications, regulations, facilities, traffic arrangements and services. Originally the Commission had ordered an investigation of rates of press wireless, but this was widened to include other companies.

The decision to begin the hearings at this time was made in response to a request by Press Wireless to broaden the proceedings instead of confining the inquiry to this company alone. The Press Wireless hearing set for January 17 has been cancelled and as yet no date has been decided upon for the general inquiry.

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## CHARGE BLUE NET SALE FAVORS FDR, WILLKIE CAMPAIGNS

Claiming that the White House palace guard may have had a hand in it and that Wendell Willkie may have also been in the picture, the Washington Times-Herald today (Tuesday) suggested a Congressional inquiry into the purchase of the Blue Network by Edward J. Noble, former Under Secretary of Commerce in the Roosevelt Administration. Likewise the buying in later by Time Magazine, Willkie support. The Times-Herald article, written by Willard Edwards, follows in part:

"Glimpses of the White House palace guard in the background of recent developments involving the control of the Blue Network, one of the nation's major broadcasting chains, aroused the attention yesterday of Capitol Hill observers.

"Domination of a radio network by the Hopkins-Frankfurter-Niles group in propagandizing for a fourth term for President Roosevelt and also in helping to influence the choice of a Republican candidate was conceded to be a political asset of immense value.

"That this objective is in the process of being gained was asserted by Congressmen who have been watching the march of events since the sale of the Blue Network last October.

Purchaser of the network at that time was Edward J. Noble, New Yorker, who made a fortune out of Life Savers, a confection. As a former Undersecretary of Commerce to Harry Hopkins, Noble became intimately associated with David K. Niles, who was another assistant to Hopkins, and thus has close ties with two of the Palace Guard's leaders.

"Noble acquired the Blue Network for \$8,000,000 in cash from Radio Corporation of America with FCC approval. Last week, he announced the sale of 12½ per cent of his stock to the publishers of Time, Life and Fortune, newspaper axis owned and controlled by the Luce interests.

"He sold another 12½ per cent, at the same time, to Chester J. La Roche, Chairman of the OWI's war advertising council, an advertising executive who has been listed by Director Elmer Davis as one of the American lecturers selected to interpret the United States to the people of Great Britain.

"The interests in control of the network, therefore, now include the Wall Street bank syndicate; Noble, the friend of Hopkins and Niles; Time, Life and Fortune reportedly interested in the Republican candidacy of Wendell Willkie; La Roche, selected by the OWI as a propagandist in Great Britain; and Mark Woods and Edgar Kobak, network President and Vice President, respectively, who are said to have been permitted to buy 5 per cent of Noble's stock.

"Wall Street, the interest<sup>ed</sup> Congressmen noted, put over Willkie as the Republican candidate in 1940. The lineup of the network's controlling interests would seem to support the theory of



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these legislators that the Palace Guard's radio campaign will be in support of a Roosevelt versus Willkie contest with the voters deprived of a decision on foreign policy.

"La Roche, an outstanding figure in the advertising world, has sold his interests in Young and Rubicam, of which he has been Chairman of the Board, and will be Chairman of the Blue Network's Executive Committee. He is a long-time friend of Noble.

"Questions have been raised whether the Time-Life-Fortune identity with the Blue Network would be affected by the FCC's policy on newspaper ownership. The Commission, in its recently announced policy, said newspaper ownership of broadcasting stations was tolerated but not necessarily accepted as wholesome or desirable. The tentative decision did not affect some 280 existing newspaper-owned or affiliated stations but was considered as weighing against expansion of newspaper ownership in any phase of radio.

"Considered of significance in connection with the Blue Network's new ownership was the transfer of certain commentators. One of these, Lowell Thomas, who speaks under the sponsorship of the Sun Oil Company, controlled by Joe Pew, Eastern Republican leader, leaves the Blue Network January 24 for the National Broadcasting System."

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#### RMA CONFERS IN CHICAGO ON WAR AND POSTWAR PROBLEMS

An industry "Mid-Winter Conference" will be held by the Radio Manufacturers' Association in Chicago beginning next Tuesday (January 11-13) to consider many problems of the stepped-up 1944 radio war production program and also for future plans on industry postwar problems. Many industry executives and RMA Committees will participate in the conference. Ray C. Ellis, Director of the WPB Radio and Radar Division, will be among the officials in attendance. New RMA activities and services to the Association's member companies, to deal with the increased war radio program and also on future peacetime reconversion will be developed.

On the opening day of the conference, there will be a meeting of the Parts Division Executive Committee, under the chairmanship of Ray F. Sparrow, and a meeting of the new Advertising Committee, under the chairmanship of John S. Garceau.

Seven Committee meetings, including the new special committees on immediate and future war contract termination problems and also future industry reconversion plans are scheduled on the second day, January 12th.

On January 13 there will be a meeting of the RMA Board of Directors to act on expansion of the Association's work and membership services as recommended by the various committees. Among

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these are groups appointed to deal with immediate war production and also future problems relating to employment and personnel matters; future industry merchandising and sales financing problems; development of industry statistics and industry promotion and advertising, and also peacetime export development. The Industry Reconversion Committee under the chairmanship of A. S. Wells, of Chicago, former President of RMA, will draft a detailed program for future reconversion of the industry to civilian production, for its discussion with proper government agencies, and also consider problems of disposition of government plants and surplus war materials and postwar patent situation. Its work will be coordinated with that of the Radio Technical Planning Board.

There will be a meeting of the newly reorganized Illinois Radio and Appliance Dealers' Association Friday evening, January 14th, following the RMA conference.

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#### ZENITH SIX MONTHS' OPERATING PROFIT \$3,372,908

Zenith Radio Corporation reports an estimated consolidated operating profit for the first six months ended October 31, 1943, of its current fiscal year, amounting to \$3,372,908, after depreciation, Excise Taxes and reserves, including reserves for voluntary price reduction on war contracts and renegotiation but before provision for Federal Income and Excess Profits Taxes.

Federal Income and Excess Profits Taxes on this profit are estimated at \$2,072,787.

"The Company is continuing its high rate output of vital and highly secret war equipment", said Commander E. F. McDonald, Jr., President of the company. "Additional orders are being received for this equipment, a large part of which has been developed in whole or in part, in the Company's own laboratories. It is expected, if the war continues, that the present rate of production will continue throughout the year 1944.

"The enthusiastic public acceptance of the Company's recently introduced low-cost Radionic Hearing Aid has justified the Management's decision to place this important instrument on the market now instead of after the war as originally planned. The benefits accruing to the War Effort through the introduction now of this Hearing Aid are considered highly important. Many people are now being employed after being furnished with our Hearing Aid. Of the people who have purchased the Zenith low-cost Radionic Hearing Aid, over 78% have not heretofore been able to afford a hearing aid."

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: : : TRADE NOTES : : :  
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The War Production Board December 31st issued General Preference Order M-369 continuing on allocation pure tungsten, molybdenum ingot, wire and sheets. These products are used largely in radio tubes and electric light bulbs. This action was taken because these items are critical, and it was felt by the WPB that they should be continued on allocation contrary to the general policy of removing controls from alloying metals.

Agreements with the American Network (FM) have been signed by Gardner Cowles, Jr., of Iowa Broadcasting Co.; John Cowles, President of Minneapolis Star Journal & Tribune Co., and R. L. Jones, Jr. Vice-President of the Tulsa Tribune Co., according to John Shepard, President of the network.

Commissioner Robert E. Freer, of Ohio, took office as Chairman of the Federal Trade Commission on January 1st, to serve during the calendar year 1944. He succeeds Commissioner Garland S. Ferguson, of North Carolina, who was Chairman in 1943. The chairmanship of the Commission rotates annually.

Mayor Fiorello LaGuardia of New York spoke from New York on a joint Office of War Information-British Broadcasting Corporation short-wave program which was beamed to Italy over transmitters of The Voice of America and BBC on New Year's Day. This broadcast in Italian was simultaneously relayed over stations in Algiers, Tunis, Bari, Naples and Palermo.

Ivor Kenway will join the Blue Network Jan. 1 as a special assistant to Edgar Kobak, Executive Vice-President. Working with Mr. Kobak toward the expansion of the Blue, he will concentrate on special studies and assignments, particularly with respect to markets, merchandising of products of Blue Network advertisers and Blue sales. Mr. Kenway has served for many years as Advertising Manager of Devoe & Reynolds Co., New York, the country's oldest paint maker, and previously was the company's divisional Sales Manager, supervising the 13 Southern States, with offices at Atlanta.

Dr. James Rowland Angell, former President of Yale University and now educational consultant for the National Broadcasting Company, has been appointed Director of the Hall of Fame for Great Americans of New York University. Dr. Angell succeeds the late Professor William Lyon Phelps.

Starting the week of January 2nd, WRGB, General Electric's television station in Schenectady, will operate on a new telecasting schedule of four evenings each week instead of the present schedule of three evenings and two afternoons each week. The change was made as a result of an audience survey which indicated a preference for programs on Sunday evenings.

A number of changes in WPB Order U-4 December 29, which controls maintenance, repair and operating supplies for the telegraph industry included:

1. Ocean cable, grapnel rope and buoy rope are excluded from minimum working inventory restrictions and consumers must apply separately for each purchase of these materials.

2. The dollar value of MRO materials for use in a single installation is raised from \$500 to \$2,500. This change enables operators of owned or leased teletype machines to install standby machines on the premises of users without special permission in each instance from WPB.

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Irene Kuhn, formerly NBC's Manager of Program Promotion, has been appointed Assistant Director of the Department of Information, Frank E. Mullen, Vice-President and General Manager, has announced. A widely-traveled newspaperwoman, Mrs. Kuhn joined NBC in December, 1940, as a special writer and assistant to the Vice-President in charge of Press. In the Summer of 1942, she was made Coordinator of Program Promotion, and later became Manager of Program Promotion.

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Effective Jan. 3, Station WHDF, Calumet, Mich., became affiliated with the Blue Network as a member of the Michigan Network. The addition of WHDF increases the number of this Network to 11.

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For the fourth consecutive year, and the seventh in the past eight, the WOR Mail Room reports that mail from listeners has passed the one million mark. Letters from listeners dropped under one million per year only in 1939 when the total was in excess of 953,000. This count includes only the mail which is handled by WOR and not letters which are sent to the sponsors direct.

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Standard Brands, Inc., 595 Madison Ave., New York, engaged in the sale of Fleischmann's Compressed Yeast, is alleged in a complaint issued by the Federal Trade Commission to have disseminated false advertisements concerning the therapeutic properties of the product and its effectiveness in the treatment of vitamin deficiencies purported to exist among members of the purchasing public.

Advertisements disseminated by the respondent in newspapers, magazines, booklets and other media, and by means of radio broadcasts, the complaint alleges, falsely represent, among other things, that if one has colds which are severe or "hang on", he is deficient in vitamin A; if he is nervous, irritable and has poor digestion, a deficiency in vitamin B exists, etc.

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Lunsford P. Yandell, Blue Net Vice-President, resigned his office on December 31 to take an important position in the field of international trade.

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Station WGAU, 250 watts, Athens, Georgia, will begin operating as a CBS affiliate on or about February 15, 1944.

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Miller McClintock, President of the Mutual network, has been appointed Co-Chairman of the National Radio Division of the 1944 "March of Dimes", it was announced by Basil O'Connor, President of the National Foundation for Infantile Paralysis.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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## I.R.E. MEETING TO DISPLAY CAPTURED ENEMY RADIO EQUIPMENT

The Winter Technical Meeting of the Institute of Radio Engineers in New York Friday and Saturday, January 28 and 29, will be devoted to the domestic, international and war aspects of radio engineering. In addition to a number of outstanding technical papers, J. R. Poppele, of WOR, Chairman of the Publicity Committee, advises the program will contain several features including participating activities by the Federal Communications Commission, a display of captured enemy radio equipment, and a discussion on the newly formed Radio Technical Planning Board.

The Institute, which now has 11,000 members, has been requested to cooperate in conserving the nation's transportation facilities and, consequently is confining the mailing of the Winter Technical Meeting notices to members residing east of the Mississippi River.

The outline of the program is as follows:

### Friday, January 28 - Hotel Commodore

- 10:30 A.M. - Address of Welcome - B. E. Shackelford, Chairman, 1944 Winter Technical Meeting; L. P. Wheeler, presiding; Ceremony of "passing the Gavel" from Retiring President Wheeler to Incoming President Turner; Annual Meeting of the Institute, Prof. H. M. Turner of Yale University, presiding; Amendment of Institute's Charter.
- 11:15 A.M. - Session of Technical Papers
- 12:30 P.M. - President's Luncheon
- 2:30 P.M. - Symposium - Haraden Pratt president; "Work of the Radio Technical Planning Board", W. R. G. Baker, Chairman of Radio Technical Planning Board
- 4:30 P.M. - Session of Technical Papers
- 7:00 P.M. - I.R.E. Banquet (Informal); George Lewis, Master of Ceremonies; Awards, Presented by Professor Turner; 1943 Medal of Honor - to Haraden Pratt; 1943 Morris Liebmann Memorial Prize - to W. L. Barrow; 1943 Fellowship Awards - to S. L. Bailey, C. R. Burrows, M. G. Crosby, C. B. Feldman, Keith Henney, D. O. North; K. A. Norton, S. W. Seeley, D. B. Sinclair, Leo Young, and Harry Diamond. Prominent Speaker on a Timely Subject (to be announced).

Saturday, January, 29

- 10:00 A.M. - Symposium - H. M. Turner presiding.  
 "Engineering Work of the Federal Communications Commission" by Lieut. E. K. Jett, Chief Engineer, Federal Communications Commission; "Timely Broadcast Matters" by G. P. Adair, Assistant Chief Engineer of the Federal Communications Commission; "Police, Aviation and Maritime Services" by W. N. Krebs, Chief of the Safety and Special Services Division, Federal Communications Commission; "International Point-to-Point and Allocation Problems" by P. F. Siling, Chief of the International Division, FCC Engineering Department.
- 12:30 P.M. - Students' Luncheon
- 2:30 P.M. - Technical Session - Lloyd Espenschied, presiding. It is also expected to have prominent American, British, Russian and Chinese authorities outline radio engineering in their respective countries.

Joint Evening Session With A.I.E.E. - January 27

Of interest to the I.R.E. membership are the arrangements which have been made with the American Institute of Electrical Engineers for a joint evening meeting on Thursday, January 27th, to be held in the Auditorium of the Engineering Societies Building, 33 West 39th Street, New York City. Major-General R. B. Colton, of the Signal Corps, will talk about enemy communication equipment and will display some of the captured apparatus. This equipment will be at the Hotel Commodore on Friday afternoon, January 28th.

The A.I.E.E. is holding its technical meeting during the week of January 24th and, for the convenience of I.R.E. members, their communications papers will be concentrated during the afternoon session of January 27, 1944.

The program for the latter date is outlined below:

Thursday, January 27, 1944

- 2:00 P.M. - American Institute of Electrical Engineers Session  
 Five Electronics and Communication Papers given below:  
 "A Short-Cut Method of Estimating the Telephone Interference Factor of Power Systems with Rectified Load", by C. W. Frick; "Crossbar Toll Switching System", by L. G. Abraham, A. J. Busch, and F. F. Shipley; "Automatic Ticketing of Telephone Calls", by O. A. Friend; "Electronically Controlled Dry-Disk Rectifier", by Allen Rosenstein and H. N. Barnett; "Rectifier Circuit Duty" by C. C. Herskind
- 8:00 P.M. - Joint I.R.E.-A.I.E.E. Meeting  
 "Enemy Communications Equipment" by Major-General R. B. Colton, Signal Corps, United States Army.  
 Exhibition of Captured Apparatus

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## SENATOR WHITE MAKES GOOD AS ACTING MINORITY LEADER

Senator Wallace White (R), of Maine, spokesman on radio in the Senate, co-author of the Radio Act and of the pending Wheeler-White radio bill, to revamp the original Act, has had added honors thrust upon him by being made acting successor to Minority Leader Charles L. McNary (R), of Oregon, who is recovering in Florida from a serious operation several months ago. Furthermore, there has been considerable praise for Senator White's work in his responsible new role. His suggestions with regard to effecting compromises on the soldier vote, subsidies, and other highly controversial matters bedeviling Congress at the present time, have been favorably received.

Senator White was appointed by Senator McNary personally when the latter was advised by doctors that he would probably be out for sometime. Mc. McNary's message complimented Senator White for the way he has been carrying on and asked him "to keep up the good work".

If it appears that Senator McNary is to be away for any great length of time, there is some talk that when the Senators return next Monday, they may elect an acting successor to Mr. McNary. In that connection, the name of Senator White has also been prominently mentioned, assuming that he desires to carry the additional burden for an indefinite time. Also several other names have been spoken of including Senator Vandenberg of Michigan, Senator Taft of Ohio, Senator Bridges of New Hampshire, and Senator Austin of Vermont.

It is interesting to note that Senator White appears to be following in the footsteps of his distinguished grandfather Senator Frye of Maine, who for many years was President Pro Tempore of the Senate.

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## COMMERCIAL RADIO VS. GOVERNMENT SEEN "LESSER EVIL"

After considering the subject at some length editorially, the Washington Post reaches the conclusion that commercial radio after all is best for the United States. In the course of the reasoning the Senate testimony of Niles Trammell, President of the National Broadcasting Company, is referred to. The full text of what Mr. Trammell said at that time is now available in the form of a printed pamphlet entitled "Radio Must Be Free".

The Post editorial follows in part:

"Mr. Trammell expressed a fear that broadcasting might become a Federal monopoly, 'without Government owning a single share of stock in a radio station or having a single representative in corporate management'.



"What it all seems to boil down to is the question of whether radio is to continue on its present basis as a commercial enterprise deriving its main revenue from advertisers or whether it is to have a quasi-official status like the BBC. It seems to us that there is hardly any question that the radio, whether in public or private hands, is a monopolistic institution, and can hardly be otherwise. The number of radio stations or chains that can be operated simultaneously is limited by physical laws. Again, by its nature, the radio, it seems to us, lends itself more readily to propaganda than to the free, full and open discussion of all subjects. In the last analysis radio propaganda will be in favor of whoever pays the costs.

"Mr. Trammell says that Government control of radio is 'a pistol aimed at the heart of all our democratic freedom'. If by this he means that sales propaganda, because easily identified as such, is much less dangerous than political propaganda, we should be inclined to agree. Of course, a commercial radio also means that a great many of the programs will be puerile, vulgar or downright idiotic, since they are chosen on the assumption that the volume of sales for the sponsor's product will be in direct ratio to the number of listeners. Here we have another instance of the operation of Gresham's law in modern society; the bad stuff driving the good off the air, or, at any rate, severely restricting it. Mr. Trammell, however, is evidently a bit touchy on this point. He speaks rather bitterly of those who try to disparage the 'daytime serials' by giving them the opprobrious name of 'soap operas', and says that three psychiatrists have studied the soap operas and approved them.

"Still, whatever its banalities, the commercial radio seems the lesser evil, and its cause has been considerably strengthened by the asinine list of tabus attributed to the BBC. Moreover, it is not now compulsory to listen to the radio; but, once under Government control, there is no telling when it might become so."

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#### NAZIS AMAZED BY BOMBING ACCURACY OF NEW RADIO DEVICE

The accuracy of a secret new navigation device which permits the RAF to bomb targets with precision regardless of weather conditions has amazed high German military officials who have observed how it was used in the systematic pattern destruction of Berlin, the Stockholm correspondent of the Associated Press reports, and writes further:

"A source close to German official circles said the baffled Germans were caught flat-footed by the Allied secret weapon which permits pattern and precision bombing almost on the scale of the United States Air Force in clear daylight.

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"(The United States 8th Air Force announced December 28 the development of secret scientific navigation devices which permit American bombers to bomb accurately from as high as 25,000 feet targets obscured by either clouds or fog. The announcement said the new methods had been used successfully in missions involving a total of 8,000 bombers and fighters).

"An anonymous Swedish scientist said in the newspaper Dagens Nyheter that the RAF was apparently using a radar-radio location navigation device transmitting infra-red rays which pierce fog and cloud. When the rays are reflected from the earth, they are recorded on a cathode ray tube forming a pattern which the navigator can read like a map.

"This scientist credited the development to a Russian-American scientist named Zworykin who was said to live in Camden, N. J. "

To which the Associated Press in the United States adds this note:

"The scientist mentioned is Dr. Vladimir K. Zworykin, long connected with cathode ray tube research for television and other electronic purposes. This tube has the ability of making radio signals visible.

"Dr. Zworykin, who has been associated with the Radio Corporation of America at Camden and Princeton, N. J., since 1930, as associate research director, also is credited with development of the electron microscope in which the cathode ray tube is used. He came to this country from Russia when a young man in 1919. "

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#### STATE DEPT.'S COMMUNICATIONS DIVISION MAY BE SUBDIVIDED

No successor as yet has been chosen to succeed Thomas Burke, who recently resigned as Chief of the Division of International Communications of the State Department. One reason assigned to the delay was that the question might be under consideration of dividing the Division into three divisions - Communications, Shipping, and Aviation. It was said that the present division is too large for one man to handle.

Mentioned as the logical successor to Mr. Burke was Francis Colt de Wolf, present assistant in the Division. If three divisions are created, it is believed Mr. de Wolf would be the one most likely to head the Communications Division.

