

# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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September 6, 1944

## SENATOR HEARS RADIO STATIONS POLITICAL CONTROL THREAT

Expressing apprehension that one political party or another misuses the news dispatches, or as someone told him, even gets control of a number of broadcasting stations, Senator Wiley (R), of Wisconsin warned the Senate that the country should watch its step in the coming campaign.

"I do not think that there will be any danger in America of the Congress being abolished or freedom of speech, freedom of the press, and freedom of the radio done away with as they were in Germany and in Argentina", Senator Wiley declared. "But no thinking person can be oblivious to the situation which now obtains in this country. No one can listen to the radio or read the reports of certain columnists without sensing that the news and the facts are colored, partially stated, and that biased and prejudiced reports are given forth.

"I recall what was told me 2 weeks ago on the train. It illustrates the danger of which I am thinking. I was speaking with a citizen from another State than mine, and he told me that a prominent citizen of his State had said that 'within 6 years we can elect any man we want for Governor. We are going to get control of the radio stations. We are working on that now.' Then this citizen told me of another way the news is colored. He said that he hired a certain individual to get the news which went over a chain of radio stations four or five times a day. The individual got his news items from A.P., U.P., and I.N.S., over the news ticker, but as he was of a certain political persuasion the news he picked out - and of course it becomes necessary to discriminate with respect to news casts because there is so much news - related simply to his 'side of the fence.' In other words, the whole chain of radio stations four or five times a day receives the news that this man simply picks out from the mass of news, and which reflects his political ideas.

"I give these facts because when the people are alert no Pearl Harbors can happen. The saying oftentimes heard that 'eternal vigilance is the price of liberty' has special application in the campaign ahead. While we do not have any 'kept' press, we do have bias and prejudice, and we do have some newspapermen and radio commentators who are paid to represent certain lines of thinking, and many such persons become mired in the pursuit of accomplishing the result and forget their responsibility to the public welfare.

"Each nation is weaving a tapestry of its own. Hitler made puppet thinkers of his own people, regimenting their thinking en masse. The tapestry woven by that people resulted in a pattern

that was red and discolored, and showed the world torn into shreds. We want none such here. We know that if in this country mass thinking could easily be directed by those who pull the strings through the press and the radio, our system of checks and balances in government would disappear."

Asserting that a free and untrammelled press and radio are going to have much to do with making known the facts of the forthcoming presidential campaign, Senator Wiley concluded:

"The glory of America has been and is her free press and free radio, and her clear thinkers, who are men and women of vision. Those who operate the press and the radio are indeed trustees of great value. We must see to it that this idea of trust relationship does not 'slip its mooring'."

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#### WMAL EXPLAINS FAR REACHING NWLB ANNOUNCERS' PAY VERDICT

The following, as set forth by its manager, K. H. Berkeley, was the position taken by Station WMAL, in Washington, D. C., in the recent Evening Star Broadcasting Company (owners of WMAL)- American Federation of Radio Artists' case before the War Labor Board in its recent decision favorable to the station - a decision which it is believed sets a precedent for the entire industry:

"When AFRA demanded that WMAL adopt the 'assigned fee' principle of compensating its announcers, the company refused to acquiesce, but at the same time expressed its entire willingness to increase the compensation of its staff announcers to an amount comparable to the average sum which would have been earned under the Union's plan and in line with the level of pay in the area.

"Under the assigned fee principle the employer would have to pay its staff announcers, in addition to a base salary, a set fee for each announcement made by the individual announcer on a local commercial program as distinguished from a local sustaining program. Where a sponsor singles out an announcer and especially request his services, the station has always recognized that announcer as 'selected' and has never challenged his right to receive a 'selected fee' for his services since, in effect, he is 'talent' hired by the sponsor. The demand here, however, was that the announcer be paid separately for every word of commercial copy handed him by his employer to read into the microphone without regard to any question of selection or direction by the sponsor. He was to be paid an additional fee, in other words, for doing the very thing for which he was hired in the first place. Presumably, if an individual staff announcer has a tour of duty which includes nothing but commercial announcements, his base pay is a mere gratuity for which he renders no services to the station as he would be separately compensated for every appearance before the microphone.

WMAL challenged AFRA's demand for assigned commercial fees because of its firm belief that so long as it agrees to compensate its staff fairly and adequately and to provide suitable working conditions, it should not be subjected to dictation as to the manner in which it shall operate its business. In requesting this Board to ignore and reverse the recommendation of its Hearing Officer, WMAL did so in the conviction that neither this Board nor any other governmental agency should, by its order, coerce an employer to adopt a method of compensation bearing no rational relationship to the amount, quality, or character of work done but which, on the other hand, is based on the lone and unwarranted assumption that an employee's compensation must be made relative to the amount of gross profits earned by the employer even though his work has nothing to do with the securing of commercial accounts. While it was recognized that an employer might see fit voluntarily to offer certain or all of its employees a bonus or extra compensation based upon earnings or increases in earnings, it was inconceivable that an employer could be forced into the adoption of such a plan merely because the National representatives of its employees desired its adoption.

"The implications of AFRA's demands were far reaching. In effect, it was that if one station in a community agrees to a principle proposed by AFRA, the remaining competitive stations ultimately will have to fall in line, and thus, one's competitors could exercise control over the business practices of each other.

"The Union proposal would have imposed upon WMAL a system of compensating its staff announcers which is in no way reflective of value received. The company no longer would be permitted to use value of services as the gauge for determining compensation. The only circumstance which would bring about changes in the pay of each individual would be an uncontrollable one. The announcer who had the good fortune of being assigned to a tour of duty during which the greatest number of local commercial programs were broadcast would receive the largest compensation. He had no part in the securing of these commercial accounts, and his particular talents played no part whatever in the determination by the sponsor to buy the program, since the sponsor, under the assigned fee method, does not select the announcer.

"WMAL strenuously urged the War Labor Board to give consideration to the fact that if it were required to adopt the assigned fee principle in connection with its announcers, it inevitably would be faced with demands by its other employees for comparable provisions in their employment agreements. In order to put a program on the air, commercial or sustaining, it is necessary to have transmitter engineers, control engineers, production men, sound effects men, news editors, script writers, and administrative help. If an announcer is entitled to extra compensation every time a commercial program is put on the air, there is no sound reason why the studio engineer, sound effects man, or any other employee of the station cannot assert a similar right. It is all too clear that if the National War Labor Board, by its decision in this case, had required the station to negotiate with AFRA on this basis of fees for all assigned commercials, Station WMAL would soon lose its character as a unified broadcasting

station and would be relegated to the position of a mere concessionaire with many little businesses and private contractors using its facilities for their own personal business ventures.

"WMAL wishes to state that its dealings with AFRA has always been on an entirely friendly and cooperative basis. It also wishes to state that in its opinion the War Labor Board considered this case expeditiously and thoroughly under difficult wartime conditions when so many other cases were pressing for attention involving so many more persons. It also wishes to thank Lester Cohen and Edmund Jones of the law firm of Hogan & Hartson, for their able assistance in the above proceeding."

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#### BBC REPORTS WIDE REBROADCASTING OF U.S. PROGRAMS

Although there was apparently no connection between the two, a statement issued by the British Broadcasting Corporation telling how widely the D-Day and other American broadcasts have been rebroadcast by the BBC might be construed as a reply to Variety, which charged that this was not the case.

Said Variety:

"Recent declaration on American usage of British radio facilities, made before the House of Commons by Brendan Bracken, British Minister of Information, has caused considerable eyebrow lifting in the U. S. The controversial statement is that of 925 U. S. broadcasting stations, transmitting to 90,000,000 persons, 700 regularly use material supplied by the British Information Service.

"Question immediately to arise, of course, is how much of an exchange of info is being carried on and whether news and other material supplied from U. S. sources are received and used in a like proportion on the BBC home service. With the exception of three exchange variety type shows, one each on NBC, CBS and the Blue network, web officials in N.Y. are of the opinion that very little U. S. material is given airtime by BBC for listeners in the British Isles.

"In this connection, it was reported by a BBC attache recently returned from London that the George Hicks on-the-scene D-Day transcribed interviews, hungrily grabbed and rebroadcast here by all the networks (despite the fact that Hicks was a Blue correspondent) were not broadcast by BBC for its home audience. Explanation, while not official, was that BBC had so much of its own material that it probably wasn't able to find the time to use the Hicks records even though it arranged for shortwaving them to this country."

The statement issued by the BBC in New York, read:

"Jack Hooley of the New York office of the British Broadcasting Corporation on his recent return from a four and a half months' visit to the home office in London, reports that while Americans hung by their radios on D-Day listening to outstanding descriptions of the Invasion such as that of George Hicks of the Blue Network, Britain too was listening to Hick's message. That dramatic and vivid actuality broadcast was carried seven times by the BBC: once by the Home, General Overseas, and North American Services, and twice by the African and Pacific Services. According to the BBC Listening Barometer, newscast periods on D-Day over the Home Service were heard by 74.5 per cent of the adult population of Great Britain (1% equals approximately 300,000 listeners).