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## CONGRESS GROUP WILL NOT PROBE BLUE POLITICAL CHARGES

Representative Lea (D), of California, Chairman of the special FCC Investigating Committee, said today (Tuesday) that his group would not investigate the Blue Network. He had previously been quoted as saying there would be an inquiry into the sale of the Blue Network in view of the charges made that Harry Hopkins and others of the White House palace guard and Wendell Willkie through the sale had gained the inside track.

The argument for this was that Edward J. Noble, controlling owner of the Blue, had formerly served as Secretary of Commerce under Mr. Hopkins and that Henry R. Luce, a Willkie supporter, had been allowed to buy a substantial interest in the Blue.

"We are investigating the Federal Communications Commission, not the broadcasters", Representative Lea said.

Mr. Lea did say, however, that his Committee would make some inquiry into the sale to see if there were grounds for the charges that any particular group would be favored with regard to time. Representative Lea seemed to think even then that the matter of time allocation was a legislative question and should be dealt with by those framing the new Radio Act.

Eugene Garey, counsel for the Lea Committee, had been previously quoted as saying that an exhaustive Congressional inquiry had been launched into the Blue Net sale.

"All the circumstances involving the sale of the Blue network, subsequent developments, and also the purchase and sale by Noble of WMCA are being investigated by the staff", Mr. Garey declared. "The results of this inquiry will be presented to the Committee for its consideration at an appropriate time."

Also Blue Net officials in Washington refused to get excited over the political charges. It was said that it was doubtful if the Blue would even issue an official denial. Although much had been made of the fact that Lowell Thomas, commentator sponsored by the Sun Oil Co., of which Joseph Pew of Pennsylvania, "angel" of the standpat Republicans had gone over to the Red Net, it was said that this "didn't mean a thing". It was explained that Thomas changed to the Red because most of his other stations were on the Red and that in dividing the two networks, they had made the split as even as possible.

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Convalescent servicemen in isolated wards at the Naval Hospital in Washington, D. C., will soon have their own radios, thanks to an unknown donor who presented a check for \$500, with the stipulation that the Home Hospitality Committee match the amount, which they did, and radios will soon be installed in the hospital.

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## OWI ADDS TWO NEW 50 KW SHORT WAVE TRANSMITTERS

Two 50-kilowatt high-frequency short wave transmitters, WOOC and WOOW, comprising the first new plant to be installed under the Office of War Information's plan to expand American international broadcasting facilities, began operations Friday, December 31, according to E. K. Cohan, CBS Director of Engineering.

Work on the ultra-modern transmitters was begun last July on the New Jersey grounds formerly occupied by the transmitter of the Columbia Broadcasting System's key station, WABC. The site was chosen by the OWI because of its ideal facilities, including underground conduits for power and radio circuits, and many acres of property completely cleared of trees and other obstructions - factors of great value in the construction and operation of a radio station.

Programs in English, German, Italian, French, Spanish, Serbo-Croatian, Polish, Dutch, Czech and Albanian will be beamed to all of Europe over the two transmitters for sixteen hours daily, starting at 10:45 A.M. Hours of operation will be increased to 20 hours daily in a few weeks, according to the OWI. Columbia's overseas engineering operations are under the general direction of Guy C. Hutcheson.

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## HANDS IT TO BRITISH FOR GETTING CIVILIAN RADIOS

A subscriber to this service sends the following clipping reprinted by a Detroit paper from the New York Times:

"London - Britons soon will have a chance to get new radio sets, it was announced today by Capt. Waterhouse, parliamentary secretary to the Board of Trade. About 70,000 radios of British manufacture are now getting their finishing touches and 14,000 American sets recently arrived here, it was said. All these sets are for civilians."

To which our subscriber adds this comment:

"You've got to hand it to the English boys. They can get production when we can't. I have on my desk a very beautiful paper knife that a friend sent me from England. This beautiful knife is heavy and made from a German bomb. The handle is in the crude form of the bomb material and the blade is beautifully finished - highly polished. Stamped on one side is 'London's Blitz' and on the other side the name of the manufacturer, 'Asprey, London'. I thought they were in need of metal and man power but evidently they have enough of each to make souvenirs."

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## FLY TO BE PUT ON GRILL RE ADMIRAL HOOPER'S RETIREMENT

When Chairman James L. Fly testifies before the Lea House Committee investigating the Federal Communications Commission, it was learned today (Tuesday), that he would be subjected to cross-examination with regard to the allegation that he had compelled Rear Admiral S. C. Hooper, former Chief of Naval Communications, to retire because of a complaint Hooper had made against the policies of Fly. Also Mr. Fly will be asked regarding similar charges in connection with Capt. Joseph R. Redmond, U.S.N., who was also Chief of Naval Communications and who, it is alleged, Mr. Fly likewise tried to have removed.

The opinion was also ventured that Admiral Hooper and Captain Redmond might be called before the House Committee and maybe the Secretary of the Navy Knox.

Mr. Knox had previously said, in answer to queries, that Admiral Hooper was retired for physical reasons, but when asked if his retirement had been requested by Mr. Fly, he declined to answer.

It was Admiral Hooper who made the first report to the Secretary of the Navy which led to the survey of conditions on the findings of which were based recommendations of the Joint Chiefs of Staff and the Secretaries of War and Navy for the transfer to their departments of the radio intelligence activities of the Federal Communications Commission. This request was transmitted to President Roosevelt last February and rejected by him eight months later in a letter made public a few weeks ago by Senator Charles Tobey (R), of New Hampshire.

T.A.M. Craven, FCC Commissioner, said during his testimony before the House Committee last week that it was a "well known fact" that Mr. Fly had visited reprisals on members of the armed forces who opposed his policies and that one of two Naval officers had been "practically cashiered" and put on the retired list because he opposed a Fly decision.

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## NEWSPAPER STATION OWNERSHIP "STILL STYMIED"

In the words of a high official, the decision of the Federal Communications Commission on the question of newspaper ownership of broadcasting stations was "still stymied". Previously this official had thought a recommendation would be made discriminating against the publishers but he said he felt this move had now been blocked.

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## LONELY OUTPOSTS GET RADIO IN ABUNDANCE, SAYS OWI

Our troops in lonely outposts around the world get radio entertainment in abundance, even in African jungles, the Office of War Information advises.

Recordings of favorite radio programs are made each week and flown to all parts of the world for rebroadcast at the same hour one week later. The Army is operating the most extensive series of radio programs in the world.

Telling how radio is serving U. S. fighting forces all over the world, OWI tells us:

"The Army is now operating the most extensive radio system, or series of systems, in the world. Adequate radio service to troops on the fighting fronts is, of course, considered first, but desire of the men in lonely outposts for radio news and entertainment is not forgotten.

"In addition to day and night short-wave broadcasts from the United States and the British Broadcasting Company in London, American troops in isolated posts can now tune in on one or more of the scores of long- and medium- wave stations scattered all over the world. The Army owns and operates some of these stations, and buys or is donated time on others.

"In England the Army owns, and operates in cooperation with OWI, its own network of 55 stations. Most of these are low-power stations, with broadcasting radius of only 10 to 15 miles. But they dot the British Isles, and reach most American troop outposts there. This network operates most of each day.

"In the Middle East the Army owns and operates stations in Iran, Iraq and at Cairo. It has not established its own stations in India, but the all-India broadcasting network permits the Army to put on its own programs during one hour each day. Most outposts in India are within reception range.

"The only broadcasting station in Iceland is the government-owned one at Reykjavik, but it leases four or five hours of time daily to the Army to broadcast its own programs.

"The Army also has liberal use of a large network of stations in South Africa, covering most of the outposts in that part of the world and reaching outposts in equatorial Africa. Australia likewise permits our troops to broadcast their own programs from the 30 stations reaching out into the bush.

"Fourteen small-radius stations are now being operated by the Army in Alaska and the Aleutians, for reasons peculiar to that region. Even 'good' receiving sets lose much of their value there because of polar magnetic disturbances. There are still too few receiving sets in the Aleutians, but more are being shipped."

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## NBC PRONUNCIATION BOOK OFFERED AS ANNOUNCERS' GUIDE

It would seem that announcers and commentators couldn't do better than fortify themselves with the new "NBC Handbook of Pronunciation" compiled by James F. Bender under the supervision of the National Broadcasting Company. The question comes to mind, why didn't somebody think of such a book as this a long time ago?

With an admirable introduction by Dr. James Rowland Angell, the book contains more than 12,000 words including names and places in the war news, commonly mispronounced. It has a three-way approach to correct pronunciation which shows the way a word sounds, how it is spelled and the proved scientific pronunciation key.

Dr. Angell writes:

"Nothing is more familiar than the drastic and impatient criticism which one often hears of the pronunciation of American broadcasters - and especially, perhaps, of the announcers. The problem has always presented grave difficulties, in part because English is the language of great groups of human beings widely separated geographically and each the inheritor of a slightly divergent usage in pronunciation. These difficulties have been immensely magnified by the exigencies of the war. Innumerable place names - many of them indigenous to languages other than English - have to be dealt with, and the broadcaster's task, already sufficiently difficult, has been made very much more trying.

"The introduction to this book deals with the standards of American pronunciation, with a section on the ways of noting pronunciation.

"The word list contains over twelve thousand entries of words which are most apt to present problems; though many of them are perfectly familiar and not perplexing to the ordinary educated individual, some are all too often mispronounced.

"Any book of this type inevitably represents certain compromises on issues where intelligent judgment may well differ materially. Nothing can be done about this beyond following the best opinion of the thoroughly experienced. In the mere matter of extent, such a book can be much curtailed or it can be almost indefinitely expanded. In the present instance, the effort has been made to hit upon a reasonable median in which the material is extensive enough to cover all ordinary needs without being so prolix as to be cumbersome. Again in the matter of the pronunciations adopted, it is often possible to urge variants which have some warrant. The standards actually selected do, however, represent widely accepted usage at the hands of competent scholars.

"The National Broadcasting Company, in putting out this volume, does so with the hope that it may be found of genuine value not only to broadcasters but to many persons interested in accurate and cultivated speech."

Although it is published by the Thomas Y. Crowell Company, in New York, the same people who get out Roget's "International Thesaurus" and "The American Thesaurus of Slang", there is nothing highbrow about the NBC book for, as a note on the jacket says:

"Pronunciation given is in General American, the dialect that is spoken by more than 90 million Americans and Canadians. Thus the most widely accepted way to pronounce a word is right at your fingertips."

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::: TRADE NOTES :::

David Frederick, formerly Editor and Publisher of Tide magazine, has been appointed Chief of the Office of Program Coordination in the Domestic Branch of the Office of War Information.

Five new campaigns, 14 renewals and a 28 per cent increase in clients over December, 1942, were reported by Arthur Hull Hayes, General Manager of WABC, CBS' New York City outlet.

Responses from 815 standard broadcast stations and 10 networks, covering the week of October 17, 1943, revealed that 24,515 persons were employed full-time and 4,862 part-time.

The total weekly compensation paid to all full-time employees amounted to \$1,366,687 or an average of \$55.75 per employee. This represents an increase of 6.6% over the October 1942 average.

Average weekly compensation for full-time employees, excluding executives, was \$49.50 or an increase of 7.3% over last year's average (1942 average).

Revealing an increase in coverage, the Blue rate card issued January 1 lists 171 stations, reaching 23,558,000 radio families (night), compared with the 122 stations, reaching 22,462,000 families, listed in the Rate Card dated June 15, 1942.

"Warcasts" carrying war news and official announcements to shore establishments, shipyards and plants producing for the Navy create newspaper reader interest, the Navy Department has found. Servicemen and workers look eagerly to their newspapers and to broadcast stations for fuller information, when they leave work, it was explained.

Inaugurated by the Industrial Incentive Division of the Navy, the "Warcasts" are transmitted directly from local stations to the plants during lunch hours, rest periods, and shift changes. They are prepared and edited by the station, in many cases in cooperation with local newspapers.

Fred Allen, radio comedian, makes this suggestion to Variety: "With 'Othello' and 'Carmen Jones' doing sensational business, I think if you can revive 'Shuffle Along' with white actors you will make a fortune."

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NATIONAL BROADCASTING CO. INC.  
GENERAL HEADQUARTERS  
30 RUDOLPH DRIVE

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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CHARGE FLY WENT DIRECT TO FDR TO "GET" TWO ADMIRALS

In the storm that appears to be gathering over the head of Chairman James L. Fly of the Federal Communications Commission, when he testifies before the House Committee investigating the FCC, the further allegation will be made that not only did Mr. Fly go direct to President Roosevelt in an effort to have Rear Admiral Joseph R. Redman removed as Chief of Naval Communications, but that the President backed Mr. Fly by writing to Secretary Knox to have Admiral Redman transferred. Secretary Knox is reported to have taken no action in the matter.

It was said that Mr. Fly's protest came after Admiral Redman had testified secretly to congressional investigators and allegedly given them information deemed by Fly as damaging to FCC's intelligence section. It was also said that the White House requested the Admiral's testimony for examination last Summer and that shortly afterward the President suggested Admiral Redman's removal to Secretary Knox.

Chairman Lea (D), of California, Chairman of the House Investigating Committee, said he had no knowledge of this letter from the White House but that he had heard the story and that Mr. Fly would be asked about it when he appears before the Committee. Representative Lea said that Commissioner T. A. M. Craven told the Committee that Mr. Fly showed him a copy of a letter from the President expressing disapproval of the testimony of Admiral Redman.

This led to the belief that despite the President's order forbidding officers to testify that an attempt would be made to have Admiral Redman and maybe even Secretary Knox appear before the Committee.

If successful in this, Admiral S. C. Hooper, retired, probably would be called. In fact, Mr. Fly will very likely be asked about Admiral Hooper before the Committee probes the Redman angle as it was the Hooper charges that started all the fireworks. Commander Craven touched them off last November by saying that it was a well known fact that reprisals were visited on military officers opposing Fly's policies. He declared that one officer had been put on the retired list as a result of this and that an attempt had been made to have another retired.

At that time no names were mentioned but later Admiral Hooper and Admiral Redman were named as the officers in question. Admiral Hooper, in a memo last May, declared that the FCC injecting itself into the war communications had endangered the war effort and denounced the domination of that field by Chairman Fly. This angered the latter who, it is charged, then went after

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Hooper's scalp. A few months later the Admiral was retired two years before he had reached the retirement age.

The letter dealing with Admiral Redman reportedly was sent to Mr. Knox by the President after Mr. Fly complained to the White House against testimony by Admiral Redman at a closed Committee session last Summer.

Admiral Redman is reported to have testified at the time that the radio intelligence activities of the FCC had "absolutely no value" and to have termed the agency a "very amateurish outfit", and the assistance given had "been zero as far as the Navy was concerned."

Soon after this testimony, according to Committee sources, the White House commandeered the Committee's transcript and subsequently sent a letter to Secretary Knox stating Admiral Redman's remarks showed a lack of loyalty to his Commander-in-Chief and urging his removal from the communications job.

Mr. Fly, according to Committee members, was sent a copy of the letter, and, it is reported, has used it in an effort to keep members of his Commission from giving testimony adverse to the FCC before the Congressional Committee.

No date has been set for the resumption of the House FCC investigation but it is expected to be within the next week or so.

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#### SUPREME COURT'S RADIO RULE USED TO CURB PRESS FREEDOM

Several months ago attention was called to the danger to the American press of a Supreme Court decision which gave Congress and its agent - the Federal Communications Commission - the power to determine the contents of radio programs by the issuance or revocation of radio licenses.

David Lawrence, the well known columnist, pointed out then that if Congress has the right to use the licensing power to abridge the freedom of radio, it can be similarly contended by the courts that Congress can control the contents of newspapers or magazines by the granting or withholding of second-class mail privileges - a governmental license.

"Confirmation of this view has now come, unfortunately, from the Post Office Department itself, which no longer is willing - and rightly so - to leave the second-class mailing privilege or license power undefined and seeks from the courts a definition of what Congress intended when it wrote the second-class mailing law", Mr. Lawrence writes.

"In banning the particular publication under discussion, the Post Office Department does not rest its case on the ground that the material published is 'obscene', although the courts would doubtless uphold such a ban if the evidence were conclusive. The department uses the occasion to find out what can or cannot be done with the second-class mailing privilege as an instrument of public policy.

"For many years American publishers have been indifferent to the weapon which has been dormant in the hands of Government. It has been too readily assumed that the first amendment to the Constitution was sufficient because it forbade Congress to make any law abridging the freedom of speech or of the press.

"The theory that the grant of a Government privilege gives the governmental bureau the right to make rules and regulations for the use of that privilege is being applied, therefore, to instruments of speech and the press—radio and printed publications. Only a constitutional amendment would seem to be completely effective in preventing subterfuge from circumventing the freedom of press clause of the Constitution. Such an amendment might read as follows:

"The grant, sale or lease of any facilities by the United States to the press, to radio broadcasting, to television, or to any other medium of public expression shall not vest in the Congress or in any executive agency or in the several States the power to limit, restrict or regulate the contents of any printed publication, radio program or creative work emanating from any medium of public expression except as any of these media may offend against the common law governing fraud, obscenity, or libel or as they may disclose military information in time of war in contravention of laws passed by Congress."

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#### NEW VOLUME CONTROL FOR AMPLIFYING SYSTEMS AND SETS

A patent for an automatic volume control for loud speaker amplifying systems which may be applied to receiving sets, has been granted to Edward Stanko of Haddon Heights, N. J.

The description given is: "In combination: a variable gain amplifier, loudspeakers operated by the output from said amplifier, noise pickup means, and means operated by said \* \* \* means and varying the gain of the amplifier in accordance with the noise level."

The patent (#2,338,551) has been assigned to the Radio Corporation of America.

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## CLAIM BBC TRANSCRIPTION SERVICE MOST COMPLETE IN WORLD

Describing the British Broadcasting Corporation's Transcription Service, which sends out program material in 19 different languages to 83 different territories overseas where it is broadcast regularly by about 500 stations, Edgar Blatt, Manager of the Service, writes in London Calling:

"I believe it can be said without fear of contradiction, that we possess the most comprehensive, if not the only complete, library of documentary war sounds in the world.

"It was felt that if our output had of necessity to be limited, we should concentrate to a greater extent on those programmes closely connected with the vital problems of war and the peace to come, than on the lighter programmes of a type which is more likely to be available already from local stations and is included in the short-wave transmissions of the BBC. \* \* \*

"In recent months, we have renewed our efforts to expand our Transcription Service, so as to include programmes in every broadcasting category with a very high proportion of first-class light entertainment. Broadcasting organizations from all over the English-speaking world have been requesting an extended output along these lines, and some of these requests have been of a most pressing character. And so we felt, quite naturally, that whatever the difficulties, they must be surmounted and that something really must be done. We have therefore reorganized and reallocated our already hard-pressed staff, completed additional technical arrangements and obtained additional funds; and so we are trebling our output in English and issuing a minimum of 300 programme hours per year out of which some 200 hours will be made up of light-entertainment programmes. Of course, these 300 hours of programme time must be multiplied very many times to arrive at the hours of broadcasting provided to stations overseas, since copies of the same transcriptions are sent to a large number of destinations. In fact, at a conservative estimate this initial 300 hours will quite easily provide 45,000 hours of actual broadcasting time.

"You will appreciate that there is a considerable time lag imposed by wartime shipping conditions and restrictions in air transport, but by the time you read this, we sincerely hope that the programmes of the BBC's 'London Transcription Service' to which you are listening are already including the new programmes of light entertainment and that you will be hearing something of everything that you like.

"In this short article I have tried to tell you something of the scope and wartime aims of this BBC Service which provides an important complement to our short-wave world networks - a Service which has developed enormously during these war years and which is now equally well known in territories as far apart as China and Latin-America, Ceylon and Newfoundland.

"Although the war has quickened the pace of developments in this as in so many other fields, this BBC Service will not terminate with the cessation of hostilities. It will continue, and will, of course, include any changes that are necessary to meet new problems and conditions, and it is hoped that it will fill an important place in post-war broadcasting, bringing to listeners everywhere its proper measure of the information, entertainment and culture of a world at peace."

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#### THINKS INDUSTRY'S TUBE SALE RATE MAY BE MAINTAINED

Although the war is not yet won and military requirements still take precedence, the radio trade may expect civilian tube deliveries in 1944 to remain at approximately the present rate provided recently revised schedules as approved by WPB can be fulfilled, says the Sylvania News. This schedule calls for the manufacture of approximately one and one-half million tubes per month for civilian use which is only slightly less than the industry's current monthly sales of such tubes. Not all types will be manufactured and the availability of several will fall short of the demand. Production will be confined to types in important demand as far as possible.

"Thus, the present shortage of certain critical types should be alleviated to some degree within the next six months", the Sylvania News continues. "The full effect of the proposed civilian production will not be felt immediately as vital war production schedules must be maintained. Civilian production will come from such additional capacity as may exist.

"Sylvania will continue its policy of equitably allocating available 'MR' stock among Sylvania Distributors each month on a pro-rata basis. In addition, it is expected that types will be interchanged with other manufacturers to provide a more complete line for Sylvania customers.

"We are optimistic to the extent that, although the radio tube shortage will continue for some time, the downward trend in the availability of civilian tubes may be arrested as a result of this program."

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In order to acquaint the representatives and agents of the Mutual Benefit Health and Accident Association, with the new program, "Freedom of Opportunity", scheduled to begin over the full Mutual network, Friday, January 14, the Mutual Broadcasting System made available a half-hour closed circuit program last Friday. Gathered at Mutual stations throughout the country representatives of 100 Mutual Benefit branch offices in the U.S. and Canada participated in this first hand account of the new program to be sponsored by their organization, in cooperation with the U.S. Chamber of Commerce.

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## BLUE NET AND NATIONAL PRESS CLUB "OVERSEAS CONFERENCE"

Lieut. Gen. Carl A. Spaatz, AAF, newly appointed commanding general of the American Strategic Bombing Force, Western Front, and Air Marshal Sir Richard Peck, Assistant Chief of Air Staff of the RAF, will participate in a "Transatlantic Press Conference" by radio on Thursday, January 13th, through the joint efforts of the National Press Club of Washington and the Blue Network.

The Club's regular Thursday "Off the record" luncheon meeting will be "On the record" in the form of a two-way Transatlantic broadcast from 1:30 to 2:00 P.M., EWT, with a group of noted Washington correspondents asking relevant questions of the two air-war leaders who will give their answers from a radio studio "somewhere in Great Britain". The half-hour program will be heard simultaneously in this country over the Blue Network and in the British Isles over the facilities of the British Broadcasting Corporation.

Robert E. Bunnelle, President of the Association of American Correspondents in London, and Felix Cotton, President of the National Press Club in Washington, will also exchange greetings during the broadcast.

William Hillman, Blue Network's Washington Correspondent, will introduce the Washington newsmen. Arthur Feldman, the Blue Network's London Correspondent will present General Spaatz and Air Marshal Peck. The three men selected to question the air leaders are: John M. Hightower of the Associated Press; Kingsbury Smith of International News Service; and Reuel S. Moore of United Press.

The special guests of the Press Club at the luncheon will include: Edward J. Noble, Chairman, Blue Network; Mark Woods, President, and G. W. Johnstone, News Director of the Blue Network, all of New York; and high ranking officers of the Army Air Forces and the Royal Air Force station in Washington.

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## DENVER DECISION PLEASES PRESS; KFEL TO APPEAL

There was approval on the part of the newspapers of District Judge George A. Luxford in Denver dismissing the suit of Station KFEL to collect damages and force the Denver Post to carry its daily program listings. Judge Luxford ruled that newspapers must be free to exercise their own discretion about what they will, or will not, publish. Gene O'Fallon, head of KFEL, said the case would be appealed to the Colorado Supreme Court. It was said, if necessary, the issue would be carried through to the Supreme Court of the United States.

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One of the first newspapers to comment on the decision was the Chicago Herald-American in an editorial captioned "An Impudent Claim", which read:

"The ruling by District Judge George A. Luxford of Denver that the publication of free radio programs or 'daily logs' by newspapers is a matter in which they must be free to exercise their own discretion attests the good judgment of the court.

"It was more than an unreasonable claim which the contesting radio station had advanced in this case, that the defending newspaper should be compelled to publish the daily programs regardless of its own choice or interest in the matter.

"It was an impudent claim on the part of the radio station.

"The radio industry is not a 'bottle baby', or a perpetually parasitic organism required or entitled to draw its life from other established industries.

"To the contrary, the radio industry is a thriving commercial enterprise on its own account, and it has its own substantial wares, and it can and does sustain itself and thrive upon the sale of its wares.

"Consequently, daily radio programs or 'logs' are advertising just as the commercial promotion is advertising, and should be paid for as such.

"In the Denver case, the untenable and impudent claim of the radio station was that it should be allowed to offer its wares to the public through the facilities of the defendant newspaper, without either compensation or the consent of the newspaper.

"Judge Luxford very properly held that the newspaper 'owed no duty to the plaintiff to publish its radio programs'.

"He went significantly beyond that to say that a newspaper 'is sole judge of the value of news as such' and that:

"'A newspaper must remain free to publish such matters as it regards as possessing news value, and to refrain from publishing such matters as it may determine do not possess news value.'"

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Fielding Robinson has been elected Vice-President of the Hazeltine Electronics Corporation. Mr. Robinson joined the organization in 1941 as coordinator with various Government agencies in Washington and elsewhere. Previously he managed the Crosley Company of New York.

John D. Grayson, who joined Hazeltine in 1941 as Controller, has been elected Treasurer. Formerly he was Controller of Bellows & Co.

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## TRAMMELL DENIES COMPARING PRESS-RADIO CIRCULATION

Niles Trammell, President of the National Broadcasting Company, was quick to deny that he had compared newspaper and radio circulation to the disadvantage of the former as charged in an article last week in Editor and Publisher written by William J. Swagerman.

"It is apparent that Mr. Swagerman misunderstood my testimony before the Senate, not only as to the figures he questioned but also as to the purposes intended", Mr. Trammell replied.

"It would be unfortunate if the major issue confronting Congress in drafting new radio legislation should be obscured by a dispute over statistics which have no bearing upon an issue which is of as great importance to the newspapers of America as it is to radio. Just as the American way of life is dependent upon freedom of the press so is it dependent upon maintaining a free radio in this nation.

"There is nothing to be gained by either the newspapers or radio indulging in internecine warfare. There is plenty of room in the advertising world for both broadcasting and newspapers. Newspapers have done and will continue to perform service to the American public which cannot be rendered by any other medium.

"In this critical issue that is now before Congress in considering revision of radio legislation, the newspapers and broadcasters should stand shoulder to shoulder. There must be a free radio in America just as there must be a free press."

To this Editor and Publisher replied:

"If Mr. Trammell did not include in his actual testimony the statements criticized by Mr. Swagerman, they were substantially contained in NBC exhibits left with the Senate Interstate Commerce Committee. They were understood by Editor & Publisher, by Mr. Swagerman, and by the radio trade press to represent the views of the NBC president, and to be legitimately subject for comment as such. Editor & Publisher still thinks so. We agree entirely with Mr. Trammell that there is no sound comparison between sworn and audited statements of newspaper circulation and the estimates of radio coverage, however much the latter may be trusted by broadcasters and users of broadcast advertising. The two are no more comparable than horses and apples. Printed advertising in newspapers may not obtain 100% reading by every newspaper subscriber, but no advertiser is mutually excluded from the reader's eye by the presence in the newspaper of any other. On the other hand, if one program has a large share of the listeners at any given moment, all other advertisers then on the air are automatically deprived of that proportion of the audience. Therefore any attempts to project comparison between newspaper and radio audiences is at best futile.

"If the radio people will stick to their own legitimate terminology and cease trying to convince the advertisers that they have 'circulation' comparable with that of newspapers, there is a much better prospect of the 'shoulder-to-shoulder' fight that Mr. Trammell commends to all concerned."

"Every newspaper editor or publisher should recognize that the fight of the radio industry for sound radio legislation freeing business practices and program control from government domination is as much his fight as it is the broadcaster's", Mr. Trammell declared clarifying his position. "If our forefathers who wrote the Bill of Rights had had any fore-knowledge of the coming of broadcasting, there is no doubt in my mind that these men who firmly believed in the principles of free enterprise, freedom of speech, and freedom of the press, would have likewise incorporated freedom of the air as one of the cardinal principles in the Bill of Rights.

"The Supreme Court decision makes repeated reference to the physical limitation of radio facilities. I acknowledge that the very nature of broadcasting does require federal supervision of the allocation of facilities available. However, this technical necessity should not be expanded into conveying to a politically appointed commission such authorities as could make the broadcasting industry either a serf or a tool of the administration in power.

"My purpose in appearing before the Senate Interstate Commerce Committee was not to avail myself of an opportunity to give a 'sales talk' for radio. I had no desire to compare the effectiveness of radio advertising with newspaper advertising, since this subject was not germane to the hearing. I feel that to use a public hearing for such a purpose would be subject to severe criticism. I merely wished to illustrate that despite the physical limitations imposed upon broadcasting by technical considerations, there is actually more competition in the field of radio than there is in the newspaper field. This, of course, has been brought about by economic considerations. The fact that in the cities where NBC has outlets there are a total of 386 radio stations compared with 280 newspapers is evidence of that conclusion."

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WM. H. SAMMONS, IOWA PUBLISHER AND BROADCASTER, DIES

William H. Sammons, President of the Sioux City Journal Tribune, died last Friday.

In 1914, Mr. Sammons, who was one of the charter members of The Associated Press, became President of the Perkins Brothers Company, publisher of The Journal, and when The Journal and Tribune joined interests in 1941, he became head of the new concern. He also remained as head of Perkins Brothers Company, which operates Station KSCJ, in Sioux City.

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## BROADCASTERS TO START 4TH WAR LOAN WITH A BANG

The broadcasters will spare no effort to make the 4th War Loan the greatest of all victory drives.

In a three-way, nation-wide tie-up, the first of its kind in history, the Columbia Broadcasting System, with 134 radio stations in the continental U. S., the American Hotel Association with 5,500 member hotels, and the United States Treasury Department, will stage a series of twelve cross-country rallies and broadcasts, starting Tuesday, January 18, as part of the Government's Fourth War Loan Drive.

The twelve coast-to-coast programs, originating in as many cities, will be broadcast over the CBS network from the leading hotels, in whose ballrooms and banquet halls testimonial dinners will be given by the managements to honor local War Bond campaign workers.

A war bond booth has been set up in the lobby of the RCA Building to accommodate purchasers of bonds as tickets for "WJZ War Bond Night" next Tuesday, January 18th. At this time Station WJZ will inaugurate the Fourth War Bond Drive with a concert by Esquire's 1944 All-American Jazz Band at the Metropolitan Opera House. The jazz concert will be broadcast over WJZ from 9:30 to 9:55 P.M., EWT.

A member of the WJZ Victory Troop will be on hand every day to assist in the sale of bonds. Bonds ranging from \$18.75 to \$75 are being sold in exchange for tickets.

Marking the first time in the history of the Metropolitan that jazz has emanated from the great stage, the concert will present 20 top jazz musicians selected by 16 musical critics at Esquire's request. Paul Whiteman, musical director of the Blue Network, will be awarded a citation as the "Father of American Jazz". There will be no conductor for this unprecedented jam session.

The first coast-to-coast broadcast, on January 18, originates in the Hotel Statler in Boston, with Governor Leverett Saltonstall of Massachusetts and President Glenwood J. Sherrard of the AHA as guests of honor.

Subsequent broadcasts come from hotels as follows: Jan. 19, Philadelphia, Philadelphia; Jan. 24, Commodore, New York City; Jan. 25, Adolphus, Dallas, Tex.; Jan. 26, Book-Cadillac, Detroit; Jan. 31, Cosmopolitan, Denver; Feb. 2, Sherman, Chicago; Feb. 7, New Jefferson, St. Louis; Feb. 9, Gibson, Cincinnati; Feb. 10, Los Angeles hotel to be announced; Feb. 14, Roosevelt, New Orleans and Feb. 15 (grand climax), Mayflower, Washington, D. C.

As each show goes on the air, last-minute totals of local, State and national sales, will be flashed from Washington as news items to be broadcast. At the windup of the campaign, it is expected that Secretary of the Treasury Henry L. Morgenthau, Jr. will be

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heard from Washington, with the complete total of War Bond sales raised during the entire campaign.

The coast-to-coast broadcasts will be half-hour programs presented at 12:30 to 1:00 A.M., EWT; 11:30 P.M. to 12:00 P.M., CWT; 10:30 to 11:00 P.M., MWT; and 9:30 to 10:00 P.M., PWT.

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#### LISTENERS REPORTED PLEASED WITH WJZ'S NEW TRANSMISSION

According to John H. McNeil, Manager of the station, enthusiasm characterizes the letters received from listeners since Sunday, January 2nd, when the transmitter of the Blue Net key Station WJZ went into operation from its new site at Lodi, N.J.

Unsolicited mail received from widely scattered points in the station's coverage area, Mr. McNeil said, indicates that the improvement in reception, as compared with reception when the transmitter was located at Bound Brook, N. J., is considerable.

Two factors account for the improved reception from the Lodi site, Mr. McNeil continued - its position in relation to the New York area (the new location is nine-and-one-half miles from Columbus Circle) and the wet, swampy soil on which the tower stands. The greatest change was effected in the thickly populated areas of Manhattan, in Westchester, Connecticut, outer Long Island and the eastern section of Pennsylvania.

Letters received range from the dryly technical (amateur and sometimes professional engineers at work, to the wildly enthusiastic. "WJZ comes in the loudest and with the best quality of all stations on the dial!" a letter from West New York, N. J. read. "It's radio at its best. Have no doubt WJZ is now the best metropolitan station."

One writer from Keene, N.J., remarked that while it had always been his "pet gripe" that he could not hear WJZ "with any degree of pleasure" on Sunday "we could even hear Walter Winchell's tonsils quiver with excitement."

"Teaser ads" in New York newspapers called attention to the change and the expected improvement in reception.

Announcements following the change asked listeners "have you noticed the difference" and large-space advertisements in Sunday and Monday newspapers featured the headline, "Did you hear what happened at 6 o'clock last night at 770 on your radio?"

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NATIONAL BROADCASTING COMPANY  
GENERAL HEADQUARTERS  
365 ZEPHYRUS BLDG. NEW YORK, N. Y.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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## JETT FCC SELECTION APPARENTLY A POPULAR ONE ALL AROUND

Usually when an appointment is made to the Federal Communications Commission, it is a politician, someone who doesn't know anything about communications and someone the industry never heard of. In fact the FCC has become more or less a New Deal Christmas Tree. This is generally understood. Therefore, there was considerable commotion about the place when it became known that the name of Lieut. Ewell K. Jett, U.S.N., Retired, who has served as Chief Engineer of the Commission for the past five years, had been sent to the Senate by President Roosevelt to succeed George Henry Payne, whose nomination was mysteriously withdrawn two days after it had been sent to the Capitol last July.

It is true that there had been considerable talk about Lieutenant Jett to succeed Mr. Payne but when this writer talked to the former sometime ago, he apparently wasn't much interested. As Chief Engineer he was receiving \$9,000 a year and a commissionership pays only \$1,000 more. Furthermore, as Chief Engineer, Mr. Jett didn't have to worry his head about politics.

And it isn't believed Mr. Jett will do so if he is confirmed as Commissioner. He was nominated as a Republican but there is no mention of any political affiliation in "Who's Who", so he doesn't work at it very hard. In fact, this writer believes Mr. Jett is about as much of a politician as Commissioner T.A.M. Craven, Dr. C. B. Jolliffe, now with RCA, or Doc. J. H. Dellinger at the Bureau of Standards. They are all birds of a feather - and if anybody should ask this writer, they are also the highest type of Government officials. In fact, one of the first comments heard was that Jett would be "a second Tam Craven" on the Commission. Another comment was that for an FCC appointment the selection "had been surprisingly intelligent". Another was, "I expected it would be some New Dealer who could help with the Fourth Term." Still another, "Where did they get the crazy idea of putting anyone on the Communications Commission who knew anything about communications?"

Lieutenant Jett has also been able to hit it off with Chairman James L. Fly, who has leaned heavily upon him for technical advice. Mr. Jett is the second Chief Engineer to succeed to Commissioner, the first one having been Commissioner Craven.

Mr. Jett has been nominated for a 7-year term and if the Republicans win in 1944 might become Chairman of the Commission. The choice would lay between Mr. Jett and Commissioner Case, the other Republican member of the Commission.

Like Commissioner Craven, Lieut. Jett has grown with radio and the Navy. He was born in Baltimore and is fifty years old. He entered the U. S. Naval Service in June 1911. Prior to the World War he served as a telegraph operator, and as a radioman on board the battleships UTAH and MICHIGAN and the Destroyer PARKER. From 1914 to 1916 he served at the Arlington Radio Station and at the Navy's first radio remote control station in the State, War and Navy Building, Washington, D. C.

From 1917 to 1919 he served as Radio Officer on board Vice Admiral Gleaves flagship SEATTLE of the Cruiser and Transport Force, and as Radio Officer of the battleship GEORGIA.

He was permanently commissioned an ensign in the Navy in 1919 at which time and continuing until 1922 he served as Radio Officer and Officer-in-Charge of the Navy Department Transatlantic Radio Control Station. During a part of this time all transatlantic communication traffic, both government and commercial, was handled through the Transatlantic Control Station utilizing the transmitters of Arlington, Annapolis, Navy Yard Washington, Tucker-ton, N.J., New Brunswick, N. J., and Sayville, N. Y.

In 1922 he served as Radio Officer of the battleship TEXAS of the Pacific Battle Fleet; and from 1923 to 1926 as aide on the staff of Admirals Chase and Marvell and as Radio Officer of the Fleet Base Force.

After completing four years of sea duty he was again transferred to the Navy Department in Washington where he served under the Director of Naval Communications as Officer-in-Charge of the Registered Publication Section, and as Assistant Navy Department Communication Officer and Officer-in-Charge, Radio Central.

In 1929 Lieut. Jett was "loaned" to the Engineering Dept. of the Federal Radio Commission and later, upon being retired from the Navy, he was appointed a senior radio engineer in direct charge of the Commission's engineering work concerning radio services other than broadcasting. He was appointed Assistant Chief Engineer in 1931 in which capacity he continuously served until his appointment as Chief Engineer December 22, 1937.

Since the creation of the Federal Communications Commission in 1934, he has had direct charge of engineering matters relating to telegraph, submarine cable, and radio services under the jurisdiction of the former Telegraph Division of the Commission.

Lieut. Jett was a member of the American Delegation to the North and Central American Radio Conference, Mexico City, 1933; North American Regional Radio Conference, Havana, March 1937; the International Radio Consulting Committee (C.C.I.R.) Bucharest, May-June, 1937; and also in 1937 attended Inter-American Radio Conference, Havana, Cuba. In August of 1937 he represented the Commission at the Governor's Conference in Juneau, Alaska. President Roosevelt in 1937 named him a delegate to the International Telecommunications Conference which convened at Cairo, Egypt, on Feb. 1, 1938.

Lieut. Jett was Chairman of the Washington Section of the Institute of Radio Engineers in 1935. His home is in Chevy Chase, Maryland. He is married and has two daughters, Mrs. Joseph Burke and Mrs. John E. Bruce.

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### IN MILLION COMMERCIALS FTC FINDS RELATIVELY FEW BAD

Out of almost a million and a half commercials examined by the Federal Trade Commission during the past year, comparatively few were found objectionable, as shown by the following extract from the Commission's annual report:

"The Commission issued calls to individual radio stations generally at the rate of four times yearly for each station. National and regional networks respond on a continuous weekly basis, submitting copies of the commercial advertising parts of all programs wherein linked hook-ups are used involving two or more stations. Producers of electrical transcription recordings each month submitted typed copies of the commercial portions of all recordings produced by them for radio broadcast. This material was supplemented by periodic reports from individual stations listing the programs of recorded commercial transcriptions and other data.

"During the fiscal year the Commission received copies of 940,750 commercial radio broadcast continuities and examined 1,045,484 continuities. The continuities received amounted to 1,980,524 typewritten pages and those examined totaled 2,108,289 pages, consisting of 591,470 pages of network script, 1,496,089 pages of individual station script, and 20,730 pages of script representing the built-in advertising portions of transcription recording productions destined for radio broadcast through distribution of multiple pressings of such recordings to individual stations. An average of 6,920 pages of radio script was read each working day. From this material, 22,329 advertising broadcasts were marked for further study as containing representations that might be false or misleading.

"In general, the Commission has received the cooperation of the 4 Nation-wide network chains, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings, in addition to that of 853 commercial radio stations, 507 newspaper publishers, and 486 publishers of magazines, farm journals, and trade publications. It has observed a desire on the part of these broadcasters and publishers to aid in the elimination of false and misleading advertising.

"During the fiscal year, 88 percent of the radio and periodical cases resulted from the routine survey of advertising material as described above and 12 percent from complaints by or information received from other Government agencies, competitors, and other members of the public.



"An analysis of the questioned advertisements which were assembled by cases and given legal review, discloses that they pertained to 2,362 commodities.

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#### NAVY SEEKS MILLIONS FOR RADIO EXPANSION

As revealed in a letter written by Admiral Horne, Acting Secretary of the Navy, to Senator David I. Walsh (D), of Massachusetts, Chairman of the Naval Affairs Committee, the Navy Department has requested the sum of \$5,000,000 for expansion of existing radio installations and for the development of radio facilities at strategic points along the Atlantic and Pacific coasts for military and combat intelligence. Included in the \$5,000,000 is a request for authorization of \$1,980,000 to cover projects released by the Secretary of the Navy which were not included in original appropriations as in the case of the Bureau of Naval Personnel quoted above. The additional new construction requested by the Navy Department under this heading is \$3,020,000.

Expansion at the Naval Research Laboratory, Anacostia, D. C., is requested by the Navy Department to provide for an aeronautical laboratory, miscellaneous laboratory facilities, and shore protection at the Naval Research Laboratory Annex at Randall Cliff, Md. The total amount requested by the Navy Department for the research laboratory is \$800,000.

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#### BLUE EXPANDS ITS CENTRAL DIVISION FACILITIES

Expansion of the operating facilities of the Blue Network's Central Division in Chicago by the addition of some 3,700 square feet of space was announced by E. R. Borroff, Vice-President in charge of the Blue Central Division.

A marked increase in business and the desire to effect a complete separation from NBC in as many departments as possible are the major reasons for the acquisition of additional floor space on the 18th floor of Chicago's Merchandise Mart Building, according to Mr. Borroff.

In listing some of the changes to be made he explained that the entire program department, headed by James L. Stirton, and traffic department, headed by Kenneth Christiansen, will be moved from the 19th floor to the downstairs location.