"Mr. Hooley, an American, reports that war is not the only thing Britons see through American eyes and American broadcasts. BBC brings American programs of virtually every category to its audience. In May of this year 110 American programs were rebroadcast in Britain. This number is tremendous in proportion to the total number, since BBC has only one wavelength with which to service its home audience."

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#### SHOWS HOW TELEVISION TEARS PICTURES INTO 350,000 PARTS

Explaining that the television camera dissects each picture it takes into as many as 350,000 separate pieces and much additional information about the newest of the broadcasting arts, the Farnsworth Television and Radio Corporation of Fort Wayne, Indiana, has issued a new 26-page booklet "The Story of Electronic Television". It is printed in colors and photographically and by other forms of illustration every step in televising is shown.

"Since the days when television first began to assume the semblance of a science capable of practical realization, thousands of books and journals, technical articles and learned treatises have appeared to give it substance in the public mind", John S. Garceau, Manager of Advertising and Sales Promotion, says introducing the booklet. "But too often we in the industry have made the mistaken assumption that the average reader was conversant with the highly technical terminology surrounding television.

"In Farnsworth's graphic new booklet - 'The Story of Electronic Television' - we have weeded out obscure definitive terms and supplanted them with a lucid and interesting story that unfolds itself naturally to the layman.

"'The Story of Electronic Television' will exist as an important source book to millions who are interested in grasping the fundamentals of television. Enhanced by beautiful color reprints of illustrations from Farnsworth's national advertisements, it has been termed an outstanding contribution to the furtherance of popular knowledge on the great new science of television."

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## PETRILLO REBUFFED BY CHICAGO WLB PANEL IN WJJD CASE

Closely following the National War Labor Board citing James C. Petrillo to Economic Stabilization Director Fred M. Vinson for refusing to lift the record making ban and rejecting the order to call off the KSTP, Minneapolis, musicians' strike, Mr. Petrillo met with another rebuff which may eventually have Washington repercussions. The Chicago WLB Regional Panel last week recommended that the demand of Petrillo to force WJJD, recently sold to Marshall Field by the Atlass Brothers, to employ additional musicians for platter turning be denied. The case is now up to the Regional Board in Chicago. If the Board backs up the Panel, and the musicians' appeal, the War Labor Board in Washington will be further embarrassed by finding another troublesome Petrillo baby on its doorstep.

The Panel found that the present staff of musicians at the station does not have sufficient work to fill in the minimum of 25 hours per week called for in the contract with the Union. It declared that it could see no justification in view of the manpower shortage in the Chicago area for giving the musicians exclusive jurisdiction over record-turning operations.

The majority decision cited the testimony of Petrillo before a Senate Committee admitting that the principle of employing musicians as record-turners exclusively was not sound.

The panel refused to pass on the merits of the quota system under which WJJD is required to employ 10 staff musicians and which the station requested be abolished. On this question the panel unanimously agreed that the contractual arrangements between the station and the union setting a minimum of 10 musicians "should not be disturbed by governmental directive order in the absence of a strong showing of the need for such change". It recommended that the quota clause in the present contract be continued for the current year.

Regarding union demands for a three-year contract, modified later following the transfer of the station, the panel ruled that since the same corporation is the owner of the station and there has merely been a change in the ownership of the corporate stock the original agreement be continued except those questions in dispute and that the contract be for one year from the date of expiration of the last contract.

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DON LEE NET NOW NUMBERS 38 STATIONS

With the addition of an outlet in Idaho and another in Washington State, Don Lee in the far West now has 38 stations. The newcomers are KRLC, Lewiston, Idaho, and KUJ, Walla Walla, Wash.

Owned by KUJ, Inc., KUJ operates on 1420 kc with 1000 watts. Owned by H. E. Studebaker, KRLC operates on 1400 kc with 250 watts.

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## POLITICAL OVERSEAS RADIO ACCORD; REPORTED SAME AS U.S.

In accordance with the soldier voting law that political parties shall all be heard in overseas broadcasts, the War Department is expected soon to announce the result of an agreement reached at a meeting in New York attended by the following:

Republican party - Henry Turnbull, Godfrey Hammond, Wells Church.

Democratic - Paul Porter

Socialist - Harry Fleischman, George Novick.

Socialist-Labor - Eric Hass

Prohibitionist - D. L. Colvin.

Maj. Gen. F. H. Osborn, Chief of the Information and Education Division of the Army Service Forces; Col. Robert Cutler, Co-Ordinator of Soldier Voting; Maj. Paul G. Horgan, Maj. Carter Herman and Capt. Ray King, the last three concerned with the soldier voting machinery of the War Department, represented the Army.

According to an International News Service dispatch, radio time for short-wave rebroadcasts of political talks to troops overseas will be allocated on the basis of network time purchased by national political parties for broadcasts within the United States.

This agreement was reached by representatives of the five major parties and the War Department who met in New York over the week-end to iron out the controversial problem on an amicable basis and is now being ratified by the parties", the story goes on to say.

The understanding is designed to avert a recurrence of the confusion resulting from political charges and countercharges on the question of when President Roosevelt speaks as a candidate and when he speaks as Commander-in-Chief of the armed forces.

As an example of how the arrangement will work: If one candidate buys three hours of network time in one week, another party two and one-half, and a third one-half hour, this will determine the amounts of time they will be allotted for rebroadcasts of the talks over Army short-wave radio channels.

The new schedule means that it will no longer be possible for parties of diverse strengths and influence to claim absolute equality of treatment in the distribution of rebroadcast time. No speech will be rebroadcast unless it has first been heard over a radio network in the United States.

The agreement also serves to define the knotty problem of when is a speech a political speech, which last week threw the War Department into contortions to avoid a show of favoritism toward the President.

A political speech, according to the compromise, is one broadcast over a radio network on time bought and paid for by a political party.



Under the soldier vote law as amended, War Department directives provide that if the Army rebroadcasts a "political address", equal time must be given, if requested, to representatives of each political party having a presidential candidate in at least six States.

On the basis of this provision the Socialist party charged last week that President Roosevelt's address of August 12 from Bremerton, Wash., was a "political address" and requested the War Department to furnish equal time for a Socialist talk. The request was refused.

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TELE MEET CHANGED TO DEC. 11; ALLOCATIONS SPECIFIED

The date for the first annual conference of the Television Broadcasters' Association in New York City has been changed to Monday and Tuesday, December 11 and 12. The annual meeting of the Association will be held on the 12th.

Its Directors foregathering as guests of General Electric at Schenectady last week, adopted the following with regard to television allocations:

"Resolved: That as a principle endorsed by the Board of Directors of the Television Broadcasters Association, Inc., to guide its representative on the Radio Technical Planning Board, the following points are considered the major premises involved in the matter of allocations:

"1. The Board of Directors of the Television Broadcasters Association, Inc., is convinced that the public interest requires that television be allocated 30 six-megacycle channels as nearly contiguous as possible starting at approximately 40 megacycles and extending the frequencies not in excess of 250 megacycles.

"2. It further is convinced that the public interest requires that television be allocated 30 sixteen to twenty megacycle channels as nearly contiguous as possible starting at approximately 400 megacycles and extending the frequencies not in excess of 2,000 megacycles.

"3. It further is convinced that adequate relay channels such as suggested in the Radio Technical Planning Board's report of Panel 6, Page 17 of P6-399-A, dated April 14, 1944, should be allocated to television service."

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On the same principle that we dial for time and weather on the telephone in this country, Paris has a system whereby you can dial for the news fresh every hour.

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## FLY DENIES FAVORING TRANSFER OF WFTL, MIAMI, TO STORER

There was a general denial by James L. Fly, Chairman of the Federal Communications Commission at a hearing of the House Committee investigating the FCC, that he had in any way been a party in the transfer of the license of Station WFTL at Fort Lauderdale, Florida, purchased by the Fort Industry Company, of which Lieut. Commander George B. Storer, of Detroit, is President, and moved to Miami. Chairman Fly said he had no knowledge whatever of the deal and declared emphatically that he had shown no favoritism.

As evidence of the friendship of Commander Storer and Mr. Fly, John J. Sirica, counsel for the House Committee, of which Representative Lea (D), of California, is Chairman, introduced a bill for \$17.30 at the Atlanta Biltmore Hotel in Atlanta for a visit there by Mr. Fly, which Mr. Storer had paid.

"I can't remember paying that bill", Chairman Fly retorted agrily, "but I am sure I reimbursed Storer for it. If I ever were to accept a gratuity, it would be for more than \$17.30!"

It was charged by Attorney Sirica that Ralph A. Horton sold WFTL at Fort Lauderdale for \$275,000 to Mr. Storer under the impression that the financial set-up of the Horton station was in conflict with the Communications Act and might be put "off the air".

Andrew A. Bennett, general counsel for the Fort Industry Company was also said to have been counsel for Mr. Horton and it was alleged that following a conference with Mr. Fly, arranged by Mr. Bennett, in Atlanta, Mr. Horton agreed to the sale of his station, which Stephen H. Vetter, its manager, told the Committee could "easily" have been sold at that time for \$350,000, and for which he said the present owner "would not take half a million dollars".

Mr. Vetter testified that Horton told him that the FCC Chairman there termed a contract with Carl T. Hoffman, of Miami, illegal.

"If this contract were presented to the Commission, there would be only one thing to do - delete the station from the air", Mr. Fly was quoted as telling Horton. Mr. Horton had entered into a contract to share ownership with Mr. Hoffman in WFTL in 1942.

Commenting upon the fact that the same lawyer represented both Commander Storer and Mr. Horton caused Representative Magnuson of Washington State to suggest that the case was apparently one for report to the Florida Bar Association.

Mr. Fly told the Committee that he had never seen the contract in question, nor discussed the proposed sale to Mr. Storer, in spite of a letter from Mr. Bennett to Mr. Storer indicating that both the contract and the sale had been discussed "in detail at the Atlanta converence". Mr. Bennett's letter also indicated that Mr. Storer had been present, but this was denied by Mr. Fly.

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## EMERSON BEGINS JOB POSSIBILITIES SURVEY IN RADIO FIELD

With a view to expediting civilian employment of thousands of demobilized technicians of the Army Signal Corps and Naval Communications, and other radio-electronics specialists in the armed services, Emerson Radio and Phonograph Corporation has begun a nationwide survey of twenty thousand dealers, to determine, as nearly as possible, the future personnel needs of retailers and distributors in the radio and allied industries.

Results of the survey, showing the types and number of jobs to be filled, will be made available to governmental agencies and veterans' organizations concerned with reemployment. Letters outlining the plan and asking for cooperation have been sent to the Governors of all States.

The decision to go ahead with the survey was made following favorable reaction to a recent statement by Benjamin Abrams, President of Emerson Radio, in which he urged the radio trade "to make every effort to engage men of the Signal Corps as they are mustered out of service."

Commenting on the survey, Mr. Abrams explained that his company was taking the initiative "because the requirements of the radio-electronics field will be much more complex than those of most occupations with which general re-employment agencies must cope.

"It seems to me", Mr. Abrams said, "that if each of America's many industries will cooperate in some such manner with governmental agencies, the overall job problem of millions of demobilized men will be greatly simplified. This is a distinct responsibility of private enterprise; it should not be shifted entirely on the shoulders of government."

Mr. Abrams pointed out that the technological training of Army and Navy personnel during the war has been far more intensive than that provided by any institution of learning, and more extensive than has ever been the case in actual engineering or production experience in private enterprise. These highly developed talents, he said, will be the backbone of our industrial progress for years to come.

Mr. Abrams estimated that there are about half a million men in the armed services who are directly or indirectly using or servicing electronic equipment and whose training qualifies them for civilian positions in many new phases of electronic research, production and service.

Steps have already been taken at Emerson Radio's New York plant to arrange for the re-employment of returning service men.

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High Cost Of FDR's Bremerton Broadcast And Hawaiian Trip

The webs and their affiliates were nicked to the tune of, roughly, \$40,000 by the recent Roosevelt-Bremerton speech which the Army has had so much trouble in making up its mind about, and which was either "political" or "non-political", depending on whether you are a Republican or a Democrat.

- (Variety)  
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The fact remains that the statement broadcast by Drew Pearson over the Blue Network in which he said that the President's trip to Hawaii cost the American taxpayers \$20,000,000 has not yet been challenged or denied.

- (Representative Knutson (R), of Minnesota)

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WPB REVOKES TUBES LIMITATION AND HOME RADIO ORDERS

The Radio and Radar Division of the War Production Board has revoked two orders because changing conditions have rendered them unnecessary. They are Limitation Order L-76 (Tubes) and Limitation Order L-293 (Home Radio Replacement Parts).

WPB said that Order L-76 was issued in the Spring of 1942 to stop the production of several hundred types of tubes. There is no longer any need for this order, WPB officials said, because distribution and production are now being scheduled under General Scheduling Order M-293.

Order L-293 was issued to obtain maximum usage of critical materials that were available for home radio replacement parts, WPB said. When it was issued, the order was intended to standardize the use of the small quantities of materials allotted for home replacement parts and to add other component parts to the schedule from time to time. The order was designed for maximum conservation of materials without regard to the most efficient use of production facilities, officials said.

Removal of the order will allow production of home replacement parts on the same production lines as are running for other purposes instead of on a separate line, WPB said.

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GEN. HARBORD PRESENTS ARMY HOSPITAL WITH RADIO SYSTEM

A \$16,600 centralized radio system was presented to Halloran General Hospital, at Willowbrook, S. I., New York, by Lieut. Gen. James G. Harbord, retired, Chairman of the Radio Corporation of America and Chairman of the New York Chapter, American Red Cross, on behalf of the chapter. The ceremonies were held in the American Red Cross building on the post and were attended by high-ranking Army officers, officials of the Red Cross and representatives of many organizations.

Preceding the first broadcast on the new system, Gray Ladies of the chapter distributed headsets to bed patients in all wards of the buildings 2, 25, 27 and 29. The installation permits every patient to tune in a program of his choice from a radio station or from the hospital recreational auditorium or the chapel. Headsets on extension cords can be plugged into outlets in the wards. Of the twenty-one wards so equipped, sixteen were supplied by the New York Chapter, three by the Herman Goldman Foundation and two by the High School of Music and Art. The installation in the chapel, whereby its services can be broadcast was donated by the Women's Club of the Deaf.

In accepting the gift as head of the hospital, Brig. Gen. Ralph G. Devoe said:

"The benefit will be more than one of enjoyment. It will be in part therapeutic in that the soldier-patients will no longer feel they are apart from world happenings."

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TO WATCH POLITICAL NEWS IN STATE DEPT'S RADIO BULLETIN

Representative Harness (R), of Indiana, called the attention of Congress to the fact that President Roosevelt's speeches are being sent by radio to our soldiers throughout the world and mimeographed copies furnished them by the State Department.

"I shall watch with interest to see if the speeches of Gov. Thomas E. Dewey, the Republican presidential candidate, are also mimeographed and distributed to the soldiers", Harness said. "In all fairness and justice, they are entitled to get Mr. Dewey's speeches, too."

Representative Harness told reporters that the material distributed in India was "State Department Radio Bulletin No. 195" and described itself as a digest of news events. It quoted President Roosevelt's speech of August 12 in Bremerton, Wash., in full, he said, and also contained several lines referring to American-Soviet conversations and the standings of the major league baseball clubs.

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 : : : : TRADE NOTES : : : :  
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Capt. Julius Frederick Hellveg, U.S.N., retired, Washington, D.C., who has been Superintendent of the Naval Observatory here since June, 1930, has been nominated by President Roosevelt to be a Commodore, the recently created rank above Captain.

Captain Hellveg, a native of Baltimore, was awarded the Longstreth Medal by the Franklin Institute, Philadelphia, in 1937, for inventing the automatic time broadcasting apparatus now in use in the naval service.

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 The Federal Trade Commission has accepted from Colgate-Palmolive-Peet Co., Jersey City, N.J., a stipulation to cease and desist from disseminating radio, periodical and other advertisements which misrepresent the composition, properties and effectiveness of certain soaps, dentrifices and shaving creams it manufactures and sells in interstate commerce.

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 William B. Yoder has been appointed Controller of the Philco Corporation, according to John Ballantyne, President. He joined the company in May, 1942, as Assistant to the Treasurer.

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 A construction permit for new FM station has been granted to the University of Southern Calif., Los Angeles, Cal., to operate on frequency 42,900 kc., 1 KW power, subject to approval of proposed site by the CAA.

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 "The Newspapers and FM Radio", by Ernest L. Owen, publisher of the Syracuse (N.Y.) Post-Standard, is the newest School of Journalism publication at Syracuse University. The pamphlet treats the relationship between radio and the newspaper, which is increasing with the introduction of FM radio, according to M. Lyle Spencer, editor.

"Publishers who are debating FM in connection with their papers will find in Mr. Owen's statement a quick summary of the most essential information they will need when considering the installation and costs of FM radio", Dr. Spencer explains in his foreword.

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 The opening of a direct radio-telegraph circuit between New York City and "Blackacre", France, the first Mackay Radio and Telegraph Company unit in that country has been announced by Rear Admiral Luke McNamee, USN (retired), President of the Company. Admiral McNamee explained that the designation of the new unit's location had no value to the enemy since "Blackacre" means "in any secret place", but that it was within the sound of battle.

The unit is highly portable and is expected to move forward with the armed forces until a definite and permanent site is selected.

"America's Town Meeting of the Air", sponsored by The Reader's Digest beginning September 7th, will be backed by one of the most extensive promotional campaigns ever given a radio program. The Blue Network show will be presented on Thursday from 8:30 to 9:30 P.M., EWT.

The opening salvo was fired in the Digest itself. In the September issue, three of the four covers were devoted to the program. Reaching out for the largest reading audience in the country -- the Digest will place comic strip advertisements in 150 papers, with a combined newspaper circulation of 20,000,000, throughout the country. The comic strips will emphasize the wealth of knowledge of both domestic and international affairs which can be acquired by listening to "Town Meeting".

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Life this issue - September 4, Page 85, has a nine-page photographic essay on television.