The Blue will maintain and staff its own news and special events department also, Mr. Borroff said. Under the present set-up, the Blue has been using the news facilities of NBC. The Blue will also maintain its own transcription library, guest relations department and reception staff. A number of studios have been leased from NBC by the Blue for programs originating in Chicago.

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## FINE WEATHER FAVORS BLUE'S OVERSEAS PRESS CONFERENCE

Reception was almost perfect for the "Transatlantic Press Conference" put on yesterday (Thursday) by the National Press Club of Washington and the Blue Network. Lieut. Gen. Carl A. Spaatz, AAF, Commanding General of the American Strategic Bombing Force, Western Front, and Air Marshal Sir Richard Hallam Peck, Assistant Chief of Air Staff of the RAF, who were "somewhere in Great Britain" were questioned from the National Capital by John M. Hightower of the Associated Press, Kingsbury Smith of the International News, and Reuel S. Moore of the United Press. Robert E. Bunnelle, President of the Association of American Correspondents in London, and Felix Cotton, President of the National Press Club in Washington, also exchanged greetings during the broadcast.

The two-way overseas broadcast was the occasion of one of the famous Press Club "off-the-record" (which this time was "on-the-record") luncheons attended by Edward J. Noble, Chairman of the Blue Network, Mark Woods, President, and G. W. Johnstone, News Director of the Blue Network, all of New York, and K. H. Berkeley, Blue Net Manager in the Capital, as well as high ranking officers of the Army Air Forces and the Royal Air Force stationed in Washington.

Called on for a few words before the broadcast began, Mr. Noble and Mr. Woods showed their good radio training and, incidentally, made a hit with the press and radio correspondents by breaking what must have been even the Press Club's record for brevity.

Mr. Noble said:

"There was a man who couldn't remember three things. He couldn't remember names, he couldn't remember faces, and he couldn't remember what the third thing was."

That was practically his whole speech. Mr. Cotton, Press Club President, suggested that Mr. Woods tell a story he had told him out of the last Reader's Digest.

"I had intended telling you that one but suggest you get a copy and look through the jokes and you can find it."

That was Mr. Woods' speech except for thanking the Club for their cooperation in the broadcast and remarking that they had long been friends as the Blue once had its quarters in the Press Club Building.

Another good feature of the broadcast was the exceptional press service to the correspondents by Mr. Johnstone who furnished a mimeographed verbatim report fifteen minutes after the broadcast had ended - and provided enough copies for everybody. (White House please note.)

The broadcast, widely carried by press and radio and listened to by our soldiers abroad over the facilities of the

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British Broadcasting Corporation, was confined to military matters with none of the questions pertaining to radio itself. It was about 30 minutes in length, beginning at 1:30 P.M. EWT, and was so successful in every respect that it marked a decided step forward in international exchanges and congratulations were in order for everyone who had anything to do with it.

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#### U.S. GIVING WAR \$10,000,000 A MONTH IN RADIO TIME

Businessmen gave Uncle Sam 10 million dollars worth of radio time and talent in 1943, Paul Hollister, Vice-President of the Columbia Broadcasting System, told the Advertising and Sales Club of Toronto. Mr. Hollister said in 1943 alone over 600,000 different radio programs carried war messages, and the stations themselves broadcast over 5,500,000 distinct war announcements not integrated into given programs; also that in the single month of June 1943 the stations of America broadcast all forms of war messages for a sum of more than 18,000 hours.

"Isn't it quite clear now what radio is going to do after the war?" Mr. Hollister asked.

"Radio is going to distribute as it has never distributed before. To distribute what? To distribute the product it has always distributed: ideas. Ideas about goods and services, as usual. More sensible, more plausible ideas, because radio techniques have improved during the war. And radio will talk about more different products and better products too, for the number of, and the improvements in, goods and services which will emerge from the war are incalculable.

"Radio has found new techniques of graphic, memorable, emotional exposition which transcend any previously known; radio, if professional educators realize it, can glaze the walls of their schools and colleges and universities and let the nation and the world in on their cloistered secrets. Radio already draws church audiences of large proportions, and some day the men of God will realize that, and will master its technique as David mastered the technique of the slingshot.

"If radio can (as it does today) beam simultaneously identical words in both Spanish and Portuguese describing music to both Mexico and Brazil, radio is ready to beam the similar or divergent ideas of a Chinese and a Yank, each in his own tongue, and to enrich the ideas which are similar, and to compose those which diverge. If radio can (as it does any Sunday morning) transport the population of America into a fishing village in Cornwall, or transport the population of Britain into Mason City, Iowa, to hear some 6,000 Thanksgiving turkeys clamoring for chow, radio is ready

to try broader and even more specific jobs of hurdling all the barriers the selfish isolationist in any nation has ever set up.

"The developments in radio service that are directly ahead of us will not be sudden. They will be the distillate of what radio has learned in less than a single generation, and what it has done, and a projection of what it is doing, rather than an abrupt swerve. The steady rise of American radio to its today-point has been such a development, such a continuing projection of successful trials wholly underwritten by the risk-instinct and incurable scientific curiosity of private enterprise. We have seen in dictator-nations how ill such concentration of power serves the people.

"And in other democracies we have seen how dull, and therefore how inefficient in the national economy, radio can be if it is sterilized by even a benevolent tyranny. From the enemy we get daily a grim demonstration of how a godsend of science can be debased to use as mouthpiece of the selfish party in power. Further normal and rapid progress in radio can be expected so long as it helps and pleases the 31 million families who depend on radio 4 hours a day."

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#### HEARING FOR WJJD AND WIND ON MULTIPLE OWNERSHIP

The Federal Communications Commission has announced the granting of a request from WJJD, Inc., Chicago, Ill., for "opportunity for an early hearing to determine the applicability of Section 3.35 of the Commission's Rules and Regulations to the operation of Stations WJJD and WIND", the latter station being located in Gary, Indiana.

This is the first request for hearing filed pursuant to the Commission's announcement of its policy concerning multiple ownership of standard broadcast stations.

The Commission is requesting that renewal license applications for these stations be filed on or before February 1, 1944, for consideration.

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Frank E. Mullen, NBC Vice-President and General Manager, recently announced the appointment of James M. Gaines to be Assistant Advertising and Promotion Director. Mr. Gaines will report to Charles P. Hammond, NBC Director of Advertising and Promotion. Before joining NBC in 1942, Mr. Gaines had been associated with the Automobile Merchants Association, the Hearn and Bamberger Stores and the International Business Machines Corporation.

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## FCC ABOUT FACE GREEN LIGHT TO PUBLISHERS SEEKING FM

With Commissioner T.A.M. Craven throwing a big scare into them and the 1944 elections just around the corner, the Federal Communications Commission, as this writer predicted, beautifully reversed itself by every mother's son voting against any general rule discriminating against newspapers in acquiring radio stations. This gives the green light to publishers who desire to secure FM licenses. The newspapers missed the chance of a lifetime in not grabbing more of the standard broadcasting licenses when radio first came in but here seems to be another golden opportunity.

It was the warning of Commissioner Craven who single-handedly fought off Chairman James L. Fly and the other Commissioners in their efforts to keep the newspapers from acquiring further stations which prompted Senator Wallace White (R), of Maine, radio authority in the Upper House to denounce any such discrimination. Due to the fact that Senator White is at present acting as Senate Minority Leader, his remarks last week were given the widest publicity with the result that the matter reached the ears of Congress already jittery over the 1944 elections and word was quickly passed down to the FCC to lay off, adding to the political troubles by stirring up the papers at this critical time.

The moving spirit in the attempted hobbling of newspapers in radio is supposed to have been President Roosevelt as a reprisal against the papers for not supporting him in the last election (60% of them failed to do so, it is reported). It was charged the President tried to build up the radio so the Administration could use it for its own purposes.

Chairman Fly, who carries out the President's orders to a gnat's hind heel, was said to have been even more enthusiastic than usual in this case figuring that the more the newspapers were restricted the more powerful radio would be and the more important Mr. Fly would become.

It is not certain that the war is entirely over against the newspapers yet but they have gained a tremendous victory. The decision was generally interpreted as meaning that while newspaper ownership is no bar, this factor would be given consideration in event the Commission found two applicants for a station equally well qualified. In other words, if they got a chance and thought they could get away with it, they might give a newspaper a good kick under the table.

The decision to close out the long proceedings was in accordance with a stand taken by Commissioner T.A.M. Craven, who is understood to have held out against any action which would have set newspapers into a special class.

The original proposal, drafted by a three-member Committee, took the position that while there should be no outright bar to newspapers acquiring stations, the newspaper factor should be con-

sidered as one element, along with all others, but did not indicate how much weight should be given to it.

The general tone of this proposal was that the growing number of newspaper-owned stations might result in a monopolization of news outlets, at least in some communities.

Subsequently the Commission considered sending the entire record in the proceeding to Congress with a short note merely saying that it would consider the newspaper angle in passing upon each application, but not discussing the question of monopoly.

Congressional sources said Commander Craven objected to this as strenuously as he did to the lengthy proposal, contending that newspapers in general had operated their stations in the public interest and that there should be no discrimination against any class of applicants.

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#### CHARGE WHITE HOUSE PACKING FCC; PAYNE EXIT EXPLAINED

An inquiry will be demanded by Senator Moore (R), of Oklahoma, according to the Washington Times Herald into what the paper calls "an apparent scheme to pack the Federal Communications Commission with New Deal partisans in violation of the law forbidding the appointment of more than four members of one political party to a seven-man commission."

Lieut. E. K. Jett was nominated Wednesday to succeed George Henry Payne, a Republican, but Senator Moore has been informed that Mr. Jett would not claim that he was a Republican. The Times-Herald article carries this version of why Commissioner Payne was not reappointed:

"Chairman Fly was said to have told the President that Payne had furnished information to the FCC Investigation Committee, and Mr. Roosevelt is credited with the remark that 'the only thing to do with a leaking pipe is to rip it out and get a new one.'"

Willard Edwards, writer of the Times-Herald article then went on to say:

"While some mystery existed as to Jett's exact political status, there was none concerning his subservience to Chairman Fly. Testimony before the FCC Investigating Committee revealed him as unswerving in his obedience to the Chairman's commands.

"Mr. Jett's nomination would appear to be in direct violation of the FCC Act which specifies that not more than four members of a political party shall be appointed to the Commission", said Senator Moore, a member of the Interstate Commerce Committee, to which the Jett nomination was referred. 'I am informed of a

movement to push this nomination through without hearings and I shall certainly demand open hearings into Jett's eligibility for the post. It would be extremely dangerous to permit one man as Chairman to dominate such a vital agency with an overwhelming majority of rubber stamps.'

"There are now two nominal Republicans on the Commission, Norman S. Case and Ray C. Wakefield, but they have followed Chairman Fly's lead in recent years. The only dissenting vote raised against the FCC's method has been that of T.A.M. Craven, a Democrat, whose term expires June 30, and who has said he would not accept reappointment in the unlikely event that President Roosevelt offered it to him.

"Mr. Jett's confirmation and appointment of another Fly selection to fill Craven's post would also, it was noted, present difficulties in 1945 to an incoming Republican President in the selection of a Chairman who must be picked from the Commission's membership under the law. He would have seven Fly-dominated members from whom to choose.

"Mr. Roosevelt thus would control the radio waves even after he had left the White House, through his FCC appointees, until the expiration of a member's term gave the new President an opportunity to pick his man."

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#### FCC ACTION

The Commission on January 11th took the following action: KXO, Valradio, Inc., El Centro, Calif., adopted order granting petition for reinstatement, amendment and grant of application for construction permit to install new transmitter, change frequency from 1490 to 1230 kilocycles, and increase power from 100 to 250 watts, subject to the following condition: "At the expiration of the present national emergency, the applicant shall file an application for construction permit for authority to install a new antenna and ground system which will meet the minimum requirements of the Commission's Rules and Standards."; KEVE, Cascade Broadcasting Co., Inc., Everett, Wash., granted consent to transfer of control of Cascade Broadcasting Co., Inc., licensee of Station KEVE, from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot, for a total consideration of \$22,500; also KEVE, granted construction permit to move transmitter and studio from Pacific Highway at 9th St., Everett, Wash., to 2015 Jefferson Lane, S.E. of Yakima, Wash., and a site to be determined, respectively.

Birney Imes, Jr., Tupelo, Miss., granted construction permit for new station to operate on 1490 kilocycles, 250 watts, unlimited time, exact studio and transmitter sites to be determined; WBIR, Knoxville, Tenn., granted consent to voluntary assignment of license of WBIR from J. W. Birdwell to American Broadcasting Corp., for a consideration of \$135,000; WTTM, Trent Broadcasting Corp., Trenton, N.J., granted consent to acquisition of control of WTTM, by Representative Elmer H. Wene, of New Jersey, for a consideration of \$6,468.75, representing 43-1/8 shares of capital stock.

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::: TRADE NOTES :::  
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Dr. Frank Black has been engaged as guest conductor of the Cleveland Symphony Orchestra. The imminent induction of Erich Leinsdorf made it necessary to find a replacement. The management of the orchestra, searching the list of American conductors, chose the General Music Director of the National Broadcasting Company to conduct a series of concerts in Cleveland and on tour.

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Promotion and Publicity Departments of KRNT and KSO, Des Moines, recently showed off their new enlarged quarters on the 11th floor of the Register and Tribune Building, at an "Open House" and luncheon for members of the Manufacturers' Representatives' Association. With Promotion Manager John Drake as host, record MRA turn-out for year was conducted on tour of studios, control room, and newsroom of the jointly owned stations.

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Station KWTO on January 16th will become affiliated with the Blue Network as a basic supplementary station, bringing the total number of Blue affiliates to 176; located at Springfield, Mo., the station operates with 5,000 watts daytime and 1,000 watts nighttime on a frequency of 560 kilocycles.

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The Federal Trade Commission has issued a complaint charging Joseph Sperling, Inc., Washington, D. C., with misrepresentation in connection with the sale of women's fur coats, particularly with reference to leopard coats which are not made from leopard peltries as represented in newspaper and radio advertising.

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Z. C. Barnes has been appointed Director of Sales Administration of the Mutual Broadcasting System. Mr. Barnes will work with Edward Wood, Jr., General Sales Manager, especially dealing with administrative matters of the sales organization. Before his MBS affiliation, Mr. Barnes was for twenty years Vice-President of Outdoor Advertising, Inc.

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Over 200 NBC employees who registered for the courses of instruction established by the National Broadcasting Company, met last week in Radio City preliminary to commencement of the lessons which began on January 10th. Clarence L. Menser, NBC Vice-President in Charge of Programs, addressed the employee-students and explained the scope of instruction in the individual classes.

Courses are divided into two groups, primary and advanced. Primary classes in Script Writing, Sound Effects, Production and Announcing are open to all. Advanced classes are available to employees who completed last year's primary courses and who were found through personal interviews to be prepared for the additional training.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

FRANK C. HULLEN

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January 18, 1943

FLY CHARGES TRAMMELL WOULD HAMSTRING FCC; FOOL PRESS

Chairman James L. Fly of the Federal Communications Commission, now declares that what Niles Trammell, President of the National Broadcasting Company is trying to accomplish in "discrediting" the Supreme Court radio decision is "to hamstring the FCC, abolish the network rules and regain his monopolistic strangle-hold on the affiliated NBC stations."

Certainly the boys are getting rough with each other, Mr. Fly's latest accusation is a comeback at what Mr. Trammell recently said in the Editor & Publisher which publication explains that space was made available for Mr. Fly's denial in the current issue (Jan.15) at the FCC Chairman's request.

Mr. Fly replied, in part, as follows:

"In the January 8 issue of Editor & Publisher, Mr. Trammell called upon newspapers to make common war with him upon the Supreme Court decision of May 10 upholding the anti-monopoly chain rules of the Federal Communications Commission.

"That decision, Mr. Trammell advised, means that there can be no free radio in America. And to make perfectly sure that the newspapers got the point, he warned that it is only a short step from there to a government-controlled press.

"Before the publishers of the nation rush to enlist under Mr. Trammell's banner and do battle shoulder to shoulder with him against the Supreme Court and the Federal Communications Commission, I wish to make it crystal clear just how and why he is attempting to deceive them with this preposterous assertion.

"To support his charge he offers these five words from the decision: 'the composition to that traffic.' He argues that when the Court ruled that the Commission had the responsibility of determining 'the composition of that traffic', it gave the Commission power to regulate program content, what shall and what shall not be broadcast to the American people.

"I described to the Senate Interstate Commerce Committee the elaborate propaganda campaign launched by the National Association of Broadcasters, which is a stooge organization for NBC and CBS, to recapture the chain monopoly privileges. I testified: 'These words, yanked from their context made a fine battle cry. It was much better to talk in terms of abridgment of free speech than in terms of restoration of monopoly. Here also was a cause which the press could logically be expected to champion.

"The new slogan worked fine. Almost immediately there was a flood of editorials, all making reference to the composition of that traffic.

"I have here a dozen samples of these editorials, all published within 20 days of the meeting of the NAB Board and all proclaiming that "the composition of that traffic" means that "the Commission has power to control completely everything that goes out over the air".'

"Analyzing the Supreme Court decision, I showed the impossibility of construing it to give the Commission power to regulate program content.

"The Court', I contended, 'says the Commission is not simply a traffic officer, policing the wave lengths to prevent stations from interfering with each other. Obviously, the traffic referred to is the stations themselves, and the radio emissions from these stations. Then the Court goes on to say that the Commission does something more than supervise "the traffic".

"Again the traffic refers to the station. Then follows the sentence which the two big networks and their associate, NAB, chose to misconstrue, "it puts upon the Commission the burden of determining the composition of that traffic". \* \* \* The composition of that traffic is again the composition of the electrical traffic, that is, the stations that are on the air. \* \* \*

"Thus, in the network case the Supreme Court did nothing more than decide the issue before it - the validity of the anti-monopoly regulations. The law with respect to the Commission's power, or rather lack of power, over radio programs was left just where it has already been. Under Section 326 of the Act, the Commission is specifically denied the power to tell a radio station what it shall or shall not broadcast.'

"Commenting on my testimony, Chairman Burton K. Wheeler said:

"Of course, in order to put the construction which Mr. Miller (Neville Miller, President of the National Association of Broadcasters) and the President of the National Broadcasting Company put on that statement, you would have to hold that the Supreme Court by implication repealed a direct provision of the law - which in effect says that the Commission cannot regulate program content.

" . . . And to me it is perfectly absurd to put that kind of construction on the law, because it cannot be put on the law without your saying that by implication the Supreme Court overruled it, and they didn't overrule it. Now, perhaps the language they used was unfortunate, but nobody could construe it - certainly the Commission couldn't construe that language of the Supreme Court to say that it gave them the right, in the face of express law, to regulate the contents of programs.'

"Hitting at the very type of propaganda which Mr. Trammell spread on the pages of Editor & Publisher, Chairman Wheeler said:

"I think because of the propaganda that has been sent out, and it has been unfortunate, by the radio industry to a great many stations out through the country, the smaller stations that do not have the benefit of high-priced lawyers that the chains employ, that those outlying stations have come to the conclusion that this language means the Commission could regulate their programs. It has created a fear in the minds of some of the owners of these stations without question of doubt."

"The FCC does not now, nor did it ever, believe it had the power to regulate the content of radio programs. It does not desire that power.

"And incidentally, NBC and CBS which have raised such a hue and cry about the damages they would suffer because of the network regulations are doing a bigger business now than ever before.

"What are these network rules that cause Mr. Trammell to shed so many crocodile tears? They are rules which free the station owners from almost complete domination by the networks - a condition which they had to accept if they wanted to get network service. They give the stations a measure of freedom to run their business and to serve their communities they never had before. They are a milestone in the battle for the extension of free speech."

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#### TELECOMMUNICATIONS UNIT IN NEW STATE DEPT. SETUP

One of the results of the reorganization of the State Department is the creation of a new Office of Transportation and Communications which supplants the old Division of International Communications formerly headed by Thomas Burke who resigned several weeks ago. The new office is under Assistant Secretary of State Adolf A. Berle, Jr., and has these divisions: Aviation, Joe D. Walstrom, Acting Chief; Shipping, Jesse E. Saugstad, Acting Chief; Telecommunications, Francis Colt de Wolf, Chief.

Mr. de Wolf is well known to the communications industry having been for many years Assistant in the International Communications Division. The division was divided into three sections - Aviation, Telecommunication and Shipping. These have now been enlarged into divisions and will continue to deal with international aspects of radio, telegraph and cable communications, aviation and shipping.

Undersecretary of State Edward R. Stettinius, Jr. gave a brief outline of the reorganization plan last Saturday night during the second of the Department's radio series over NBC entitled "The State Department Speaks."

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## JETT INDEPENDENT STAND JEOPARDIZES CONFIRMATION

The independent political stand taken by Ewell K. Jett, Chief Engineer of the Federal Communications Commission, nominated last week by President Roosevelt to the Commission appears to have raised a novel question. When the name of Mr. Jett came up, Senators E. H. Moore of Oklahoma and Styles Bridges of New Hampshire, Republicans, questioned the fact that Mr. Jett was a Republican, the designation given him by the President. Mr. Jett, who because of his years in the Navy has never voted, refused to commit himself politically other than to say that he was an independent. There the matter stands at this writing with the possibility of a hearing by the Senate Interstate Commerce Committee to investigate it further.

Proponents of Mr. Jett's stand contend that since the law says that the 7-man Commission "shall be composed of not more than four members of the same party" that it doesn't matter what Mr. Jett's politics are so long as he is not a Democrat since there are already four Democrats on the Commission. The law doesn't say anything about Democrats or Republicans and the argument is that Mr. Jett being an independent is qualified to serve. And that is the stand he has taken.