"Within the first postwar decade television will be firmly planted as a billion-dollar U.S. industry", says Life. "Its impact on U.S. civilization is beyond present prediction. Television is more than the addition of sight to the sound of radio. It has a power to annihilate time and space that will unite everyone everywhere in the immediate experience of events in contemporary life and history."

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One of his closest friends and an associate in Red Cross work, Lieut. Gen. James G. Harbord, retired, Chairman of the Board of the Radio Corporation of America, was a pall-bearer at the funeral of Maj. Gen. Robert C. Davis in Arlington early this week. General Harbord is Chairman of the New York Chapter of the Red Cross and General Davis was former Executive Director of the Chapter.

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Three of fourteen Cuban and American newsmen honored by President Fulgencio Batista with the Order of the Sept. 4 Revolution are now associated with the Columbia Broadcasting System, -Edmund A. Chester, Director of Latin American Relations; Lawrence S. Haas, Director of Shortwave News and Alex Garcia, network correspondent in Havana.

The decoration was for fair and impartial coverage of the revolt of Cuban Army sergeants and privates led by Batista on September 4, 1933, and subsequent events.

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The March of Time radio program, on Thursday, Sept. 7, will introduce two new songs of the Music War Committee of the American Theatre Wing. The songs, "A Three Day Pass" by Oscar Hammerstein II, and George W. Meyer, "Around This Neck of the Woods" by Fred E. Ahlert and Al Stillman were written for the Special Services Division, Army Service Forces' new Blue Print Package show called, "Three Day Pass". This marks the first time that the Music War Committee, a group of professional song writers under the chairmanship of Oscar Hammerstein II, have been asked to supply the music for one of these shows.

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In a cartoon in the Washington Star (Sept. 1) by Berryman Jr captioned "The Horrors of Modern War", General Bradley is shown at the head of his army asking General Eisenhower: "May I advance now?" Gen. Eisenhower pointing to a radio broadcasting a political speech from the U.S. is replying: "Not yet, General, we've only heard 10 minutes each from the Democrats and the Republicans.. We must wait until the Farmer, Laborites, Progressives, Socialists and America-Firsters have spoken!"



# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Dale*

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GENERAL BROADCASTING COMPANY, INC.  
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E. E. MILLER

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No. 1647

September 13, 1944

## V-PS ALSO GET BY ON AIR; RADIO DOMINATES CAMPAIGN

Even the vice-presidential candidates are clicking over the air which clinches the fact that radio, more than ever before, dominates the presidential campaign. One by one the leading candidates have been making their bows to the listening audiences. First there was President Roosevelt accepting his re-nomination, then Governor Dewey's acceptance at Chicago, Senator Truman from Lamar, Missouri, and finally Governor Bricker last Saturday night from French Lick, Indiana. This affords an opportunity to appraise them all.

President Roosevelt, long in a class by himself on the radio, appears to have picked up a foeman worthy of his steel in Governor Dewey. They seem to be equally at home before the microphone. Mr. Dewey has one of the most resonant voices ever heard over the air. At times it seems to ring like a bell.

There are those who think Governor Dewey is as good, if not better than Mr. Roosevelt. Then again there are those who do not.

"Dewey sounds as if he came from another and higher world", said one of these. "He doesn't have President Roosevelt's faculty for getting close to his listeners. He uses too many 'I's', 'I am sure of this' and 'I do not share that fear', etc. The President, on the other hand, says, 'You and I know', 'we believe'. Also Dewey's voice reveals his youth."

The quickest comeback on this was from a Republican who agreed that the broadcasts reflected Dewey's youth but added:

"The radio, which is a merciless reflector, also revealed the tired and track-sick voice of President Roosevelt. As for there being too many 'I's', I took the trouble to count those in Dewey's half-hour Philadelphia speech and there were only 10 in that entire time with far more 'we's' than 'I's'."

There was likewise a difference of opinion as to how good Senator Truman was on the air. Certainly he was clear and made himself understood and if there were flaws, they were due to the fact that he was not such a ready speaker rather than to the radio. A Democrat, a former woman member of Congress, criticized one of the broadcasts of the Republican Governor:

"Did you ever hear anything worse?" she exclaimed. "Did you hear Truman?" a Republican retorted. Whereupon the former lady Member broke out laughing and said: "Now don't get funny!"

Governor Bricker from French Lick sounded as if he were an old hand at the mike and apparently got by easily. At least no criticism has been heard of him as yet. On the other hand, enthusiastic praise has been voiced by one listener (a Republican, of course) exclaiming:

"Why he sounds like Patrick Henry."

There was a laugh among a group of listening Hoosiers in the East when Ford Bond, the Republican announcer, described French Lick as being "in the foothills of the Cumberland Mountains".

One of the things noticeable in the present campaign, and a thing that radio has been responsible for, is the short introductions of the speakers. An exception to this was Senator Tom Connally, of Texas, introducing Senator Truman. For a while it appeared that Senator Connally was going to use up most of Truman's time introducing him.

President Roosevelt's first paid-time and acknowledged political speech will be when he addresses the International Brotherhood of Teamsters in Washington, Saturday, September 23rd. Nothing is known of the further broadcasting plans of President Roosevelt but Governor Dewey will be heard Friday, September 15th, with the point of origin and names of speakers to be announced later. Thursday, September 21st, he will speak from the Seals Baseball Park in San Francisco; Friday, September 22nd, from the Los Angeles Coliseum, with Governor Warren of California introducing him, and Monday, September 25th, from Oklahoma City.

Mr. Dewey is travelling at night as much as possible to discourage back-platform speeches and to avoid the appearance of "barn-storming" in wartime. To this end the railroads do not disclose the time of arrival or departure of his train which accounts for the small crowds that have been greeting him enroute. However, as he travels from State to State, Governor Dewey will participate, with other Governors, in a series of joint radio broadcasts during the presidential campaign but each broadcast will be heard only in the State of the Governor broadcasting with Mr. Dewey at that time.

On his 6,700 mile cross-country tour embracing 21 States, Governor Dewey is accompanied by more than 100 newspapermen and radio commentators.

Carlton Smith, presidential announcer, who went with President Roosevelt to Hawaii representing all networks, is covering the Dewey trip for NBC, with Ken Banghart. Don Pryor is broadcasting for CBS and Earl Godwin for the Blue Network.

Two Negro newspapers have correspondents on the Dewey train - the Afro-American of Chicago and the Amsterdam News of New York. China has its representative, David Lu, who writes for the Central News Agency.

The Democrats have cornered the time on all four networks Election Eve, Monday, November 6th from 10 to 11 P.M., EST.

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## SOL BRINGS HOME THE BACON WITH THE DEWEY INTERVIEW

The fact that Sol Taishoff is now an opulent publisher, with a finer private office than his old boss, Frank B. Noyes, head of the Associated Press, (where Sol got his start as a copy boy) had doesn't mean that Sol still can't go out and get a story. His interview with Governor Dewey in the current issue of Broadcasting (September 11) was a journalistic accomplishment of the first magnitude, proof of which was that it was widely carried not only by his Alma Mater, the A.P. (which must have given Sol particular satisfaction) but by the other press associations and reprinted in leading newspapers. The New York Times gave it about a column.

Furthermore, putting down in black and white what Mr. Dewey had to say of his intentions regarding radio, if elected, was a real service to the broadcasting industry. The other way around, the interview may serve to rally the industry behind Mr. Dewey.

Governor Dewey was quoted by Mr. Taishoff as saying:

"I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

"Radio in this country has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine."

Asked about the proposal of Senator Wheeler that sponsorship of news commentators be banned, Governor Dewey replied:

"It is as bad for Congress to legislate in this field as it is for the FCC to regulate program content."

Taking cognizance of the CIO Political Action Committee's attempt to get free radio time, Mr. Dewey said he felt that radio should present all points of view and should guard free speech "zealously", but he declared that "no organization which is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."

"Radio provides the only means by which a candidate for office can speak directly to the whole people", Mr. Dewey said. "It provides the only way to get personally acquainted with the people. I have always believed in going on the radio on matters affecting the people's interests."

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## REINSCH PULLS FAST ONE BUYING DEMOCRATS 5 MINUTE SPOTS

His long experience in broadcasting enabled J. Leonard Reinsch, Managing-Director-on-leave, of Governor Cox's three radio stations - WSB, Atlanta, Ga., WHIV, Dayton, O., and WIUD, Miami, Fla.- but now Director of Radio for the Democratic National Committee, to make a flying start.

"Mr. Reinsch, in charge of the Democrats' radio program, caused a furore in the Republican camp when he sprang his plan for buying five-minute spots in order not to upset the regular programs on the air", says Editor & Publisher discussing the publicity and advertising set-up of the two major parties.

Also this publication made some other observations with regard to these organizations claiming that the Republicans have a methodical plan but that the Democrats depend on opportunities. It quotes Ed Brown, Assistant Director of Publicity, as saying:

"Careful planning leads to mistakes. We let the opposition shoot off and then, whatever they say, we punch full of holes."

Furthermore, Mr. Brown was credited with asserting that in this campaign 95% of the newspapers would be against Roosevelt but Charley Michelson, not worrying because the "political influence of newspapers has passed", declared that radio would do the trick.