Furthermore, it became known that Mr. Jett, although he in no way sought the position, but having had the honor of a presidential nomination, would now like to be confirmed. Previously when the commissionership had been suggested to him, he had shown no particular desire to have it. Also there was only a \$1,000 difference in the salary. However, there is said to be no indifference in his present attitude and that he is desirous of being confirmed.

The Jett case brings to mind the appointment in 1928 of C. M. Jansky, Jr., nationally known radio engineer and Arthur Bacheller, Radio Inspectors in the New York District, by President Coolidge to be members of the old Federal Radio Commission. Mr. Jansky was designated as a Democrat and Mr. Bacheller a Republican. The question was raised as to their politics. An effort to rush the appointments through brought on a filibuster. It was at the end of that particular Congress also that President Coolidge was just giving out so the appointments died with the Congress and thus the Commission lost the services of two of the best qualified radio engineers in the United States.

Mr. Jett disclaims any party affiliation, declaring he had "always maintained an independent status". Senator Bridges wrote Senator White (R) of Maine that:

"Mr. Jett is not a Republican, and never has been a Republican, and can under no circumstances qualify as a Republican."

A thing in Mr. Jett's favor is that Senator White is at the present time Acting Minority Leader and in that way may put in a good word for the FCC official because Senator White is also the

radio authority of the Senate and furthermore no one knows the value of Mr. Jett's work and his high professional standing better than Wallace White.

An odd phase of the case is that Senator Moore, of Oklahoma, who raised the question of Mr. Jett's not being a Republican, himself jumped party lines to secure the Republican senatorial election having up to that time been one of the leading Democrats of Oklahoma.

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#### PRESS WANTS NONDISCRIMINATION WRITTEN IN RADIO ACT

The newspapers are not going to take the word of the New Deal dominated Federal Communications Commission that there will be no future discrimination against the papers acquiring broadcasting stations. And to make sure of this the Newspaper Radio Committee will endeavor to have a non-discrimination clause written into the new Radio Act. Senator Chan Gurney (R), of South Dakota, himself a member of the Senate Interstate Commerce Committee will offer such an amendment to the Wheeler-White radio bill assuring newspaper publishers of not being unduly hindered from entering the field of radio, including FM and television.

One of the first newspapers to be heard from regarding the FCC's latest flip-flop is the Washington News (Scripps-Howard) which says:

"After two years or so of deliberation, the Federal Communications Commission has decided not to adopt any general rule against newspapers acquiring radio stations. It 'does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business.'

"Being in the business of merchandising news, entertainment features and advertising, we quite naturally resented and resisted any suggestion that we be arbitrarily deprived of the right to use any mechanical means that might be available to that business. Years ago the type in newspapers was set by hand, and we might not still be in this business if at that time the Government had decided that newspapers could not acquire typewetting machines.

"The printing press is not out of date yet, though broadcasting has become a strong competing medium. With inventions and improvements - frequency-modulation broadcasts, television, facsimile reproduction, and nobody knows what lies beyond - it is conceivable that some day that old press rumbling below may go the way of the dinosaur and the ox-cart. When and if that day comes we would still like to be in the business of communicating our news and views to the public - on a basis of equal competitive opportunity with anybody else.

"It never occurred to any Government bureau to deny the horse-and-buggy doctor the right to change over to an automobile, or to deny the owners of sailing ships the right to switch to steam. But Government bureaus in those days didn't go in so heavily for planning and regulating. We thought it strange that even in this era a Federal agency should seriously consider barring newspapers from broadcasting, while leaving the field open to patent-medicine manufacturers, utility companies and sundry other enterprisers.

"Anyhow, after thinking it over, the FCC has decided that it 'does not desire to discourage legally qualified persons from applying for licenses but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.'

"Which is all right with us - since 'all's well that ends well.' But to make sure that argument has ended inside the FCC, it might be a good idea for Congress, the next time it legislates in regard to the Commission's powers, to write in a stronger provision insuring a policy of equal opportunity and non-discrimination."

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#### JETT IS ADDED TO SPEAKERS AT FM CONVENTION JAN. 26

Regardless of any action the Senate may take on his nomination for Commissioner, E. K. Jett, Chief Engineer of the Federal Communications Commission will be a speaker at the fifth annual meeting of FM Broadcasters, Inc., to be held at the Hotel Commodore in New York Wednesday and Thursday, January 26 and 27th. Mr. Jett will speak in addition to James L. Fly, Chairman of the Commission, whose acceptance had been previously announced. George Adair, Assistant FCC Chief Engineer will also be heard. Messrs. Jett and Adair will participate in a round table discussion.

Says the FM Broadcasters bulletin:

"Although the fifth annual meeting is still nearly two weeks off, advance registrations from people who plan to attend have been arriving in happy droves. The January 12 count (last chance we had to total them up) reached almost 200 individuals who represented 116 different organizations. It's quite a roster - particularly impressive to us because it includes many names of groups who hitherto had no avowed interest in FM. Thus far, 27 States have been heard from and, with logical optimism, we expect quite a few more.

"Advance registration for the meeting closed Jan. 15. Because of wartime conditions, no tickets for the open luncheon on Wednesday (January 26) can be sold at the door (hotel has to make plans well in advance, you know) although late-arrivals will naturally be admitted to the other sessions so long as seating room is available. And it looks like we'll need plenty of that.

"In the past few weeks there have been received applications from 11 more groups who want to be members of the association. This raises the total of FMBI membership to 84 - approximately twice the number that belonged at the outbreak of war. The newcomers, whose applications will be passed upon by the FMBI Board of Directors during the annual meeting in New York, include the following:

"WFMJ Broadcasting Company, Youngstown, Ohio; McClatchy Broadcasting Company, Sacramento, Calif.; Fetzer Broadcasting Company (WKZO), Kalamazoo, Mich.; Press Publishing Company, Sheboygan, Wis.; WKBH, Inc., LaCross, Wis.; WBNY, Buffalo, N.Y.; Iowa Broadcasting Company, Des Moines, Iowa; Josh Higgins Broadcasting Company (KXEL), Waterloo, Iowa; Capital Broadcasting Company, Inc., Montgomery, Ala.; Racine Broadcasting Corp., Racine, Wis.; Commodore Broadcasting, Inc., Decatur, Ill.

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#### MBS ENDS YEAR WITH HIGHEST BILLINGS IN ITS HISTORY

Mutual gross billings for the entire year of 1943 reached the highest figure in the history of the network, with a total of \$13,841,608, an increase of 43.6 percent over the amount reached in 1942, which totalled \$9,636,122.

Gross billings for the month of December, 1943, hit a new monthly high of \$1,603,402, an increase of 86% over the figure for December, 1942, which was \$861,815. Further breakdown indicates that the billings represent a consistent increase, beginning with February.

Total of sixty sponsors spent a sum of \$12,527,800.79 with Mutual during 1943, with revenue from locally sponsored programs totalling \$1,313,807.21, making a grand total for the year of \$13,841,608.00.

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#### HOMER CAPEHART ENTERS INDIANA RACE FOR U. S. SENATOR

Homer Capehart, former phonograph and radio manufacturer, will seek the Republican nomination for United States Senator in his native State of Indiana in the coming election. Mr. Capehart, who is 47 years old, has been in politics for sometime and attracted country-wide attention with his cornfield barbecue in Indiana in 1938 and later managed the ceremonies for Wendell Willkie acceptance speech at Elwood in 1940.

Mr. Capehart was formerly Vice-President of the Rudolph Wurlitzer Company of Cincinnati and President of the Capehart Corporation of Fort Wayne. Mr. Capehart is now President of the Packard Manufacturing Corporation and Capehart Engineering Company both at Cincinnati.

The Republicans are believed to have an excellent chance of carrying Indiana in the Fall election and it is believed therefore that Mr. Capehart will have plenty of company in seeking the nomination.

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## CHARGE DIATHERMY CONCERN WITH CASHING IN ON FCC ORDER

Home Diathermy Co., Inc., New York, Home Diathermy Co., Inc., Wilkes Barre, Pa., Arnold Steindler and Isadore Teitelbaum, individually and as officers of both corporations, have been ordered by the Federal Trade Commission to cease and desist from unfair and deceptive acts in commerce which involved misrepresentation of a Federal Communications Commission order relating to the registration of diathermy apparatus.

The Commission finds that for the purpose of inducing owners of their machines to send the machines to the respondents' factory for calibration, they disseminated deceptive and misleading statements and representations with respect to the requirements provided by an order issued by the Federal Communications Commission May 18, 1942. These representations, the Commission finds, were disseminated by letters sent to purchasers of their machines and by oral statements made to machine owners which misrepresented the terms of the order issued by the Government agency.

The misrepresentations of the respondents, asserted that in order to comply with the order of the Federal Communications Commission, it was necessary that all diathermy machines by given a thorough calibration; that machines purchased from the respondents or any others, must be sent to the respondents' factory in New York City for the purpose of calibration and that unless this work was done, it would be impossible to properly and legally complete the required forms and register the instruments as required by provisions of the order; that it was necessary to pay the respondents the sum of \$7.50 for calibrating each machine, together with delivery charges, and that unless this was done and the forms properly completed, the owner of the machine was subject to a penalty of \$10,000 or confiscation of the machine.

According to the letter sent by the respondents to the owners of machines, the order of the FCC was issued because enemy aines in the United States were using short wave diathermy to transmit illegal messages to our enemies, and since it would be a very costly and lengthy procedure to track down each person owning diathermy units, the Government had ordered anyone owning a diathermy in the United States to fill out forms calling for a factory calibration.

All these representations, the Commission finds, are false and misleading and deceptive, in that it is not necessary that diathermy machines be calibrated or any servicing or adjustments made to permit full compliance with the requirements of Order No. 96 of the Federal Communications Commission, and in that it has never been necessary for owners of the respondents' machines or any other diathermy devices to pay any money or compensation of any nature or to pay the transportation charges to the factory or other places, as a prerequisite for compliance with the order, as represented by the respondent.

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## OVERSEAS ARMY STATIONS CELEBRATE FIRST ANNIVERSARY

In a series of radio programs that rivalled anything he ever heard at home, the serviceman in Africa, Sicily, and Italy, listened to the first anniversary programs of his radio network - the six American Expeditionary Stations - on last December 15. With Captains Andre Baruch and Houston A. Brown, founders of the network, he was celebrating the first anniversary of the first radio station in history operated by servicemen for their own entertainment.

He heard General Dwight D. Eisenhower, Major General E. S. Hughes, and Rear Admiral Spencer Lewis. Then he listened to a special Command Performance shortwaved from the States and rebroadcast through the American Expeditionary Stations, on which all his favorite stars appeared. And from England by transcription came another salute in the form of a variety show.

A year ago, just thirty-seven days after the first shell was fired at Casablanca, this first station in all military history to be created for the entertainment of servicemen, came on the air. The idea was born at a meeting of Allied officers. A colonel spoke up: "Something must be done for the entertainment of our troops. Since an early curfew must be established, it must be something that will hit every man in his bivouac area."

Captain (then Lt.) Andre Baruch, former CBS, NBC and Pathe Newsreel announcer, knew what to do.

"Let's have a radio station", he said. That was the answer. The meeting broke up. Baruch talked it over with Captain (then Lt.) Houston A. Brown, electrical engineer.

"Brownie, we've got a couple of borrowed records. The boys have got portable radios as part of the company equipment. Can we tie the two together?" he said.

"Let's go foraging", said Brown.

That first station was made out of expendable materials that were found on the beaches at Fedala and Casablanca, out of old parts requisitioned from a French transmitter, and held together with worn strips of wiring. But it tied the record, "What Is This Thing Called Love", the first recording to be played, and the portable radio together. The first American Expeditionary Station was on the air.

There were only seventeen records at the beginning. But the boys in the tents and aboard ship dug up some more. News from the Signal Corps kept the boys informed on how the fight was going. Records from home kept them entertained.

When news reached the States of what was going on, a Special Service Radio Sub-section, headed by Lt. Col. Thomas H. A. Lewis, former advertising executive, readied new equipment as well

1/18/44

as transcriptions of all the favorite radio programs from home, and started to feed this material overseas.

As troops moved forward new stations were put up. More recordings started to arrive. Air time increased. Now six stations operate in the theater. Each furnishes ninety hours of entertainment a week. The stations' crews and equipment move as fast as the troops. The station in Sicily was on the air a week before the fall of Messina, and the boys in the front lines in Italy heard their station in October. Captain Baruch is in charge of all of them, and Captain Brown as technical director of the stations, now sets up modern commercial equipment. But his first home-made job (on foreign soil) cut down so that it fitted into a suitcase, still operates.

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#### KOBAK CAUTIONS AGAINST ASSUMING "VICTORY IS IN THE BAG"

Declaring that there is too much thinking around the country that "the war is in the bag", Edgar Kobak, Executive Vice-President of the Blue Network, told the Boston Advertising Club that the biggest service radio can perform is to "exert all our power to scotch the idea that the war is over."

Ever since the Blue became independent, Mr. Kobak said, the constant thought and striving has been to make it the leading network. But after seeing pictures of the landing at Tarawa, and our wounded returning from the battle fronts, he added, he realized that "back of our network ambition is another and greater one."

"If we don't win this war", he declared, "I don't care who or what is the leading network. It would be an empty honor."

"We want to be a leader, but a leader in the kind of a country and the kind of world that will result only if we, if the United Nations, win the war, which means that we have to do everything we can to contribute to winning the war - with the least cost in lives and in the shortest space of time."

Asserting that there is too much feeling around the country that the worst is over with victory just around the corner, Mr. Kobak declared that nothing is further from the truth. Such thinking, he continued, had resulted in a considerable let-down which is causing our leaders much justified anxiety - "all at a time when we are getting set for the final, supreme effort."

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 ::: TRADE NOTES :::  
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Niles Trammell, President of the National Broadcasting Company, and John Royal, Vice-President, received nice free publicity by having their pictures included among the celebrities who had travelled in American Airlines. This was carried in page ads in the principal newspapers of the country.

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 Sparks-Withington Company and Subsidiaries - Six months to Dec. 31: Net profit after provision of \$1,146,150 for United States and Canadian income taxes and after a reserve for possible renegotiation was \$469,673, equivalent to 51 cents a common share, compared with \$392,406, or 42 cents a share, after Federal and Canadian taxes of \$1,497,425 in same period of 1942.

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 Toscanini, conductor of the NBC Symphony Orchestra, who once rejected a Hollywood offer of \$250,000 to make a single motion picture, has just completed his first film in more than half a century in music - and for no compensation. It is an official government picture, "Hymn of the Nations", half-hour in length, designed to be shown in many foreign lands, and was produced by the Bureau of Motion Pictures of the Office of War Information's Overseas Branch.

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 Columbia Broadcasting System's Affiliates Advisory Board will hold its first session of the new year on January 24 and 25 at network headquarters in New York City.

CBS executives who will attend the meeting are: Paul W. Kesten, Executive Vice President of the network; Joseph H. Ream, Vice President and Secretary; Frank Stanton, Vice President; Frank K. White, Vice President and Treasurer; and Herbert V. Akerberg, Vice-President in charge of Station Relations.

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 Three stations joined the Mutual network during the month of December, 1943 - WHLS, of Port Huron, Michigan, 250 watts; KICD, Spencer, Iowa, 100 watts, and WKNY, Kingston, N. Y., 250 watts.

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 Sales figures for the Blue Network's Central Division during 1943 reached a new all-time high and prospects for a repeat performance appear to be bright for 1944, according to a statement issued by Merritt R. Schoenfeld, Sales Manager of the Division.

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 Specially packaged telephone and telegraph equipment, which permits several messages to be sent simultaneously over one pair of wires is being supplied by the Bell System to the Army Signal Corps for shipment overseas, it was disclosed yesterday. The apparatus was developed by the Bell telephone laboratories at the request of the Signal Corps and is being produced by the Western Electric Company, manufacturing subsidiary of the American Telephone and Telegraph Company. Signal Corps engineers estimate that the use of the "carrier" apparatus will save more than 100,000,000 pounds of copper. It not only will mean fewer shiploads of copper, but it also will provide many additional communication channels for the forces in the various theatres of war.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

~~NATIONAL BROADCASTING COMPANY, INC.~~  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.  
JAN 21 1944  
52-12-11-11

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## NO NEW CIVILIAN SETS IN SIGHT; 18,000 GO TO BRITISH

It seemed to be the consensus of opinion at the recent mid-western conference of the Radio Manufacturers' Association held in Chicago recently that there appeared to be little hope of any civilian radio set production this year. At almost the same time there was a news dispatch from London that Hugh Dalton, President of the British Board of Trade told Parliament that 18,000 sets have arrived from America. Mr. Dalton promised he would see that prices to civilians will be controlled. He also said 70,000 British sets were nearly ready for distribution to the public.

It was not only believed by the radio manufacturers assembled at Chicago that no more receiving sets would be manufactured in the U.S. in 1944 but the opinion was also expressed that the radio industry in this country probably would be among the last for reconversion from war production.

In view of the fact that 1944 radio program is 50% larger than last year, Paul Galvin, President of the Radio Manufacturers' Association, and other top men in the industry predicted that the doubled war production would require the utmost industry mobilization with manpower difficulties a major bottleneck. It was estimated that the 1944 output would be something like five billion dollars.

Action to meet the 1944 war program was taken by several RMA groups. On manpower problems the new Employment and Personnel Committee, headed by Chairman A. H. Gardner of Buffalo, arranged for an employment survey, including cooperation with Selective Service and other Government agencies on reemployment and rehabilitation of servicemen. Information for RMA members also will be secured on incentive wage plans, uniform job classifications, and measures to reduce absenteeism.

Work on tube standardization of the RMA Engineering Department in cooperation with the armed services has been expanded to include all types of tubes in the military program. To avoid overlapping and confusion in the future standardization of industrial types of tubes, RMA and National Electrical Manufacturers' Association are working on a plan for establishment of a joint committee, for registration and division of standardization work on industrial tubes, some of which have functions both in the radio and electrical industries. A committee including Directors W. R. G. Baker, M. F. Balcom of Emporium, Pa., and Walter Evans of Baltimore, appointed recently, have been representing RMA in the arrangements under consideration with NEMA.

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Financing of manufacturers in war production, through V and VT loans were problems acted on by Chairman J. P. Rogers, of Fort Wayne, Ind., and the new Sales Financing Committee, which also took steps toward future financing problems during industry reconversion.

Immediate problems of war contract changes, including "cutbacks", were considered by the new Committee on Contract Terminations, including problems both of prime and subcontractors. The Baruch-OWM standard contract clause recently promulgated was studied by the Committee and arrangements made for early conferences with Government agencies toward modifications to meet the special needs of electronic manufacturers.

Looking toward the industry's future reconversion problems, several RMA committees arranged preliminary action with Government agencies now considering such plans and within the industry. General principles relating to reconversion to civilian production, during the war period, were outlined by the Industry Reconversion Committee, under the chairmanship of A. S. Wells, and approved by the general RMA Postwar Planning Committee and also the Association's Board of Directors. These general principles included recommendations, transmitted to the WPB Radio and Radar Division, for the addition of E. A. Nicholas of Fort Wayne, Ind., and Fred D. Williams, of Philadelphia, to the Government's official Industry Advisory Committee, to act with other members as a subcommittee for consultations on reconversion procedure. Another recommendation was that no individual company should be penalized by virtue of its war production position and that the Government should establish a future starting date of any shipments of civilian sets, at least six months in advance. Another recommendation was that any manufacturers' quotas should be established quarterly, with three months' advance notice of such quarterly quotas, with provision for quarterly deferment of quotas. That each manufacturer should determine set models to be built and that there should be no "Victory" models was another recommendation. The Committee also recommended that price levels should not be established, but if this is unavoidable, prices should be established according to the then current costs.

Also in connection with peacetime production, a survey to secure facts on the distribution costs of distributors and dealers was recommended by the Distribution Costs Committee, headed by Ben Abrams, of New York, and an appropriation of \$5,000 was made by the RMA Board of Directors. The survey will be made by an independent commercial agency to secure the facts on distribution costs, in the principal markets and for various types of outlets in connection with future merchandising problems.

Likewise, the Industry Statistics Committee, under the chairmanship of Ross D. Siragusa, of Chicago, arranged for RMA compilation of detailed production and sales statistics when peacetime conditions prevail.

Chairman W. A. Coogan and the Export Program Committee also presented a detailed future export promotion program, estimating that postwar set and parts sales would increase 100% and sales of transmitting apparatus 50%.

New and expanded services for RMA members, including additions to the Association's headquarters staff in Washington, also were authorized at the Chicago Conference.

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#### PROPOSAL TO AMEND RECORDS INSPECTION RULE

The Federal Communications Commission has adopted Order No. 118, proposing to amend Section 1.5 of its Rules of Practice and Procedure relating to Inspection of Records.

Provision is made in the Commission's Order for oral argument, if request therefor is filed with the Commission, to be held on March 1, 1944. At that time all interested persons will be given an opportunity to appear and present argument as to why the proposed rule should not be adopted or why it should not be adopted in the form proposed by Order No. 118.

Requests for oral argument shall be filed on or before February 16, 1944, and shall be accompanied by a brief.