The article continues:

"Mr. Reinsch explained: 'Our five-minute radio plan was designed to adapt political strategy to present-day radio listening habits. Big programs are scheduled for every evening in 1944, and political broadcasts interrupting continuity would build resentment, we figured.'

"Following the Republicans' announced plan of 30-minute political broadcasts, Reinsch placed his orders with NBC and CBS for five-minute spots. He also has a farm program running five days a week over 35 stations. This runs for 15 minutes early in the morning. In charge is John Merrifield, on leave from WHAS, the Louisville Courier Journal's station. The series starts Sept. 18.

"The time for Senator Truman's acceptance speech from Lamar, Mo., Aug. 31, was furnished free by the four networks, as was that of Governor Bricker from French Lick, Ind.

"Radio will represent the major expenditure of the Democratic campaign", Mr. Reinsch said.

"We estimate that this time 95% of the leading and medium sized daily newspapers will be against us", Mr. Brown said. "But we don't care, we always come out on top anyway."

"Supplementing this comment 'Skipper' Michelson, as he is called, declared:

"Evidence of the last Roosevelt campaigns would indicate that the political influence of the press has passed. We credit the radio very largely for this change, but not entirely. The majority of the papers in this country print the news without coloring it, and that is all Roosevelt needs. The papers that do color their political stories do it so obviously that their readers strain out the partisan bias.'

"Confident that Roosevelt will be re-elected, Mr. Michelson does not believe as do some political experts that an early ending of the war may give Dewey a chance.

"The New York publicity staff numbers 25, not including six assigned to radio. Added to this nucleus of 31 are the men under James Hagerty in Albany and a sizable staff in Washington, bringing the total close to 50.

"This would include William Tyler, formerly AP correspondent in Albany, who is Chairman Herbert Brownell's personal publicity representative; Irene Corbally Kuhn, former newspaper woman on leave of absence now as Assistant Director of Information for the National Broadcasting Co., to serve as an Associate Publicity Director for the Republicans; Herbert Turnbull, head of the Radio Division, with Wells "Ted" Church, his assistant, and Ford Bond in charge of transcriptions."

Of the total \$3,000,000 Republican National Campaign Fund, it is expected that about \$1,000,000 will be spent for radio, 90% of which will go to the networks. The State Republican Committees will spend about \$500,000 for spot time, using transcriptions supplied by the National Committee.

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#### GETS AFTER PRESIDENT ABOUT LEND-LEASE RADIO SETS

Blasting President Roosevelt's fourth term effort, Representative Noble J. Johnson (R), of Terre Haute, Ind., declared the "President wants us to forget that waste, extravagance and mismanagement have been the order of the day since March 1933." Naming a long list of the things the President "wants you to forget" (Congressional Record, Sept. 7, Page A4238), Mr. Johnson included:

"The President wants you to forget such things as the sale of 40,000 batteries at Salt Lake City for \$80, which were immediately resold for \$20,000 by the purchaser; the sale of another 40,000 batteries for \$50, which were resold by the purchaser for \$7,200, and that while no radio sets have been made for civilian use in the United States since April, 1942, 14,000 sets were built last November and sent for civilian use to Europe under lend-lease."

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## WPB APPOINTS RADIO PARTS ADVISORY COMMITTEE

The appointment of a Radio Parts Manufacturers' Industry Advisory Committee and its first organizational meeting to be held late in September, were announced last week by the Office of Price Administration.

At the meeting, Committee members and officials of the agency will discuss methods by which the maximum price regulation governing the sale of civilian radio parts by manufacturers may be adapted to facilitate pricing new radio parts.

Members of the Committee, whose appointments were announced are:

Octave Blake, Cornell-Dubilier Electric Co., S. Plainfield, N.J.; Samuel I. Cole, Aerovox Corporation, New Bedford, Mass.; Monte Cohen, The F. W. Stickles Company, Springfield, Mass.; Russell E. Cramer, Radio Condenser Company, Camden, N. J.; Allen W. Fritzche, The General Industries Company, Elyria, Ohio; Robert C. Sprague, Sprague Electric Company, North Adams, Mass.; Leslie F. Muter, The Muter Company, Chicago, Ill.; W. G. Roby, Cinch Mfg. Corp., Chicago, Ill.; J. H. Stackpole, Stackpole Carbon Company, St. Marys, Pa.

Also, Thomas A. White, Jensen Radio Manufacturing Co., Chicago, Ill.; A. Blumenkranz, General Instrument Corporation, Elizabeth, N. J.; George Fraser, Astatic Microphone Company, Youngstown, Ohio; Hugh H. Eby, Hugh H. Eby, Inc., Philadelphia, Pa.; L. W. Howard, Peerless Electrical Products Co., Los Angeles, Calif.; Jerome J. Kahn, Standard Transformer Corp., Chicago, Ill.; Harry E. Osmun, Centralab, Milwaukee, Wis.; Harry Ehle, International Resistance Company, Philadelphia, Pa. and C. L. Walker, Utah Radio Products Co., Chicago, Ill.

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## FIRST FM EXPERIMENTAL STATION PLANNED BY FCC

The Federal Communications Commission has announced it will construct and operate an experimental frequency modulation (FM) station, with the call letters W3XFC for the purpose of securing technical data on the operational characteristics of Frequency Modulation.

Operated by engineers in the Field Division in cooperation with the Technical Information and other Divisions of the Engineering Department of the FCC, Station W3XFC will transmit only records, transcriptions and tone modulations. It will have a power output of approximately 50 watts and is authorized to operate on any frequency between 42,000 and 50,000 kilocycles with both wide and narrow band transmissions.

The station will be operated at several locations in the Washington area on the same and channels adjacent to the local experimental FM station, W3XO, and other FM stations.

The project will not be completed for some time due to the shortage of personnel although it is expected that some data will be obtained in time for use at the general Allocation Hearing beginning Sept. 28, 1944.

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## NO NEW RADIO LAW THIS SESSION; WFTL CHARGE AGAIN DENIED

Representative Lea (D), of California, Chairman of the Interstate Commerce Committee of the House, which passes on all radio legislation, and also Chairman of the House Committee investigating the Federal Communications Commission, declared Tuesday that there would be no new radio law this session.

"The time is too short", Representative Lea said, "but no matter which party is in control, the limitation of the broad powers now being exercised by the FCC will be the first order of business when the next Congress convenes."

Also the termination of the present phase of the House investigation of the FCC was indicated. At the session of the Committee Tuesday, Attorney Andrew W. Bennett was raised up from a stretcher to deny as "absolutely false", charges that he had committed "improper acts", in representing both parties to the sale of Miami Station WFTL.

Wheeled into the hearing room from a hospital, where he is recovering from a leg injury, he testified that he had represented Fort Industry Company, purchasers of WFTL, in the transaction, with "complete permission" of former Station Owner Ralph A. Horton.

Committee Counsel John Sirica charged Mr. Bennett with "unethical conduct" in visiting Lieut. Comdr. George B. Storer, Detroit, Fort President, and discussing terms of sale with him without notifying Mr. Horton, who had retained him as counsel. Mr. Bennett said he simply talked to Commander Storer and that the \$500 he had received was not a retainer but transportation expenses.

Mr. Sirica charged that Mr. Bennett had accepted Fort as a client and completed an agreement by which he would receive an additional \$5,000 in fees if Commander Storer succeeded in purchasing the station for less than \$300,000.

Mr. Bennett agreed that his arrangement with Commander Storer had worked out in this manner but said he had never attempted to talk price to the former owner.

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On the night of July 12, six members of the Dutch Nazi "Landwacht" (Territorial Guard) raided a house in a small town near Wildervank, in Groningen province of the Netherlands to search for a radio receiving set which had been reported hidden in the house, the Netherlands Information Bureau reports. According to the official Police Gazette, the occupant, Dirk de Ruiter, hid himself in a closet and when the raiders entered the room, opened fire from behind the closet door. One of the guards was killed. The others rushed the closet but when they opened it, the man was gone through another door. He escaped through a window and, according to the police report, disappeared. The Nazi Scheveningen radio broadcast a demand for his arrest.

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## TAFT SPONSORS PRESS AND RADIO NEWS FREEDOM RESOLUTION

Senator Taft (R), Tuesday in the Senate said:

"A resolution upon the subject of the desirability of obtaining by international agreement complete freedom of the press and radio throughout the world was submitted in the House of Representatives last week by Representative Fulbright, and I ask consent to submit a similar resolution in the Senate. It is short, and I wish to read it. It reads as follows:

"Whereas the opening of all channels of news throughout the world, the complete absence of censorship and the removal of discrimination in the use of facilities of communication will contribute to the knowledge of all peoples, nullify the effect of false propaganda, and remove causes of misunderstanding among nations, thereby contributing to the prevention of war in the future: Therefore be it

"Resolved by the Senate (the House of Representatives concurring), That the President of the United States be requested to propose to all other nations that there be included in the treaties of peace, or in the treaty providing for an international organization of sovereign nations as proposed in the Connally resolution adopted by the Senate of the United States on November 5, 1943, or in separate treaties, specific covenants between the United States and all nations willing to agree thereto providing that each nation shall give to all responsible press and radio representatives of the other nation the same access to information at the source, the same right to transmit without censorship such news out of the country for publication, the same access to all facilities for communication, and the same rates of charge for communication over national and international facilities as is given to any press or radio representative of the nation making the agreement or of any other nation."