The proposed order (No. 118) follows:

"Section 1.5 - Inspection of records - Subject to the provisions of sections 4(j), 213(f), 412 and 606 of the Act, the files of the Commission shall be open to public inspection as follows:

"(a) Tariff schedules required to be filed under section 203 of the Act: valuation reports including exhibits filed in connection therewith, unless otherwise ordered by the Commission, with reasons therefor, pursuant to Section 213 of the Act; and annual and monthly reports required to be filed under section 219 of the Act.

"(b) Contracts, agreements, or arrangements between carriers, filed pursuant to section 211(a) of the Act, except such contracts relating to foreign wire or radio communications which are marked confidential by the Commission.

"(c) All applications and amendments thereto filed under title II and title III of the Act, including all documents and documents and exhibits filed with and made a part thereof, whether by reference or otherwise, except reports filed pursuant to Section 1.361 of the Rules of Practice and Procedure; authorizations and certifications



issued upon such applications, all pleadings, depositions, exhibits, reports filed pursuant to Section 43.1 of the Rules and Regulations, transcripts of testimony, examiners' reports, exceptions, briefs, proposed reports or findings of fact and conclusions, minutes, and orders of the Commission, excepting, however, any of the foregoing expressly designated by the Commission as confidential.

"(d) In the discretion of the Commission, other files, including those excepted in subsections (a), (b) and (c) hereof, upon written request describing in detail the documents to be inspected and the reasons therefor."

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#### NEW STATE DEPT. TELECOMMUNICATIONS CHIEF WELL QUALIFIED

Francis Colt de Wolf, Chief of the newly created Division of Telecommunications in the State Department is exceptionally qualified for the position. Long and favorably known to the communications industry, Mr. de Wolf is an old-timer at the State Department having been there for the past 20 years. He has attended the principal international radio conferences since Bucharest and having served so many years in the Telecommunications Section is now one of the best informed men in the country on the subject of international communications.

Mr. de Wolf's official State Department biography is as follows:

Born Aix-la-Chapelle, Germany, of American parents, October 28, 1894; school in Belgium; Hope St. High School (Providence, Rhode Island); private tutors, Harvard, A.B. 1918; Columbia, LL.B. 1922; representative to the Solicitor, Department of State, 1922-1931; Delegate, Anti-smuggling Conference, Ottawa, 1929; Member of Secretariat of League of Nations, Geneva, 1931-1934; Lecturer on International Law, George Washington University, 1942--; appointed Divisional Assistant in the Department of State, February 2, 1935; Representative, 5th meeting of International Telegraph Consulting Committee, Warsaw, 1936; Legal Adviser, Conference for Revision of Capitulatory Regime in Egypt, Montreux, 1937; Delegate, 4th meeting of International Radio Consulting Committee, Bucharest, 1937; U. S. Representative, meeting of Subcommittee of League of Nations Advisory Committee on Social Questions, Paris, 1937; Delegate, International Radio Conference and International Telegraph and Telephone Conference, Cairo, 1938, August 29, 1938; U. S. Representative, North American Regional Radio Engineering Meeting, Washington, 1941; Member of Coordinating Committee, Defense Communications Board, Office for Emergency Management, October 1, 1941; Assistant Chief, Division of International Communications, May 16, 1943; Chief, Telecommunications Division, January 15, 1944; married.

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BLUE AFFILIATES ELECT; NET TO ADVERTISE NATIONALLY

Affiliates of the Blue Network have completed the election of committeemen to serve as representatives on the Blue Stations Planning and Advisory Committee, established in 1942 to advise and assist the management in the operation of the network. Following are the new committeemen and the districts they represent:

William A. Riple, WTRY, Troy, N.Y., reelected from Dist. 1; Allen Campbell, WXYZ, Detroit, reelected from Dist. No. 2; C. T. Hagman, WTCN, Minneapolis-St. Paul, elected from Dist. 3 replacing Earl May, KMA, Shenandoah, Ia.; Henry P. Johnston, WSGN, Birmingham, Ala., reelected from Dist. 4; Harold Hough, KGKO, Fort Worth-Dallas, reelected from Dist. 5; Frank C. Carman, KUTA, Salt Lake City, Utah, elected from Dist. 6, replacing Duncan Pyle, KVOD, Denver, Colo; W. B. Stuht, KJR, Seattle, Wash., reelected from Dist. 7.

The Blue Network has launched its first national advertising campaign in general media. Plans were announced by Edgar Kobak, Executive Vice President.

The space budget for the continuous year-round campaign for 1944, which is supplemental to the regular trade paper campaign, represents the largest amount ever expended by the Blue in advertising. Large-size copy has been scheduled for newspapers in New York, Chicago, and San Francisco (the cities where the Blue owns stations) and full pages in Fortune, the New Yorker, Business Week and United States News with other national publications under negotiation.

Blue affiliates have been requested to cooperate by running the same copy in local newspapers with their own call letters inserted. A merchandising campaign in advertising and industry papers, and direct mail to advertisers and agencies throughout the country will supplement the consumer campaign.

Special recorded announcements of the message conveyed by the advertisements, using Milton Cross and Hugh James, have been produced and will be furnished to all affiliates.

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Says Leonard Lyons:

"Edward Klauber, the radio executive who became Elmer Davis' aide, has finished his survey of OWI's Overseas Branch, and has reorganization."

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## NEW YORK TIMES APPLIES FOR FM LICENSE

Closely following the decision by the Federal Communications Commission not to discriminate against newspapers seeking to enter the radio field, the New York Times has applied for a construction permit for a new high frequency (FM) broadcast station to be operated on 45,500 kilocycles with coverage of 8,250 squaremiles

Another FM applicant is the Hildreth and Rogers Company at Lawrence, Mass., seeking a frequency of 44,900 kilocycles.

There was considerable speculation recently as to why the New York Times didn't buy WMCA over which it broadcasts its news bulletins and which was purchased by Nathan Straus. However, the Times, applying for an FM license, would indicate that it prefers to build its own station.

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## COHAN, CBS ENGINEERING DIRECTOR, OUT; LODGE SUCCEEDS

Edwin King Cohan, Director of General Engineering, Columbia Broadcasting System, has resigned from the network. He joined CBS in 1930 as Chief Engineer and Technical Supervisor. In September, 1934, when the CBS General Engineering Department was formed, Mr. Cohan was appointed Director, the post he held at the time of his resignation.

William B. Lodge, who supervised the General Engineering Department during Mr. Cohan's recent leave of absence, will assume the supervision of Columbia's general engineering design and developmental activities. Mr. Lodge returns to CBS after serving for 18 months as Associate Director of the Airborne Instruments Laboratory of Columbia University, Division of War Research.

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## FCC \$8,000,000 SUPER-APPROPRIATION BID MAY GET LOPPED

There are indications that the Federal Communications Commission's all-time high request for an \$8,371,700 appropriation for the 1945 fiscal year will not have smooth sailing. Of this amount, \$6,146,000 is for war work. This would leave \$2,209,000 for FCC peacetime operations. The latter is an increase of about \$200,000 over the prior year.

Chairman Fly and other members of the Commission testified last Wednesday before the Independent Offices Subcommittee of the House Appropriations Committee, of which Representative Clifton Woodrum (D), of Virginia, is Chairman. Many questions as to future expenditure were based upon information brought out in the Lea Committee FCC investigation and Chairman Fly was said to have been closely called to account for all funds asked for and increased expenditures.

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## FDR GAGS HOOVER AT FCC PROBE; CONGRESS MAY FIGHT BACK

President Roosevelt threw a monkey-wrench into the proceedings of the House Committee on Thursday investigating the Federal Communications Commission by forbidding J. Edgar Hoover, Director of the Federal Bureau of Investigation to testify "on matters pertaining to national security". Almost everything the Committee wanted to know seemed to come under that head and as a result Mr. Hoover, though apparently having no objection on his own account to telling the Committee anything it wanted to know, proved almost a total loss as a witness.

The President was regarded by certain Committee members as using "national security" as a stall to protect Chairman Fly. Unquestionably the Committee will hit back at the White House.

"The President could not, by blanket order, exempt a witness from testifying before this Committee", Representative Lea (D), of California, Chairman of the Committee, declared. Committee Counsel Eugene L. Garey declared nothing in the inquiry would "even remotely endanger national security".

Representative Lea said the Congressional Committee didn't want to interfere with the Executive Department in this but added it might be necessary to do so unless explanations were forthcoming.

It was brought out at the hearing that Attorney General Francis Biddle a month and a half after Pearl Harbor blamed "surreptitious" radio messages from the United States for contributing to Japan's early military success.

A letter from Mr. Biddle to Chairman James L. Fly of the Federal Communications Commission, introduced at the hearing, quoted the Attorney General as saying:

"The evidence is strong that messages were surreptitiously conveyed to the enemy by radio, and that military attacks have been furthered or facilitated by these messages."

In the letter, dated Jan. 22, 1942, Mr. Biddle asked Mr. Fly to turn over to the Federal Bureau of Investigation 250,000 fingerprints taken by the FCC of radio employees and ship operators so that the FBI could trace down the disloyal ones, if any. Chairman Fly refused, however, on the grounds that he had agreed with radio union officials not to do so. He said that union leaders objected to having the fingerprints placed in the FBI records.

The House hearings adjourned until next Tuesday (January 25) when Mr. Hoover will probably again be called upon to appear.

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## PRESS WIRELESS NOW INCLUDED IN WAR ZONE SERVICE

The Federal Communications Commission hereafter will regard Press Wireless as eligible for consideration in authorizations of communications circuits to overseas points, where, because of military considerations, it is the policy of the Joint Chiefs of Staff and the Board of War Communications to limit operations of each such circuit to one United States carrier.

This action does not authorize Press Wireless to communicate with any particular foreign point or points, but establishes its eligibility for such authorizations in competition with other American radiotelegraph carriers.

The proceeding arose out of the policy of the Joint Chiefs of Staff and the Board of War Communications, first applied in establishing direct radiotelegraph service between the United States and Algiers in February, 1943, which requires that one radiotelegraph carrier only be authorized to communicate with each point in a war zone. The policy further provides that the company authorized be capable of handling all classes of message traffic - government, press, and commercial. However, Press Wireless was licensed to handle and has been handling only press and (since March 17, 1942) government traffic. The Press Wireless application for authority to handle commercial traffic to war-zone points was filed with the Commission in order that it might qualify to operate some of the circuits governed by this policy.

Press Wireless' original application in this proceeding was filed with the Commission August 13, 1943. In this application Press Wireless sought authority to render commercial service on all its presently operating foreign circuits and on any new circuits which it might be authorized to establish in the future. The Commission on September 18 designated the application for hearing.

Subsequently Press Wireless sought leave to amend its original application limiting it to a request for authority to handle commercial messages on those foreign circuits which under wartime policy would be authorized to one, and only one, United States carrier, and only for the duration of such policy. In amending its petition, the Company took the position that it was motivated by the desire to render service to the press at war-zone points, rather than by any desire to change the character of its service to that of a general commercial carrier.

On November 3, 1943, the Commission granted Press Wireless leave to amend its application and hearings were held November 18 and 19 before Commissioners Paul A. Walker, Ray C. Wakefield, and Clifford J. Durr. R.C.A. Communications, Inc., Mackay Radio and Telegraph, Inc., and Western Union Telegraph Company, in addition to Press Wireless, participated in the hearing.

During the course of hearings Press Wireless' representatives testified that the company was financially able and that it had adequate personnel, facilities, and frequencies to handle all classes of traffic to and from several war-zone points.

Chairman Fly did not participate in the Commission action.

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## PETRILLO REPORT SOON; NETWORK STRIKE REPORTED OUT

The War Labor Board special panel will be heard from within the next two or three weeks in the Petrillo case between recording firms and the American Federation of Musicians. Also it is reported from New York City that Mr. Petrillo will not call a strike of musicians against the networks following the February 1st expiration of the current A. F. of M. contracts with radio.

Mr. Petrillo apparently intends allowing his men to continue working under terms of the old contract, so that they can be pulled out any time he feels he is having difficulty securing whatever demands he figures on making.

Findings and recommendations of the WLB panel, which has been sitting in New York will be referred to the National War Labor Board for final decision.

It is expected that the panel will rule on whether musicians not making records for some companies are on strike. James C. Petrillo, AFM president, has contended that there is no labor dispute, that the men did not want to make records.

Since the panel was named last August, several electrical transcription firms and Decca Records, Inc., have signed agreements with the AFM permitting them to make recordings.

RCA Victor, the Columbia Recording Corp. and the National Broadcasting Co. radio recording division have not signed with the Union.

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## CENSOR WARNS RADIO AND PRESS ON INVASION GOSSIP

Editors and broadcasters were cautioned to exercise the greatest discretion in discussing plans for the second front.

"This is not a field for the customary competitive news-gathering. No American newspaper man or broadcaster will want the distinction of being first to disclose where, when and how our troops will strike", Byron Price, Censorship Director, said. "But no one should forget for a moment that inadvertent disclosures are exactly as valuable to the enemy as deliberate disclosures.

"All speculation about the invasion should be kept strictly within the limits laid down in the Codes and no device of speculation or prediction used to disclose restricted information. Bear in mind that it is always hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of a landing in one country or on one particular section of the coast; or to forecast how many troops or units will be employed."

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## SENATOR WHITE APPROVED AS MINORITY LEADER

Senate Republicans affirmed Thursday the action of Minority Leader McNary (Oregon), in designating Senator White of Maine, radio authority of the Senate, as acting leader during Mr. McNary's illness, but delayed a decision on a proposed reorganization of their machinery.

Senator White said the conference adopted a resolution by Senator Taft (R), of Ohio, expressing confidence in Senator McNary's leadership and requesting Mr. White to continue as Acting Minority leader until the Oregon Senator returns to his duties. Senator McNary is recuperating in Florida after a brain operation.

On motion of Senator Willis of Indiana, the conference directed Mr. White to appoint a committee of five to study "the needs of the Republican Party in the Senate" and to report back to the group next Thursday.

With the comment that "we're getting ready to take over the control of the Senate", Senator White said this group would study the question of electing a conference chairman, whip and naming a steering committee to formulate legislative policies.

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## COWLES STATIONS COW-CATCHER AND HITCH-HIKERS THE BOOT

In the interest of good programming and uniformity in network, national spot, and local service, the four Cowles stations are following the lead of the Columbia Broadcasting System in ruling out cow-catcher and hitch-hike announcements.

The new policy of KSO and KRNT, Des Moines; WMT, Cedar Rapids; and WNAX, Yankton (the last three are CBS stations), goes into effect immediately. However, in those cases in which production and operational problems make the immediate change impossible, accounts and agencies are given until October 1st this year to comply.

While there will be no restriction on the number of products any client may advertise within his program time limit, all "simulated" spot announcements, which pretend to be divorced from the program (such as commercials which precede the introductions of the program itself or which follow its apparent signoff) are no longer permitted.

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In a "mop-up campaign" to uncover every potential bond buyer, the National Broadcasting Company will join hands with the Boy Scouts of America in the Fourth War Loan Drive. An army of a million and a half Scouts, from the nine-year-old Cubs through the Senior Scouts, will ring every doorbell in the country to drive bond and stamp sales to astronomical figures.

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Deems Taylor, noted American composer, and President of ASCAP, has resigned as Consultant on Music for the Columbia Broadcasting System because of the pressure of other work, the CBS network announced on Wednesday last.

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Gene Rouse, formerly supervisor of the Chicago announcing staff, has been named Director of the Central Division News and Special Events Department of the Blue Network. Mr. Rouse, now in his 23rd year in radio, began as an announcer on Station WNAL, Omaha, in 1921.

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The Twentieth Annual Convention of the Radio Manufacturers' Association will be held June 6th and 7th at the Stevens Hotel, Chicago. The tentative program was approved by the RMA Board of Directors at its meeting not long ago in Chicago, upon recommendation by Chairman A. S. Wells of the Convention Committee. Arrangements are being made for meetings of other affiliated industry organizations who will attend the convention.

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The Industrial Tool & Die Works, Inc., Minneapolis, Minn., has applied for a construction permit for a new experimental television broadcast station to be operated on 78,000-84,000 kilocycles, A5 and Special Emission with power of 3 kilowatts for visual and 3 kilowatts for aural.

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With the appointment of Lawrence Ruddell, formerly with the National Broadcasting Company, the Blue Network has set up a department whose function it will be to concentrate exclusively on the administrative details in connection with recording operations through the NBC Recording Division and other recording companies.

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William S. Jack, President of Jack & Heintz, Inc., of Cleveland, was quoted as saying that his post-war production plans include radar, electronics, aviation equipment and expansion into the ball-bearing field.

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Stephen S. Price and Edward K. Oates have joined the Columbia Broadcasting System as Assistant Directors in Network Operations. Mr. Price, before entering the Army, was with the International Press & Radio Division of OWI as a Program Supervisor and Director. Mr. Oates was formerly affiliated with WINS, New York, producing and directing programs.

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Station WLPM, Suffolk, Va., 250 watts, has become affiliated with the Blue Network.

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New Members of the Radio Manufacturers' Association are: American Steel Export Company, New York, N.Y.; Machlett Laboratories, Inc., Norwalk, Conn.; Radex Corporation, Chicago, Ill.; and Sheridan Electro Corporation, Chicago, Ill.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.  
370 MADISON AVENUE  
NEW YORK, N. Y.

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January 25, 1944.

## KAROL SAYS 95% RADIOS STILL OK; RESEARCH PROGRESSES

In contrast to pessimistic estimates as to the number of sets now out of business, John J. Karol, Assistant Sales Manager and Market Research Counsel of the Columbia Broadcasting System, addressing the New England Chapter of the American Marketing Association in Boston said that 95% of all radios were in good working order. Furthermore, Mr. Karol declared that over 85% of the sets of the country were in use daily at one time or another for an average of 4½ hours.

The speaker told of the great strides made by radio in research and measurement of its listeners and how this had forced other media to adopt similar means to show the advertiser just what he was getting for his money. Mr. Karol explained research techniques currently in use to measure the listening audience. The CBS official described the size and penetration of radio in America as of 1944, together with statistics and case histories of users of network broadcasting among a number of different types of advertisers.

Methods now in use for measurement were outlined by Mr. Karol, who briefly explained among other items the Crossley and Hooper means of arriving at statistics and how these were used by radio to further improve the client's audience. Sometimes, Mr. Karol remarked, analyzing a program is like asking, "What makes a girl pretty."

There were in the Boston audience a number of professors from Harvard University and Massachusetts Institute of Technology, Mr. Karol himself being a Harvard graduate. Likewise present were advertisers and agency representatives.

The speaker stated that the 31,000,000 radio families were divided into economic classes, population groups and geographical sections, including urban and rural, all closely and constantly studied for the benefit of the client. However, Mr. Karol pointed out that the client alone was not the sole consideration, but rather research had been helpful in improving entertainment quality and equally helpful in formulating program policies.

Thus, through research, there came about the ban on offensive advertising and in the near future the banning of cow-catcher and hitch-hike advertising, which CBS affiliates agreed to discard shortly. Through research, full responsibility of the comparatively new medium was brought home.

Television, Mr. Karol believed, would be the great event that would reorient much of our thinking in radio broadcasting during the next decade. Television was costly, he said, and what service should be telecast in order to make people rush for a \$300 set, must

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make television so useful that it will pay for itself. CBS, he said, had been experimenting for several years before the war, with a modern station and engineering staff.

Many problems were in the offing, he indicated, not yet ironed out and many others were overcome. Sparsely settled districts nevertheless would be without television for the time being because of the prohibitive cost in such coverage.

Early television would of necessity be witnessed by a discriminating people because the cost of the sets would determine that factor. Hence television programs themselves will have to withstand sophisticated criticism from the start. Such shows, Mr. Karol opined, will need fine subtlety, be swiftly paced and since the eye is quicker than the ear, the obvious move or gag will be out. All these things will be of concern to the television advertiser.

Mr. Karol saw television as an addition but not as a replacement of radio for many years to come. Particularly in the rural sections of the country. He also saw FM developing in pretty much the same manner and as in the case of radio, all these accomplishments should give the advertiser a good share of the credit for the development.

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#### PATENT GRANTED ON "PHANTOM RADIO CONVOYS"

Andre Maris Embiricos of New York City and Frederick B. Woodworth of Hempstead, N.Y., jointly received Patent No. 2,339,257 for a complex system of conveying large amounts of goods, described in the Patent Office Gazette as a "system of transportation". The twenty claims of the patent cover a system including a number of barge-like boats which float in such a way they appear almost entirely submerged and have nothing appearing above water that in any way suggests an ordinary ship. They might look like huge rafts floating empty on the water.

In the escorting ship is a radio control for each of the barge-like vessels. In each "barge" is other radio apparatus controlled from the escort vessel to operate the steering and power mechanisms. Thus, a lone ship is able to operate a large convoy of vessels carrying cargo.

From a belligerent ship, the single ship would look relatively harmless and innocent. Actually the ship - and it could be a small one - could be escorting as many as ten vessels larger than itself loaded with cargo.

Such a radio-controlled system also, in times of peace, could be used to eliminate the necessity of a crew for each cargo-carrying "barge", since each barge is virtually a radio-operated ship in itself. The patent was assigned to Phantom Convoys, Inc.

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## CONGRESS HIRES OWN COUNSEL IN BIG FCC BUREAUCRAT TEST

Attorney General Biddle, who usually handles such cases, having declared that he didn't think this one constitutional, Congress has begun hiring counsel to defend its action in ousting the bureaucrats, Goodwin B. Watson and William B. Dodd, Jr., of the Federal Communications Commission, and Dr. Robert M. Lovett, Executive Assistant to the Governor of the Virgin Islands. As Congress rolls up its sleeves and wades into it, the case promises to be one of the outstanding constitutional battles of our time and one of the rare instances where Congress has been obliged to engage its own lawyers to defend itself.