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## BARSBY SUCCEEDS JOHN ROSTRON AT R. C. A. COMMUNICATIONS

William H. Barsby, Assistant Traffic Manager for 15 years, was promoted to Traffic Manager, taking the place of the late John B. Rostron. Mr. Barsby, who completed 30 years' service with R.C.A. Communications, Inc. and its predecessor companies on July 16, served as Superintendent at Belmar, N. J. from 1919 to 1921, and was Assistant Superintendent of the New York office the following year. He went to Cuba in 1928 to negotiate the acquisition of the Cuba Transatlantic Radio Corporation, and to Mexico City to negotiate a traffic agreement with the Mexican Government. He was appointed Assistant Traffic Manager in 1929.

Mr. Robert N. Kay succeeds Mr. Barsby as Assistant Traffic Manager. Mr. Kay started with RCA in 1920, working at Chatham, Belmar, and New York until 1923, when he was made Manager of the Investigation Bureau. He acted as a Traffic Assistant until 1939, when he was appointed Supervisor of Traffic Operations.

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RADIO BEST BEFORE FULL MOON

Radio reception has now been found to vary with the phases of the moon, it was disclosed at Schenectady in a General Electric Science Forum address by Dr. Harlan True Stetson, of Cambridge, Mass., Director of the Laboratory for Cosmic Terrestrial Research, Massachusetts Institute of Technology.

Citing the results obtained from data after more than 20,000 hours of observation over two periods of four years each, Dr. Stetson said:

"From the study of our data, made on those nights when the moon was overhead, we found radio reception definitely improved from the time of the moon's first quarter to shortly before full moon. After full moon, radio reception deteriorated, but began to improve again from about the last quarter until a few days before new moon. This, of course, is true for a certain particular frequency over a certain path we were measuring."

However, in observations made when "the moon was below the horizon" - observations made in the dark of the moon, "we found no such effect, where no radiation from the moon's surface could reach the radio waves over the path we were studying", Dr. Stetson pointed out.

"The same thing happened in both series of data, except that the lunar effect was more pronounced during the second four years of our data than during the first four years", he declared. "We know there is increasing evidence to believe that out in space the sun must be emitting very penetrating rays of high energy, probably similar to X-Rays. It is these rays which bombard the upper atmosphere of the earth, creating the ions and electrons in our so-called ionosphere.

"Unlike the earth, the moon has no atmosphere to stop or absorb these rays. Every physical laboratory worker knows that when X-rays, or very short ultraviolet rays, shine on a metal plate - or almost any substance, for that matter - the object so illuminated sends off electrons. This is what we call the photoelectric effect.

"It is what happens in every photocell that counts the automobiles that pass along the highway, or operates the self-opening doors found in so many public buildings. In our hypothesis, we believe that photo-electrons are emitted from the moon, as the very intensive sunlight in space bombards the unprotected surface of the moon. We believe that it is these photo-electrons coming from the moon and entering the earth's atmosphere that have the necessary energy to increase the ionization of our radio ceiling.

"In fact, radio observations show that the intensity of ultraviolet light hitting the top of our atmosphere is more than twice as great during sunspot maximum than during sunspot minimum. We should, therefore, have a right to expect that the photo-electrons emitted from the moon would be appreciably increased with the increase in the intensity of the solar rays accompanying large numbers of sunspots."

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::: \_\_\_\_\_ :::  
::: SCISSORS AND PASTE :::  
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Pegler Eggs Petrillo On

Rather oddly, I enjoy the personal friendship of Jimmy Petrillo of the musicians' union, with whom one night, like Mencken and the bishop, I was found in flagrant association at a night club.

When I see Mr. Petrillo I urge him on to further outrages, to silence high school bands and to demand prohibitive fees for his gracious permission for amateurs to play at Army entertainments, feeling that the way to cure the evil is to make it unbearable.

I tell him the law is with him and beg him to take entire advantage of it.

- Westbrook Pegler in Washington Times-Herald  
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Warns Nazis Against Butcher

General Eisenhower has an aide named Butcher. We hope the Nazi press agents don't hear about that.

-(Konkler's Food-Fun-Filosofy - Mena, Ark.)  
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British Army Has Network Of Mobile Stations

The Army overseas now has its own radio-network of low-powered mobile stations which pick up the BBC's short-wave programmes and retransmit them on medium wave for the local forces' audience.

On New Year's Day, 1944, the first of the British Forces Stations was opened in Algiers. Then in mid-April a station was opened at Campobasso, chiefly to serve Eighth Army listeners, and by May 1 a third station was operating in Bari. The branch of Army Welfare which is responsible for broadcasting follows close on the heels of the fighting men; within a fortnight of the occupation of Rome a British Forces Station was installed there.

All these British Forces Stations carry a mixed bill of original shows, transcriptions (special recordings) and rebroadcasts from BBC programmes.

- (London Calling, magazine of B.B.C.)  
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Gallup To Buck Hooper and Crosley

Dr. Gallup, the Poll man, is expected to enter the radio field in competition with the Hooper and Crosley people, employing a newly perfected polling technique.

- (Danton Walker, Washington Times-Herald)  
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Finds 78% Of Broadcasters Plan To Enter Television

"Returns from 37 States and the District of Columbia have been tabulated in an answer to a detailed questionnaire sent to a cross-section of more than 900 radio stations across the country. The survey did not query outlets under 250 watts, television licenses and applicants. Some questions were not answered.

"Probable entry of radio broadcasters into television is distributed as follows:

- "Plan to Go Into Television.....78%
- "Plan Not to Enter Television.....18%
- "Undecided..... 4%

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At present the A.T. & T. Long Lines are furnishing the sound broadcasting industry with some 64,000 wire miles of program circuits. These circuits are used in interconnecting hundreds of broadcasting stations so that programs may be broadcast simultaneously to listeners in all parts of the country.

- (Long Lines - A. T. & T. Magazine)

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CARLIN BELIEVES "ON STAGE EVERYBODY" CONTEST NEW TALENT MAGNET

Phillips Carlin, Vice-President in Charge of Programs, and an old-timer in the game, believes the Blue Network has a real talent discoverer in its "On Stage Everybody" contest, which begins October 7th. Here is how it will operate:

1. Each week for 26 weeks, "On Stage Everybody!" will present a group of "acts" . . . carefully and impartially auditioned from professional talent.
2. The ten most talented acts will be given contracts to appear in the full-length picture, "On Stage Everybody!", to be produced by Universal Pictures, one of Hollywood's top five studios.
3. All professional talent is eligible. Anyone desiring to enter this contest should contact the Blue Network's Program Department for complete details.

Says Mr. Carlin:

"We are confident that we will uncover some worthwhile talent, not only among the winners but among other entrants as well.

"To a sponsor, all this has many good points: new and fresh talent, promotion angles, professional interest. But "On Stage Everybody" has more to offer: it is a good "listening" show and the combination gives the package unusual commercial possibilities. We have already found considerable interest in the program: but until it is sold we will welcome and will be glad to answer all queries for the full story.

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A.T. & T. REVEALS TELEVISION CARRYING PROGRAM

Vice-President Keith S. McHugh and Assistant-Vice President George L. Best of the American Telephone and Telegraph Company, in an article in the Bell Telephone Magazine have this to say about television:

"While its (television's) development is temporarily retarded by the war, there is every indication that a new industry, perhaps rivaling in scope the present sound broadcasting industry, is in the making."

"Television transmission", the Messrs. McHugh and Best point out, "consists of sending from the point of origin of the program to the receiving apparatus at the distant point a complete description of about 30 different visual images per second. This is done in effect by dividing each image into 200,000 or more different parts and sending a signal to the distant point indicating the density or degree of brightness of each part, together with its position in relation to other parts of the image. The receiving apparatus then translates these signals into a motion picture. The transmission of television, therefore, requires facilities capable of transmitting six million or more different signals per second.

"The equipment now developed for use with coaxial cable will give a one-way television channel transmitting an effective band 2.7 megacycles (2,700,000 cycles) in width by the exclusive use of a single coaxial unit or pipe. A rough idea of the capacity of such a frequency band width to carry television signals can be had from the fact that 480 telephone circuits can be provided over a single pair of coaxials with present amplifying equipment. The trials which have been made over existing coaxial cable routes have indicated that such a channel will permit the transmission of very satisfactory television pictures.

"Future technical developments will increase the band width to 4.0 megacycles, which will, of course, permit a still better picture. Facilities for still wider band widths, should they be required by the industry, would require further development work."

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Berryman, the elder, had a cartoon in the Washington Star showing Governor Dewey at the microphone saying:

"We shall need 6,000,000 autos, 3,500,000 vacuum cleaners, 7,000,000 clocks, 23,000,000 radio sets, etc."

Behind Dewey sat former President Hoover applauding and saying: "Sounds better than 2 chickens in every pot."

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: : : TRADE NOTES : : :  
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Philco Corporation's war output for the Army and Navy, including principally radar and radio equipment, increased 50% in the first six months of 1944 as compared with the corresponding period last year, according to John Ballantyne, President.

"Highball by Radio" in the Saturday Evening Post, September 9, Page 6, relates some practical experiences in running trains by radio.

The RCA last week carried a quarter page advertisement in the New York newspapers illustrated by pictures of the jubilant crowd in front of the Arc de Triomphe captioned: "Television Tonight Shows Liberation of Paris". Three stations were named - WNBT (NBC), New York; WPTZ (Philco), Philadelphia, and WRGB, Schenectady (G.E.). It was explained that the films rebroadcast by the television stations had been rushed to this country by Army planes.

Manufacturers of portable receivers will get a good laugh at the way the little sister clings to her portable radio in the highly amusing current movie "Janie".

The CBS "School of the Air" launches its 15th anniversary season October 9th by scheduling 145 programs which it reports are now taken by 177,000 classrooms.

A Trans-Lux feature film of unusual interest and very well done in the "This is America" series is devoted to Radio City in New York.

The Capital Transit Co., of Washington, D. C., has received permission from the Federal Communications Commission to construct a new special radio station and 30 portable mobile units to be used in communication between the central dispatcher's office and emergency trucks, E. D. Merrill, Capital Transit President has disclosed. He explained that the new communications system will make it possible to shorten traffic delays on trolley and bus lines because supervisors will be able to reach the scene of trouble sooner than under the present setup. It is expected that the radio station and receiving units will be installed by the end of this year.

For "continued outstanding production", employees of Radiomarine Corporation of America have earned a third star for the Company's Army-Navy "E" Flag.

Says Drew Pearson:

"Harry Barger, the Congressional prober of the Federal Communications Commission, is now doing a hush-hush job for the Republican National Committee. Maybe it's a continuation of the smear job he tried to do for Congress but failed to do."

A commercial radio station will be established at Coeur d'Alene, Idaho, by persons associated with the Scripps League of Newspapers, which has offices in Seattle and which owns the Coeur d'Alene Press.

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 The WOR Recording Studios have just completed arrangements on the West Coast to service clients, particularly motion picture accounts, with complete recording facilities in the movie capitol.

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 The Simplex Radio and the Chicago Divisions of Philco have just won the 14th and 15th Army-Navy "E" awards made to Philco Corporation.

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 A teletypewriter system will connect all of Maryland State Police Departments to Pikesville headquarters and to the Baltimore City, Washington, Virginia State and Pennsylvania State Police. The new system's connections will cover all of Delaware, New York, Ohio, New Jersey, Rhode Island, Connecticut, Massachusetts, New Hampshire and Maine, making a total of 850 police stations available to Free State officers.

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 Radio Commentator Robert Arden has filed suit against Charlie Chaplin in Los Angeles for \$3,300. Arden contends Chaplin owes him \$1,050 for helping to write a film version of "Bluebeard" and \$2,250 as commission for obtaining screen rights to the play "Shadow and Substance".

Arden was a defense witness at the actor's trial last Spring on Mann Act charges. Chaplin was acquitted of allegations that he caused his former drama pupil, Joan Berry, to be transported to New York and back for immoral purposes.

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#### FCC BROADCAST ACTIONS

The Commission en banc took the following actions Sept. 12:

Washtenaw Broadcasting Co., Ann Arbor, Michigan, granted petition for reconsideration and grant application of construction permit for new broadcast station at Ann Arbor, to operate on 1050 kc, 250 watts, daytime only, and granted said application in accordance with procedure outlined in Commission's January 26, 1944, policy; Granite District Radio Broadcasting Co., Salt Lake City, Utah, granted reinstatement and grand of construction permit for anew broadcast station at Salt Lake City, Utah, to operate on 1400 kc., 250 watts, unlimited time; granted subject to procedural requirements of January 26, 1944 policy; Fred Jones Broadcasting Co., Tulsa, Okla., denied without prejudice application for reinstatement of application for construction permit for new station at Tulsa, Okla., to operate on 1030 kc., 50 KW, unlimited time; WING, Great Trails Broadcasting Corp., Dayton, Ohio, granted construction permit to make changes in directional antenna and move transmitter to a point 4.3 miles from present location; WERC, Presque Isle Broadcasting Co., Erie, Pa., granted construction permit to change frequency from 1490 to 1230 kc. Columbia Broadcasting System, New York, N.Y., granted construction for new experimental television station to operate in a channel of 16 megacycles wide between the frequencies 460 and 476 megacycles.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Dale*

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

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September 20, 1944.

## CONGRESS GETS BUSY ON FREE PRESS AND RADIO; HULL ALSO

Maybe election has something to do with it but Congress and the Administration have been falling all over themselves speeding up the move to include freedom of the press and radio in the World War peace pact. Climaxing the effort, the Senate Foreign Relations Committee has named a subcommittee of which Majority Leader Barkley (D), of Kentucky, is the Chairman, to study the three resolutions recently introduced, one by Representative Fulbright (D), of Arkansas, another by Senator Taft (R), of Ohio, and the third by Senator Connally (D), of Texas. The other members of the subcommittee are Senators Gillette (D), of Iowa; Thomas (D), of Utah; White (R), of Maine, and Vandenberg (R), of Michigan.

Secretary Hull got aboard the band-wagon through a question submitted to him by the Associated Press to which he replied:

"The whole question of freedom of information has been under study in the Department of State for some time. I have consistently supported the cause of freedom of news and I would support any practical measure to give international recognition to this principle."

Senator Connally's resolution follows:

"Resolved by the Senate (the House of Representatives concurring), That the Congress of the United States believes in the world right of all men to write, send, and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty;

"That the representatives of the United States at the peace conference and at the conference called to create an international organization for the maintenance of peace be requested to urge that there be incorporated in the peace treaty or in the treaty creating the international organization for peace provisions to guarantee that each nation signatory to the treaty shall give to all responsible press and radio representatives the same access to information at the source and the same freedom from censorship as may be accorded to press services and radio representatives of such country;

"That such agreements provide for the freedom for accredited press and radio representatives to write, transmit, and publish the news without private or governmental interference and at the same rates of charge for communications, national and international, as are given to the press or radio representatives of such nation."

The objectives of the Taft and Fulbright resolutions are pretty much the same. Senator Taft declared his resolution had the same purpose as Representative Fulbright's but that he had sought to spell out objectives in more detail.

Kent Cooper, Executive Director of the Associated Press, believed the Fulbright resolution would receive "the closest attention of governments everywhere.

"The world is looking for American leadership in advancing the principles of accurate and unbiased news dissemination", he said, "in order that better understanding between the nations of the world may be engendered."

The Congressional resolutions likewise affirmed belief in the right of press and radio to send news at uniform rates and publish it without Government interference. Incorporation of the principle in the peace treaty was also suggested.

Furthermore, the New York State Publishers' Association at Syracuse last week also went to bat on the matter. Following an address by John S. Knight, President of the American Society of Newspaper Editors, the Association passed this resolution:

"Whereas: It is universally recognized that the most powerful thing in all the world is truth, and

"Whereas: A guarantee against future wars is a better understanding among nations:

"Be it resolved: That the New York State Publishers' Association declare for peace treaty provisions proclaiming the worldwide right of all men to get, send, and publish the news for the information of the public - without interference by governments and at uniform communication rates.

"Specifically, we urge these three points:

"1. No peacetime censorship. No distortion or tainting of the flow of news or information.

"Equality of access in all countries by properly accredited press and radio representatives to news at its source.

"3. Equality of access for properly accredited press and radio representatives to transmission facilities, which shall be adequate and which shall transmit news promptly at reasonable rates."

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To facilitate better understanding of radio audiences and radio research among college students, the Cooperative Analysis of Broadcasting, Inc., will offer its research service to recognized educational institutions.

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## ONCE POWERFUL NAZI RADIO DISCREDITED, IMPOTENT - PALEY

How the battle of the airwaves in Europe has been won is told in the following North American Newspaper Alliance dispatch from London by William S. Paley, Chief of Radio, Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Forces, now on leave as President of the Columbia Broadcasting System:

"The battle of the airwaves in Europe has been won by the Allies, hands down. .... The German radio machine which was once a powerful and aggressive instrument for the advancement of the Nazi game of conquest is now discredited and impotent throughout Europe.

"As in many other fields, Germany started out with a great superiority in radio facilities. The Nazis used their radio as ruthlessly as they used their tanks, planes and guns. Facts were distorted and manufactured; fanciful and fantastic arguments were the order of the day. Never was there a better example of how radio can be used for evil ends. The German radio offensive played a key role in the bloodless conquests of Austria and Czechoslovakia and the armed blitz that over-ran Poland, Norway, Denmark, Holland, Belgium, France and the Balkans. Her lies were believed. Her boasts and threats intimidated and demoralized large sections of populations.

"Coincident with her radio blitz, Germany went to the greatest pains to keep true news and the ideas of her enemies from getting into the territories she controlled. Severe penalties for listening to outside stations, including the death penalty, were introduced by the Nazis in Germany and the countries enslaved by the Reich. At one time, more than 10,000 Germans were employed in jamming the Allied radio signal beamed toward enemy and enemy-occupied countries. I have seen jamming equipment in Italy and Sicily which was the equivalent of some of our 50,000-watt transmitters.