The first hard hitter to be signed up by the House Appropriations Sub-committee, of which Representative Kerr (D), of North Carolina, is Chairman, is John C. Gall, former Washington counsel for the National Association of Manufacturers. Others who are to make up the Congressional panel will be chosen soon, Mr. Kerr said.

Mr. Gall said that he already has been in conference with Attorney General Biddle regarding procedures to be followed in the trial in the Court of Claims. The Government must file its answer by the end of this month. Mr. Gall was to confer again soon with Mr. Biddle.

Mr. Gall, a native of North Carolina, attended The Citadel at Charleston and was graduated in 1922 from George Washington University Law School. He is 43 years old and lives near Upperville, Va., and has offices in the Southern Building in Washington. A critic of earlier Congresses, he charged in a speech before the Southern California Industrial Leadership Conference in 1940 that Congress would "spend between \$9,000,000,000 and \$10,000,000,000, increase the public debt to its limit and will do nothing for business."

Although there has been considerable blustering and threatening on both sides, this will be the first real test of whether or not Congress can slap down the ears of the bureaucrats. Congress last July voted to withhold after November 15th the salaries of Messrs. Watson, Dodd and Lovett because of their alleged subversive activities. With the consent of James L. Fly, Chairman of the FCC, and Harold Ickes, Secretary of the Interior - although it was charged to have violated the law - the trio in defiance of Congress remained at their desks until December 1st so as to establish the present claims for back pay and reinstatement. Throughout their fight with Congress, the men are said to have been backed and encouraged by both Fly and Ickes. Counsel for the ousted trio is Charles L. Horsky of the law firm of Covington, Burling, Rublee, Acheson & Shorb, of Washington.

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## PUBLISHERS SIZE UP G.E. TELEVISION; HEAR COST SOLUTION

Radio relays necessary for the network of television stations after the war may also have important uses in the aviation and communications industry, thus justifying the installation expense, Dr. E. F. W. Alexanderson, radio consulting engineer of General Electric, told members of the New York State Publishers' Association in Schenectady last week for a special television demonstration by General Electric.

"There may be some doubt whether the television industry alone can support extensive television relay chains", Dr. Alexanderson said. "We must then keep in mind that such radio highways may be used for many other purposes.

"They may be used for a radio mail service so that a letter dropped in any post office will be flashed in facsimile and ready to deliver to any part of the country within a few minutes.

"The radio chains will constitute trunk lines of telephone and telegraph communication with greater capacity than all the wire lines in existence.

"The physical plant of the radio chains may serve as highways for the traffic in the air whereby all the information needed for safe public and private flying is given to the aviators.

"The all-around usefulness of radio relays is therefore apparent because they will serve the television industry, communication industry at the same time.

"When we once establish this radio service, it will no longer be a question of cost. We will not be able to get along without it any more than we can get along without the railroads."

"A newspaper-television station combination might well make news for the paper and programs for the station at the same time", Robert L. Gibson, Assistant to the Manager of Broadcasting and Publicity, said. "Stations could be built adjacent to an arena or large area where sporting events such as football and baseball can be held, and lighting installed for night events. Later the arena could be enclosed for such winter sports as hockey and basketball.

"One of the television studios might be a small auditorium where civic organizations could meet, a little theater group could put on plays, and musical organizations could have concerts."

As for present television programs, he mentioned boxing, plays, light opera, news commentators using war maps, puppet shows and quiz programs as among the most popular in the Schenectady-Albany-Troy area served by WRGB, the G-E television station. He also described programs relayed from New York in the nation's first television network.

More than 125 publishers attended the special two-hour television show and several participated in the program.

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## FCC ORDERS HOTELS TO HALT TELEPHONE CALL SURCHARGING

A Federal Communications Commission order requiring the filing of tariff schedules governing surcharges collected by hotels, apartment houses, and clubs in the District of Columbia, has resulted in arrangements whereby the American Telephone and Telegraph Company and the other Bell System companies will file tariffs with the Commission prohibiting the collection by hotels, apartment houses, and clubs throughout the United States of any charge for interstate and foreign long distance telephone calls in addition to the regular tariff charge of the telephone company.

The first tariff to prohibit the collection of these extra charges was filed with the Commission last Saturday by the American Telephone and Telegraph Company and the Chesapeake and Potomac Telephone Company to be effective February 15, 1944, to apply to long distance telephone calls originating in the District of Columbia, and like filings will be made effective the same date covering the rest of the country. It is estimated by the FCC that hotels throughout the country are currently collecting surcharges from their patrons in the amount of at least \$1,700,000 annually, so that the elimination of these surcharges will result in this amount of saving to the telephone-using public at hotels.

Beginning February 15, 1944, under the Bell Telephone System tariffs which are being filed, no surcharge may be collected on interstate and foreign long distance telephone calls at hotels, apartment houses, and clubs. Under these tariffs, the telephone user at these places will pay no more for such calls than at public pay stations.

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REGARDS FCC NEWSPAPER STATION POLICY AS SENSIBLE

Stating that an attempt to unscramble the press-broadcasting partnerships would have resulted in drastic dislocations and might have operated to the public disadvantage, the Washington Post states:

"As the issue has been finally resolved by the FCC, both Scylla and Charybdis are avoided. 'All the Commissioners', the FCC statement says, 'agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications and to permit them to use all modern inventions and improvements in the art to insure good public service.' Apparently this means that newspapers may be granted broadcasting licenses hereafter if that appears to coincide with the public interest, that each case will be considered on its merits, and that the Commission will be ever mindful of the democratic principle that sources of public information should be widely diffused.

"The decision is a skillful marriage of sound principle to flexible operation. It will throw a heavy administrative burden upon the FCC because intelligent pursuit of the public interest is always more difficult than adherence to an arbitrary rule of thumb. But the fact that this bipartisan body is able to adopt a sensible policy by unanimous action after long controversy will enhance its prestige and strengthen public confidence in its judgment on individual press-radio combinations."

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#### WEISS SPEAKS AT SANTA BARBARA DON LEE DEDICATION

Addressing the Santa Barbara, California, Chamber of Commerce and Rotary Club, Lewis Allen Weiss, Vice President and General Manager of the Don Lee Broadcasting System was a speaker Monday at the dedication of the new studios of the Don Lee Santa Barbara station KDB.

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#### NEW YORK PROBABLY BROADCASTERS' APRIL CONVENTION CITY

Apparently New York will be the city selected for the next annual meeting - this year called the "Victory-War Conference" - and the dates tentatively April 10-13. Chicago and Cincinnati have been making a strong bid for it but the Convention Committee, of which Ed Yocum of KGHL, Billings, Mont., is the Chairman, seemed to feel that New York would be selected if hotel accommodations could be secured.

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#### BRITISH-AMERICAN PATENT PACT SPURS PRODUCTION

The little-known British-American Patent Interchange Agreement, two years old on January 1, 1944, has spurred the battle of production, which has achieved such glowing results.

The United States Army and Navy have surveyed the results this Agreement has brought about, and found them of great value in the war effort. For under the arrangement, there has been a free flow of patent rights and scientific and technical information. Aircraft, radio and ordnance particularly have benefited by this united effort. Great savings have been made in time and money through having specialists in their particular fields contribute their talents and inventions in solving problems that demanded speedy solution in the stress of war. The Agreement, which works both ways and which runs for the war's duration, functions so that American manufacturers are making war goods licensed under British-owned U. S. patents, and British concerns are manufacturing war products under American-owned British patents.

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## RYAN SILENT ON REPORTED NAB PRESIDENTIAL NOMINATION

Those who have been trying to smoke President Roosevelt out on the fourth term had nothing on the inquiring reporters who tried to find out whether or not J. Harold Ryan, Assistant Director of Censorship, would be a candidate for the presidency of the National Association of Broadcasters to succeed Neville Miller if, as reported, Mr. Ryan's name is to be presented to the NAB Board of Directors in Chicago, Wednesday, February 2nd, by the Association's Nominating Committee. That Mr. Ryan might be available for head of NAB might be available for head of NAB was apparently a thing few had thought of. His name had heretofore not been mentioned in connection with the presidency and apparently it came as a complete surprise to the industry. How long the Committee has been mulling over the idea is not known but it is said that they came to a complete agreement that Mr. Ryan would be the man for the place - if the latter could be persuaded to accept.

That Mr. Ryan would prove acceptable to the Board and to the NAB members seemed to be a foregone conclusion. Based upon the fine record made by the Ohio broadcaster as radio censor, as tough a job as has ever been assigned to anyone in the industry, and previous to that his success in his own business, the Nominating Committee apparently felt they were taking no chances.

Having reportedly reached an unanimous conclusion, the Chairman of which committee was Don S. Elias, of WWNC, Asheville, N.C., and its members James D. Shouse, WLW, Cincinnati, Paul Morency, WTIC, Hartford, Conn., J. O. Mailand, WHO, Des Moines, Ia., John J. Gillin, Jr., WOW, Omaha, Nebr., and G. R. Shafto, Columbus, O., requested that a special meeting of the NAB Directors be called for Chicago the middle of next week.

Mr. Miller, whose contract expires July 1, successfully fought off an attempt to remove him a year ago and there are those who believe he may put up another fight this time. A factor against him in addition to certain dissatisfied members of the industry is the continued animosity of Chairman James L. Fly of the Federal Communications Commission. The only solution seems to be for one or the other to go and it doesn't look at this writing as if it would be Mr. Fly. Another handicap of Mr. Miller has been that he is not a practical broadcaster.

Mr. Ryan, on the other hand, virtually grew up with the business. Serving temporarily in Washington, as is his brother-in-law in Chicago, Lieut. Comdr. George B. Storer, U.S.N., President of the Company, Mr. Ryan is an owner and Vice-President and General Manager of the Fort Industry Company which now has stations in four States and will soon enter a fifth. That these stations are not affiliates of any one network is another thing in favor of Mr. Ryan should he be nominated for the NAB presidency. WSPD at Toledo, WLOK, Lima, and WHIZ, Zanesville, are NBC; WWVA, Wheeling, and WAGA, Atlanta, are Blue; WMMN at Fairmont, West Va., is CBS, and WFTL, at Fort Lauderdale, Fla., soon to be acquired, is Mutual. Furthermore



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the stations of which Mr. Ryan is General Manager, are in small as well as large cities so that he knows the problems of both, and has the interests of both at heart. If Mr. Ryan could do as good a job for NAB as he has done at censorship, the broadcasters would be lucky to get him. Just as the mention of the name of Elmer Davis of OWI so often gets the raspberry among the newspaper people, Byron Price at Censorship is invariably praised. No matter how well Price had handled the press, if Ryan hadn't done equally well with the radio stations, censorship would likewise have been getting the brickbats.

The NAB president is elected by the Board of Directors to which the Nominating Committee will report in Chicago on February 2nd, but whether or not the Board will act on the nomination at that time is not known. A two-thirds vote is required to elect.

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#### RADIO PLANNING BOARD WILL GIVE IRE PEEP INTO FUTURE

It is anticipated that the Winter Technical Meeting of the Institute of Radio Engineers (IRE) on Friday and Saturday, January 28th and 29th, will bring to New York 2,000 members of the Institute who will be there to discuss the present and future of the art of electronics.

Many interesting papers will be presented, but the two meetings of universal interest, according to J. R. Poppele, Chairman of the Publicity Committee, will be the Symposium on "The Work of the Radio Technical Planning Board", presenting Dr. W.R.G. Baker, Chairman of the RTPB, and thirteen Chairmen of the various panels. The members of these panels will endeavor to take a long-range view of radio, and endeavor to chart the course of radio activity for many years to come.

Headed by E. K. Jett, Chief Engineer of the Federal Communications Commission, and Chief of several engineering divisions, the gathering of IRE engineers will listen to a discussion on "The Engineering Work of the Federal Communications Commission". Mr. Jett will be accompanied by G. P. Adair, Assistant Chief Engineer and Chief of the Broadcast Division of the FCC Engineering Department; W. N. Krebs, Chief of the Safety and Special Services Division of the FCC Engineering Department; and P. F. Siling, Chief of the International Division of the FCC Engineering Department.

The RTPB session Friday afternoon at 3 P.M., January 28th, will be as follows:

Symposium, Haraden Pratt, Chairman - "The Work of the Radio  
Technical Planning Board", W.R.G. Baker, Chairman of RTPB  
Alfred N. Goldsmith - Spectrum Utilization  
C. G. Jolliffe - Frequency Allocation  
R. M. Wise - High-Frequency Generation

H. S. Frazier - Standard Broadcasting  
 C. M. Jansky, Jr. - VHF Broadcasting  
 D. B. Smith - Television,  
 J. V. L. Hogan - Facsimile  
 Haraden Pratt - Radio Communication  
 E. W. Engstrom - Relay Systems  
 W. P. Hilliard - Radio Range, Direction, and Recognition  
 D. W. Rentzel - Aeronautical Radio  
 C. V. Aggers - Industrial, Scientific, and Medical Equipment  
 D. E. Noble - Portable, Mobile, and Emergency Service Communi-  
 cations

The engineering meeting will be Saturday morning, January 29th, at 10:30 o'clock:

Symposium, Professor Turner, Chairman - "Engineering Work of the Federal Communications Commission"  
 E. K. Jett, Chief Engineer of the Federal Communications Commission and Chief of Several Engineering Division - "Engineering Work of the FCC"  
 G. P. Adair, Assistant Chief Engineer and Chief of the Broadcast Division of the Engineering Department - "Timely Broadcast Matters"  
 W. N. Krebs, Chief of the Safety and Special Services Division of the Engineering Department - "Police, Aviation and Maritime Services"  
 P. F. Siling, Chief of the International Division of the Engineering Department - "International Point-to-Point and Allocation Problems."

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#### NBC TO MAKE FM AVAILABLE TO STANDARD BAND AFFILIATES

In order to stimulate the progress of Frequency Modulation broadcasting, the National Broadcasting Company will make all its network programs available to FM stations operated by its standard band affiliates.

"The objective sought by NBC is to make its programs available to every radio listener in America, regardless of whether a standard band or FM receiver is being used", Niles Trammell, President of the National Broadcasting Company said. "The availability of these NBC Network programs throughout the United States on both standard and FM transmitters, will assure present and future owners of FM receiving sets that they can continue to hear their favorite programs on an improved radio service."

As soon as an adequate number of affiliates have established companion FM stations, Mr. Trammell said, the National Broadcasting Company will then put into operation either improved telephone circuits covering a broader range of frequencies than are now being used or an automatic relay system capable of transmitting FM programs from point to point with high fidelity when such facilities become available.

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::: TRADE NOTES :::  
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Anticipating the post-war development of television, the National Broadcasting Company has inaugurated a 50-week comprehensive course of television instruction for its staff engineers. The course will be conducted by RCA Institutes with George Maedel, chief instructor of the Institute, in charge.

Radio Station WHBQ, 250 watts, in Memphis, Tenn., has signed an affiliation contract to become the fulltime Mutual outlet in Memphis, effective March 6th.

Gardner Cowles, Jr., publisher of the Des Moines Register and Tribune, and President of the Iowa Broadcasting Co., was elected a Director of United Air Lines Monday at a special meeting of the Board in Chicago. Mr. Cowles succeeds Joseph P. Ripley, resigned.

The Federal Communications Commission has denied the application of Martin R. O'Brien (WMRO), Aurora, Ill., for modification of license to change hours of operation from daytime only on 1280 kilocycles, 250 watts, to unlimited time on 1280 kilocycles, 250 watts daytime, 100 watts nighttime, without prejudice to the right of applicant to file an application requesting unlimited time operation on 1490 kilocycles. No party to the proceedings has filed exceptions thereto, or requested oral argument thereon.

A clergyman speaking over WHAS, Louisville, between 7:30 and 8 o'clock last Saturday morning, said that an effort was being made to include a provision in the new Radio Law if a station accepts liquor advertising it should afford equal opportunity for the prohibitionists to advertise.

S. R. Olliphant has joined the legal staff of the National Broadcasting Company as attorney, A. L. Ashby, NBC Vice-President and General Counsel, has announced.

A graduate of Columbia University and Law School, Olliphant has been engaged for several years in private practice in New York, specializing in Aviation Law. Recently, he has been associated with his brother-in-law, Major Alexander P. de Seversky.

An item reprinted from Leonard Lyons column in our last issue should have read:

"Edward Klauber, the radio executive who became Elmer Davis' aide, has finished his survey of OWI's Overseas Branch, and has recommended a complete reorganization."

Increasing use of radio by motion picture companies and stage show producers as a medium to advertise their productions is evinced in current campaigns on WABC, CBS' key outlet in New York City.

Drew Pearson writes: "Demands for the Des Moines Register's penetrating editorials on isolationism are so great that Cowles Brothers have reprinted them in brochure form.

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A review of the radio industry in 1943 has been prepared for the American Year Book by Dr. C. B. Jolliffe, Chief Engineer of the RCA Victor Division of Radio Corporation of America, Camden, N.J. Principal subjects discussed by Dr. Jolliffe include domestic broadcasting, international broadcasting, radio servicing, police and aviation radio and electronics.

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Edgar Kobak, Executive Vice-President, will welcome approximately 75 new employees of the Blue Network at a dinner to be held Tuesday, Feb. 1, at the Town Hall Club. The dinner continues the series of gatherings at which Mr. Kobak has played host to employees in the various departments of the Blue.

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A patent issued to Homer W. Dudley of Summit, N. J., covers a method by which one phonograph record can be played and at the same time be synchronized with another to produce as the single audible effect a strange combination of the two sounds.

The examiner at the Patent Office who handled the claims gave as an example: "One record could be a recording of the Gettysburg address and on the other might be a recording of the Eighth Avenue local coming into Times Square."

The patent No. 2,339,465, is assigned to the Bell Laboratories.

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The Federal Communications Commission has amended Item 90(a) of Section 42.91 of its Rules and Regulations relating to Preservation of Records, so as to permit the destruction of "Receivers' record of messages filed" after a lapse of three months, instead of the present required period of one year. This section is applicable only to domestic wire-telegraph carriers.

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The revenue of WENR, key station of the Blue Network in Chicago, during 1943 was the highest in the history of the station, it was reported. For the twelve month period, WENR showed a gain of 166.1% over the total 1942 sales figure.

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A total of 1402 hours and 50 minutes was contributed to the war effort on the Blue Network in 1943, an increase of 64 per cent over 1942 when the total was 857 hours and eight minutes. Time contributed by sponsors on the Blue in 1943 was 296 hours and 43 minutes, compared with 136 hours and 27 minutes in 1942.

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The contents of the Bell Laboratories Record for January include: "Substitute Materials in Telephone Booths", E. W. Niles; "Modernized 'Information' for Large PBX's", H. H. Abbott; "Historic Firsts: Airplane Radio Telephony"; "Disintegration of Face Brick by Dissolves Salts", J. M. Hardesty; "Development of the Electrical Director"; "Television Over Telephone Cable"; "Registering 'Busy Line' Frequency in the Crossbar System", R. E. Hersey.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 SOUTH ZEEB ROAD, NEW YORK, N. Y.

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No. 1597

## FCC PASSES BUCK TO CONGRESS ON NEWSPAPER STATIONS

Having themselves executed a complete about face in unan-  
imously voting against any general rule discriminating against news-  
papers acquiring radio stations, the Federal Communications Commission  
is now seen passing the buck to Congress in sending to the Hill a  
specially prepared 38-page summary of the FCC press-radio investiga-  
tion. One interpretation is that the Commission, in offering the  
summary to Congress at this time, is saying:

"This is what our hearings show. If you want to do any-  
thing to prevent the newspapers from securing additional radio sta-  
tions and skimming the cream off the FM field, now is the time to do  
it."

To meet this move on the part of the Communications Commis-  
sion the Newspaper Radio Committee, of which Harold Hough, of WGAP-  
KGKO, Fort Worth, is Chairman, is now making up its own digest of  
the press-radio hearings which it will also file with Congress and  
which is expected to differ materially from the document the FCC  
prepared.

All of which would seem to indicate that though Chairman  
James L. Fly and other members of the Commission found the newspapers  
too hot a potato to handle, they still have their eyes on them.  
According to the FCC's summary of the record, the public hearings  
began July 23, 1941, and were held intermittently thereafter for a  
total of 25 days until February 12, 1942. The record consists of  
over 3,400 pages and over 400 exhibits. Fifty-four witnesses testi-  
fied.

The summary states that the number of radio stations doubl-  
ed from 1922 to 1940, and receiving sets increased from 1 set for  
about every 17 persons in 1922 to 1 set for every 4.5 persons in 1940;  
on the other hand although the circulation of daily newspapers in-  
creased a little in relation to total population, there was a decrease  
in the number of dailies, with a marked tendency toward lessened com-  
petition.

"During the period of 1928 to 1940 radio's advertising  
receipts increased greatly, both absolutely and in relation to other  
advertising media," the summary states. In recent years, however,  
this rate has leveled off.

"Whereas in 1929, radio took about 3% of the approximate  
\$1,150,000,000 net receipts of advertising media (including news-  
papers, magazines and other periodicals), in 1939 it took 14% of the  
\$894,400,000 net receipts for advertising in such media. On the  
other hand, newspapers had 69% in 1929, but only 60% in 1939, of the

net expenditures for such advertising media, and magazines had 27% in 1929 and 25% in 1939.

"From 1935 to 1939, radio's net receipts from advertising almost doubled (from \$79,600,000 to \$155,700,000). In 1939, the net advertising receipts of newspapers (\$539,500,000) and magazines (\$224,500,000) were somewhat above those for 1921 (newspapers \$521,700,000; magazines \$155,300,000) but had decreased considerably from the high year 1929 (newspapers \$797,300,000; magazines \$322,900,000). Although the effect of competition by radio upon newspapers cannot be accurately stated, radio has undoubtedly taken some of the advertising newspapers would otherwise have had.

"Newspapers depended primarily on local support for advertising revenues; 70% of newspaper advertising revenues was derived from local merchants. On the other hand, broadcast stations received most of their advertising from non-local sponsors; about 70% of broadcast revenue came from network, and national and regional non-network advertising. There was testimony, however, that newspapers and radio competed rather strongly for all types of advertising, particularly in the national field."

The number of standard broadcast stations associated with newspaper interests grew steadily from 68 in 1931 to 249 in 1941; in particular those stations 50% or more newspaper owned and located in the same community as the newspaper increased from approximately 54 to 160.

With regard to FM and the newspapers the summary said:

"As of June 30, 1941, eleven, or 22.4% of 49 FM stations were associated with newspapers. \* \* \* Of the sixty-one pending FM applications on the same date, twenty-seven or 44.3% were newspaper associated; twenty-five of these involved applicants which were majority controlled by the newspaper, its officers, stockholders or employees. Sixteen of the twenty-seven applicants also had standard stations in the city where the proposed FM station was to be located, fourteen of them in the city where the newspaper was published.

"The reasons assigned for the increasing interest of newspapers in broadcast stations were various. In the early years the predominant motivation seems to have been that of using a novelty as a medium for promoting newspaper circulation. Some papers apparently regarded radio as merely an extension of journalism and, therefore, as requiring their participation in order better to serve their readers. More recently, undoubtedly, the greatest impelling force has been economic, that of being participants in, and beneficiaries of, a development which constituted a competitive threat."

Under the heading "Opinion evidence", the summary stated, in part:

"Much of the opinion evidence adduced pertained to the history and freedom of the press. Several witnesses believed that a rule barring newspapers from securing broadcast licenses would be a

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restriction on freedom of the press, but there was fairly general agreement that there would be no such restriction if the Commission considered the individual circumstances of newspaper affiliation in each case as one element of public interest on a case by case method.

"There was also fairly general agreement among those witnesses whose opinions were sought that in the interests of attaining diversity of output by the various media for communicating facts and opinion, a diversity of control over the media is desirable. There was not such general agreement, however, on the question as to whether diversity of control is the paramount consideration or but one of the factors which must be weighed with others. \* \* \*

"Fred S. Siebert, Director of the School of Journalism at the University of Illinois, and a witness called by the Newspaper Radio Committee, was of the opinion that, as similarity in reporting and interpreting news marks the American press, multiplicity of control is no guarantee of diversity of view, and that a separate news staff for an associated station adequately ensured the varied treatment in news selection resulting from different individual judgments.

"Another Newspaper Radio Committee witness and Director of the School of Journalism at the University of Iowa, F. L. Mott, felt that to deny the newspapers the right to use radio, which is a new facility for the presentation of news, might threaten the economic independence of the press.

"John Shepard III, representing the FM Broadcasters, Inc., and John R. Latham, of The American Network, Inc., both of which companies are interested in the development of frequency modulation broadcasting, testified that newspapers are now ready to shoulder the risks and losses incident to pioneering in the FM field, and that a ban on newspaper ownership of such stations would seriously retard development in that field."

Among the other topics included in the FCC summary were the Fortune Magazine survey, in which it was said in 1941 35 percent of the persons interviewed relied upon radio as their source of news, 34% on newspapers, and the rest on both newspapers and radio; Stations associated with newspaper interests; Refusal of newspapers to carry logs except on a paid basis; Refusal of newspapers to carry display advertising of stations; Cities where the only radio station was associated with the only newspaper publisher; Agreements with regard to advertising; Refusal by newspapers to give publicity to press releases; A discussion of the Register and Tribune and its affiliated stations, and also a discussion of the Hearst papers and affiliated stations.

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## CONSTRUCTION PERMITS FOR STATION CHANGES STILL TIGHT

Upon consideration of a further report and recommendation of its Committee on Critical Radio Materials, and recommendations of the War Production Board, the Federal Communications Commission on January 18, 1944 determined that a further statement should be made with respect to policy in the consideration of applications for authorizations to construct or change radio facilities involving the use of materials.

Present indications are that despite the tremendous expansion of radio production that has taken place in the last two years, the large burden on the industry of meeting military needs will not permit production of equipment for new stations or the expansion of existing stations. All orders and practices looking toward the conservation of equipment (such as Order 107, relating to operation with reduced power) should be retained in full force and effect. It would not be in the public interest to issue and have outstanding permits for authorizations the terms of which cannot be met within a reasonable period.

The Commission will give consideration to the issuance of conditional grants upon applications where it is shown (1) that a grant will serve an outstanding public need or national interest; (2) that the operation proposed is consistent with the provisions of the Rules and Regulations of the Commission and the conditions and standards prescribed in the Act; and (3) that, after due consideration of the policies and orders of the War Production Board and the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay. The procedure to be employed is as follows:

- (1) When a conditional grant is authorized, applicant will be notified to that effect and advised that a permit will not be issued until applicant has satisfied the Commission with respect to the following within 90 days (time may be extended to a maximum of not to exceed 120 days) of notice of conditional grant:
  - (a) By evidence in writing from the War Production Board that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required.
  - (b) That applicant is in position to complete all construction necessary to the proposed operation within a reasonable period
  - (c) Acceptance of the grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.
- (2) Upon a showing that satisfies the conditions prescribed in the conditional grant, the Commission will issue a regular authorization.
- (3) If applicant fails to satisfy the conditions within the time allowed, the application will be designated for hearing or given such further consideration as may be found appropriate.

An applicant desiring any further consideration of an application for radio facilities or change in facilities which has been dismissed without prejudice pursuant to the Memorandum Opinion of February 23, 1942, or any one or more of the other statements of policy which have been issued with regard to equipment, may submit a petition for reinstatement of such application within 60 days hereof accompanied with amendments and supplemental information appropriate to any change in circumstances.

The statement is not to be construed as an invitation for the filing of applications; the policy set forth is intended only to permit grants that will serve an outstanding public need or national interest, as indicated in this statement.

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#### PUBLIC RELATIONS TO BE LIVE SUBJECT AT NAB CONVENTION

Sessions on public relations at the 1944 NAB Convention were planned by the Public Relations Committee in New York City January 20-21. A speaker of national prominence will address the Convention, Edgar Bill, WMBD, Chairman, announced.

Industry public relations will also be discussed at the forthcoming NAB district meetings, where Willard D. Egolf, Assistant to the President, will present a working draft of a public relations manual for broadcasters which has been under consideration by the committee for several months.

At the January 21st meeting there was a discussion of the work of Dorothy Lewis, NAB Coordinator of Listener Activity, which embraces children's programs, national organizations, radio in education, radio councils and the NAB Association of Women Directors.

A number of specific suggestions were considered by the committee in its two day session, some to be pursued privately, others for immediate announcement. Wide use by the industry of the emblem, "Radio, in Service of Home and Nation", was recommended through stationery, displays, promotion pieces and decorations. More dramatization of radio and radio heroes in the war is recommended. The committee, after listening to a private audition of "Report on Wartime Radio", CBS transcription featuring Kate Smith, went on record urging its widest possible use by stations. "On the Air!" thirty minute sound film history of radio produced for Westinghouse, Inc., received enthusiastic endorsement and stations are requested to assist Westinghouse dealers in their communities in arranging public showings, where there are not Westinghouse stations to perform that service.

Edgar Bill thanked the following Committee members for their continuing efforts as a working committee of the industry: Craig Lawrence, KSO; Kern Tips, KPRC; John F. Patt, WGAR; Leslie W. Joy, KYW; Edgar H. Twamley, WBEN; Dr. Frank Stanton, CBS; Sheldon Hickox, NBC. Hickox represented Frank M. Russell, NBC, Washington. Lawrence W. McDowell, KFOX, was unable to attend.

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## HOOVER MUZZLING FORESHADOWS MORE OF SAME WITH OTHERS

Unless Congress forces a showdown with President Roosevelt the continued refusal of J. Edgar Hoover, head of the FBI to answer questions put to him by the House Committee investigating the Federal Communications Commission will only be a forerunner of what will happen when other high officials that the Administration fears may give testimony damaging to the FCC are called. Likewise it is believed that Attorney General Biddle will stand ready to back them personally as he did Mr. Hoover last Wednesday.

Rear Admiral S. C. Hooper, former Chief of Naval Communications, who Chairman James L. Fly of the FCC is charged with having forced into retirement was prevented from testifying by the presidential directive and it is believed the same thing would happen to Rear Admiral Joseph R. Redman, also of Naval Communications, who, it is alleged, Mr. Fly likewise tried to "get", if Redman is asked to testify. If Chairman Fly is called upon, as he is expected to be, in connection with the trouble he is supposed to have made for the Naval officers, it is believed the presidential directive may again be employed.

The inside story with regard to J. Edgar Hoover as a witness was said to be that he was willing and even eager to testify against the Federal Communications Commission but with the gag he was declared to have represented himself as helpless to aid the Congressional Committee. At that Mr. Hoover indicated that the FBI had difficulty in securing some 250,000 finger print records the FCC had taken of radio operators which allegedly Mr. Fly had refused to give up because of certain promises he had made with the labor unions not to do so. This was the principal fact the Committee wanted to bring out.

In a letter backing up Mr. Hoover's refusal, Attorney General Biddle held that "as a matter of law and of long-established constitutional practice" communications between the President and the head of the FBI are confidential and "not subject to inquiry by a committee of one of the houses of Congress."

But Mr. Biddle added:

"Even in the absence of instructions from the President... I should have directed Mr. Hoover to refuse to answer these questions."

The Justice Department, he said, with Congressional acquiescence has consistently taken the position that it is "not in the public interest" to have methods and results of investigations by the FBI publicly disclosed.

Eugene L. Garey, Committee counsel, raised the proposition that the House itself may "exercise its constitutional power to compel answers" to questions which Mr. Hoover, by presidential order, refused to answer.

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"This raises the broad constitutional question regarding the constitutional powers of Congress to legislate", Mr. Garey told the Committee. He said he did not hold answers to his questions to Mr. Hoover and others as confidential or affecting the national security "even in a remote sense".

The House Committee will continue its hearings next Tuesday, February 1st.

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#### EVERYBODY FROM FDR DOWN HAILS FM AT BIG N.Y. MEETING

Frequency modulation took the center of the stage as never before at the FM Broadcasters Convention in New York City last Wednesday and Thursday. Chairman James L. Fly, of the Federal Communications Commission, added eclat to the occasion and at the same time showed that he was still pretty close to the White House by reading a message from President Roosevelt in which the Chief Executive expressed the hope that broadcasters would keep step with advancing science and continue to lift broadcasting "to ever higher planes of public service".

The FCC Chairman didn't overlook the opportunity to say a few words himself and as usual gave the broadcasters advice. He said that long range planning was necessary to reap the full benefits of FM after the war. Then, though he has denied that the FCC ever intends to concern itself with program content the U. S. Supreme Court decision to the contrary notwithstanding, Mr. Fly sailed into his favorite topic of "soap operas", saying:

"High fidelity is not needed to transmit the cheap emotional droolery of the soap operas, or to get the odds on the seventh at Hialeah." Radio, he added, should get started today to determine what the future standards of broadcasting ought to be.

"FM is come of age and has come to stay", he said. "Without a doubt it will have a place of ever-increasing importance in radio which no one of us can stop. The great opportunities of it present a challenge; the greatest danger may be hurry-up schemes of mass production. FM now stands on the threshold of as tremendous a development as did standard broadcasting methods in 1920."

Tribute was paid to Major Edwin H. Armstrong, inventor of FM, who modestly explained that the idea of noiseless transmission came to him 30 years ago when he was working on a static eliminator.

It was estimated that the convention attendance was about 600.

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## REVENGE FOR REP. COX SEEN IN FCC MILLION DOLLAR SLASH

Friends of Representative Cox (D), of Georgia, who started the investigation of the Federal Communications Commission, and who resigned under fire as Chairman of the House Committee doing the investigating, are declared to be partly responsible for the House Appropriations Subcommittee recommending the ripping of \$1,654,857 out of the FCC 1944-45 budget and a further and even more crushing recommendation that the wartime activities of the FCC Radio Intelligence Division be abolished. Furthermore, it is reported that the friendly colleagues of Mr. Cox will endeavor to go further when the bill is taken up in the House - the hope being that the \$8,371,700 originally asked for by the FCC may be cut to \$2,000,000.

At the same time the House Appropriations Subcommittee, headed by Representative Woodrum (D), of Virginia, recommended the million dollar slash, the Committee gave out a letter from the joint Chiefs of Staff stating that FCC intelligence work, which has been a subject of continuing investigation by Congress, merely duplicates Army and Navy operations and "has in fact endangered the effectiveness and security of military radio intelligence".

The letter proposed that all FCC intelligence operations be transferred to the Army and Navy.

In the face of this letter, dated last February 1, the Committee reported, President Roosevelt on September 7 overruled his Chiefs of Staff and upheld Chairman Fly's contention that FCC intelligence should not be liquidated.

In its report to the House the subcommittee cited the letters in question and said:

"The Committee believes that the statements and recommendations contained in the letters referred to give sufficient justification for the action it has recommended and it is of the belief that appropriate provision should be made at the earliest possible date to the end that the facilities of the Federal Communications Commission should not be used for purposes pertaining to the military unless specifically requested by the Joint Chiefs of Staff."

The Budget estimates for the regular operations of the Commission contain a total of \$2,209,000 for salaries and expenses and \$16,700 for printing and binding, an increase of \$209,000 over last year. The Committee has approved these items without change. The reductions recommended are as follows:

	Reduction
Budget and Planning Division . . . . .	\$ 19,353
Personnel Division . . . . .	21,897
New positions requested (34) . . . . .	113,607
Foreign Broadcast Intelligence Service . . . . .	500,000
Radio Intelligence Division. . . . .	1,000,000

Pointed to as indicative of what Chairman Fly and the FCC may receive from the hands of Congress, the Federal Communications Commission took the largest percentage cut \$1,654,857 of \$8,370,700 suggested by the President of any of the 16 independent bureaus in their total  $8\frac{1}{2}$  billion dollars requested.

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## CBS ALSO MAKES FM AVAILABLE TO AFFILIATES

Frequency Modulation, plans for new sustaining programs, the White-Wheeler Bill, and other matters were discussed by the Columbia Affiliates Advisory Board at its January 24-25 session in New York City.

Frequency Modulation was fully discussed. During the meeting a telegram on this subject was sent to all affiliates by Paul W. Kesten, CBS Executive Vice President, advising them that beginning February 1 all CBS commercial and sustaining programs carried on AM bands of CBS affiliates will be made available to their FM stations without cost to station or sponsor.

The telegram further disclosed that Columbia's plan to make available its full schedule for the FM stations of affiliates was originally, "A post-war plan to take effect approximately at time when manufacture and distribution of home receiving sets was sanctioned by Office of Civilian Requirements or other appropriate governmental agencies."

Paul Hollister, CBS Vice-President in charge of Advertising and Sales Promotion, discussing results of the network's Fall program promotion campaign, reported:

"One hundred and twenty-eight CBS stations took part. Each carried on a sustained and uniform campaign which gave prominent and wide display to 51 full network programs - through 420 newspapers with a combined daily circulation of about 20 million; and through 210,000 program posters and more than a half million program cards. Display cards on cars and busses, daily reached about 40,000,000 riders. For size, continuity, direction and result, the campaign, based on audited reports, has apparently not been remotely approached in American radio operation."

The members of the 1943 Columbia Affiliates Advisory Board, all of whom attended the January 24 and 25 meetings, are: C. T. Lucy of WRVA, Richmond, Va., Chairman; Arthur B. Church of KMBC, Kansas City, Mo.; Franklin Doolittle of WDRC, Hartford, Conn.; Lee Fitzpatrick of WJR, Detroit, Mich.; I. R. Lounsberry of WKBW, Buffalo, N. Y.; C. W. Myers of KOIN, Portland, Ore.; Clyde W. Rembert of KRLD, Dallas, Tex.; John M. Rivers of WCSC, Charleston, S.C.; and Hoyt B. Wooten of WREC, Memphis, Tenn.

Among the CBS officials at the meeting were: Paul W. Kesten, Executive Vice President of the network; Joseph H. Ream, Vice President and Secretary; Frank Stanton, Vice President; Frank K. White, Vice President and Treasurer; and Herbert V. Akerberg, Vice President in charge of Station Relations.

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## JAPANESE RADIO SETS AT IRE CONVENTION INFERIOR TO OURS

The captured Japanese radio sets exhibited at the Institute of Radio Engineers convention which begins today (Friday) in New York are way behind the times and decidedly inferior to those of the U. S. military forces, according to Maj. Gen. Roger B. Colton, of the Army Signal Corps.

German radio equipment, which was also shown, both for air-borne and ground uses, is "of sound but not advanced electrical design", according to General Colton's estimate, and its mechanical design allows for easy servicing and adaptability to mass production.

In contrast, he referred to the Japanese radio sets as not designed for the easy replacement of parts, but noted that many of their radio tubes and circuits "are adapted from obsolete American designs and frequently carry American numbers and nomenclature." The radio direction finder captured on Attu was described as highly portable for use in difficult terrain, but its components and circuits are equivalent to those used in American sets in the 1925-1930 period.

It was General Colton's conclusion that the U. S. radio and communications equipment was superior to any and adequately met "the needs of the foot soldier and the 400 mile-per-hour aviator".

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## HOEFLER APPOINTED G.M. OF ZENITH DISTRIBUTING CORP.

Ray L. Hoefler has been appointed General Manager of the Zenith Radio Distributing Corporation, Chicago area, distributors of all Zenith radio products, succeeding R. E. McGreevy.

For the past few years Mr. Hoefler has been with the Zenith Factory Sales organization in charge of contacting department stores and other large Zenith outlets, and prior to that for a long period of years he has been in the radio and appliance business. For 17 years he was in charge of distribution for E. A. Wildermuth, who were representatives of Kelvinator refrigerators, Atwater Kent radios and ABC washing machines. He left that company to become Sales Manager of the Nash-Kelvinator Distributing Corporation of New York, after which he joined the Zenith organization.

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Louis Balsam, of Cambridge, Mass., former OPA official, testifying in his \$100,000 libel suit against Fulton Lewis, Jr., MBS commentator, declared that the story broadcast by Mr. Lewis on January 14, 1943, caused him to lose his \$5,800 job as regional OPA Food Administrator in Boston, and has since rendered him unable to obtain speaking engagements and has reduced him from a state of comparative affluence to one in which he now gets his living as an "expediter" in a war factory.

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 :::: TRADE NOTES ::::  
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While declaring that voluntary censorship has worked "splendidly" thus far in the war, the Advisory Board of the Press Division of the Office of Censorship Wednesday called upon newspapers, news services and radio companies to exercise extra caution in the future.

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 The Head of the Lakes Broadcasting Co., Superior, Wis., was granted a construction permit by the Federal Communications Commission for a new FM broadcast station to use frequency 44,500 kilocycles, with coverage of 407 square miles.

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 Leif Eid, Chief of the NBC Washington Newsroom, has succeeded Robert McCormick as news commentator on five network periods originating in the capital. Mr. McCormick is now on assignment for NBC in Honolulu.

William R. McAndrew, former Broadcasting editor, and more recently assistant to Earl Godwin, becomes acting head of the Washington newsroom.

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 Secretary of the Interior Harold L. Ickes in his annual report said that: "Millions of radio insulators were processed in a departmental laboratory to speed the manufacture of communications equipment for the armed forces."

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 United States Judge John P. Barnes has set January 31st for hearing on arguments in the million-dollar libel suit of George Washington Robnett against the Blue Network Company, Walter Winchell and the Andrew Jergens Company, on the motion of the radio chain's attorney to dismiss the complaint, to strike portions or make more definite the charges of the plaintiff. Robnett's suit is based on Winchell's broadcasting of portions of the book "Under Cover".

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 The Simplex Radio Division of Philco Corporation at Sandusky, Ohio, has just been awarded a second white star to add to its Army-Navy "E" flag, according to word received from Robert P. Patterson, Under Secretary of War.

With its war production reaching new high levels this month, Philco is turning out electronic and radio equipment for planes, ships, tanks, ground forces, rocket-propelled ammunition for the "bazooka", and shells, fuzes and industrial storage batteries for the Army, Navy and Maritime Commission.

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 The Federal Communications has announced that following negotiations with the American Telephone and Telegraph Company, the Bell System agreed to an annual reduction in interstate rates, effective March 1, 1944, of approximately \$8,000,000. Most of the reduction - over \$5,600,000 - will derive from an agreement to place the night rate in effect beginning at 6 P.M., instead of 7 P.M., on interstate calls, as presently provided in Bell System tariffs.

At the same time an estimated \$2,350,000 savings annually will accrue to users of teletypewriter message service with a reduction, effective March 1, in the overtime rates on interstate TWX messages.