"However, even at the height of the jamming, Allied signals got through. The increased number of transmitters and the high power put into operation by the Allies made it impossible for the Germans to shut us out.

"The opening of OWI's American broadcasting station in Europe, using multiple medium and shortwave transmitters of high power, acted as an important and effective reinforcement of OWI's transmissions from America. I was surprised to learn during my recent trip to Normandy of the popularity of this service and of the manner in which the French were relying on it despite the fact that it has been on the air for only three months.

"I would like to pay special tribute to the British Broadcasting Company's European Service. Its policy of telling the truth even during England's darkest hours has earned for it the high confidence and respect of listeners throughout Europe. Her engineers performed miracles in designing and erecting new facilities in order to overcome the powerful radio forces which Germany had turned loose.

"Today the German radio outpouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities give convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Europe are turning for reliable information.

"Now that the tide of battle has definitely turned in our favor the true reports of our superior position and the hopelessness of the German position are acting as great demoralizing influences on the people of Germany and her satellite countries.

"It is true that many Germans, especially those in the armed forces, continue to live in a complete vacuum. These people are afraid to risk the penalty of listening to our transmissions and can only think in terms of what they get from their German propaganda masters. This is particularly true in the German Army. Radio listening in the Army is supervised very carefully.

"Truth will continue to be the basis for the broadcasts of the Allied radio into Europe. Here is a clear case where truth has been paying increased dividends at the expense of an enemy who believed that people could be shut off from the world and made to swallow information which he manufactured and fed to them. As long as radio waves travel around the world carrying the truth no people who want the truth will be kept in darkness."

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#### FLY AND ROCKEFELLER TO SALUTE S.W. PSYCHOLOGY FIGHTERS

Most important weapon on the psychological warfare front is shortwave propaganda broadcasting. Four outstanding speakers will take part in a special program titled "The Voice of America" Saturday Sept. 23, paying tribute to the American broadcasters who have been battering the Nazi fortress from within (NBC, 7:00 P.M., EWT).

James L. Fly, Chairman of the Federal Communications Commission; Elmer Davis, Director of the Office of War Information; Robert Sherwood, Director of Overseas Operations of the OWI, and Nelson Rockefeller, Coordinator of Inter-American Affairs, will speak on NBC from various points. Their addresses will be augmented by dramatizations and music originating in Station WLW, Cincinnati, Ohio.

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A man, supposedly well acquainted with the radio industry, asked Gene McDonald if it required a special kind of a set to receive FM programs. "Yes, thank God!" Gene replied. "I am surprised you are that naive."

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## ORGANIZATION MEETING OPA-RADIO MANUFACTURERS' ADVISORY GROUP

An organizational meeting of an industry advisory committee representing manufacturers of radio sets will be held in Washington with the Office of Price Administration on September 22, 1944, that agency has announced.

The members of the Committee have been requested to come prepared to offer advice and information to OPA as to the various factors affecting the pricing of new radios. The Industry Committee will also assist OPA in preparing a specific regulation covering the pricing of radio sets.

One question by the OPA that will be discussed at length is: "What changes should be made in reporting forms used under Revised Price Schedule No. 83, which will simplify it?"

Members of the Industry Advisory Committee, all members of the Radio Manufacturers' Association, are:

Benjamin Abrams, Emerson Radio and Phonograph Corp., New York, N. Y.; R. C. Cosgrove, Manufacturing Division, The Crosley Corporation, Cincinnati, Ohio; J. J. Nance, Zenith Radio Corporation, Chicago, Ill.; J. M. Spain, Packard-Bell Company, Washington, D. C.; A. B. Wells, Wells-Gardner and Company, Chicago, Ill.; P. S. Billings, Belmont Radio Corporation, Chicago, Ill.; P. V. Galvin, Galvin Manufacturing Company, Chicago, Ill.; E. E. Lewis, Radio Corporation of America, New York, New York; H. A. Nicholas, Farnsworth Radio and Television Corp., Fort Wayne, Ind., and Fred D. Williams, Philco Corporation, Philadelphia, Pa.

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HOFFMAN, NEW IOWA BROADCASTING CO. V-P

At a recent meeting of the Board of Directors of the Iowa Broadcasting Company, Philip R. Hoffman, Station Manager of KRNT was named Vice President of the Iowa Broadcasting Co., and Don E. Inman was named Vice President and Treasurer of Station WNAX with studios in Yankton, South Dakota, and Sioux City, Iowa.

Mr. Inman, who was formerly with WMT in Waterloo, Iowa, recently joined WNAX as Station Manager. He succeeded Mr. Hoffman when the latter took over KRNT.

Mr. Hoffman is taking the position recently held by Craig Lawrence who is now General Manager of WHOM in New York City. Mr. Lawrence is also a Vice President and Director of the Iowa Broadcasting Company and the South Dakota Broadcasting Corporation, and a Vice President of WNAX.

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## WFTL DEAL CLOSED BEFORE FLY MET BENNETT, STORER STATES

Denying the charge made by John J. Sirica, counsel of the House Committee investigating the Federal Communications Commission, that Ralph A. Horton only agreed to sell WFTL at Fort Lauderdale, Fla. to Commander George B. Storer after a conference with Chairman James L. Fly of the Federal Communications Commission, in Atlanta, Commander Storer stated last week that the transaction was closed before Mr. Horton ever conferred with Mr. Fly.

"Mr. Horton accepted our offer of \$275,000 six or seven days before he talked to Mr. Fly in Atlanta", Commander Storer set forth in a letter to Representative Lea (D), of California, Chairman of the House Committee.

"One year and five months have passed, and Mr. Horton is still apparently satisfied with the deal. If he feels that he has been unfairly treated in any way, he should so advise us and we shall be glad to consider any reasonable request. Up to the time of this hearing, we had not been advised of any dissatisfaction with the deal by Mr. Horton but, quite to the contrary, we had been informed that Mr. Horton was most happy to have been relieved of the responsibility in the operation of WFTL, which was verified by his testimony in the present hearing.

"The price we offered Mr. Horton, according to his own statement, represented a profit of \$25,000, or better than 10% of his investment. At the time we made this offer, WFTL had been operating on 10,000 watts only two weeks. I think \$25,000 profit on such a new enterprise is pretty fair.

"If the Committee wishes to compare the fairness of our offer with others, suppose they take the case of the deal with Mr. Carl T. Hoffman and Mr. Stephen A. Vetter. Mr. Hoffman was to advance Mr. Horton \$50,000 for which he was to obtain an ownership of 34%. This was on Dec. 30, 1942, after 10,000 watts had been authorized for WFTL. According to this, the station on that date was worth \$150,000. Three and one-half months later, we offered \$275,000, or \$125,000 more than Hoffman did. Does this look like we were trying to cheat Mr. Horton?

"The price we paid was actually above the market value of similar stations which changed hands at or near the same time. Only a few weeks after our purchase of WFTL, or on June 1, 1943, WDSU New Orleans was sold for \$200,000. This is \$75,000 less than we paid for WFTL in spite of the fact that New Orleans is a city of 500,000 population as contrasted with Miami with a population of 230,000, and WDSU has a substantially more lucrative network contract, being on the Blue Network.

"Mr. Horton testified that both Mr. Bennett, our counsel, and myself informed him that in our opinion the contract between Mr. Horton, Carl T. Hoffman, Miami attorney, and Stephen Vetter,

9/20/44

former Manager of WFTL, dated Dec. 30, 1942, violated the Communications Act of 1934, as well as the Rules and Regulations of the FCC. (Editor's Note: Messrs. Hoffman and Vetter had options to acquire minority interests in WFTL).

"What Mr. Sirica has failed to bring out is that my opinion was formed and held in good faith at that time. So far as I am personally concerned, I still believe that the contract in question violated the Act and the Regulations. I, therefore, did not deceive Mr. Horton when I told him that was my opinion.

"Mr. Sirica has repeatedly referred to our 'breaking' the Hoffman-Vetter contract. Actually no such thing occurred. Carl Hoffman loaned Mr. Horton \$30,000 and sold him equipment he valued at \$15,000, or a total of \$45,000. Less than six months later, Mr. Hoffman voluntarily surrendered his rights under the contract for \$55,000. He made a profit of \$10,000. I wouldn't call that 'breaking' Mr. Hoffman's contract.

"With respect to Mr. Vetter, the contract of December 1942 was an employment contract, and a bonus contract to reward him with a 10% interest in the station if he did a certain gross business.

"In fact, we tried at intervals, from April 1943 to January 1944, to 'take care of Mr. Vetter', as Mr. Horton says I agreed to do. But Mr. Vetter's demands were so exorbitant that we were unable to agree. However, on Jan. 12, 1944, we did come to an agreement with Mr. Vetter - to employ him for five years on exactly the same terms as had Mr. Horton, and to give him the exact money equivalent of a 10% ownership in the station. I wouldn't call that 'breaking' Mr. Vetter's contract.

"As a matter of fact, we agreed to pay Mr. Vetter \$16,700 over and above what Mr. Horton agreed to pay.

"My conscience is entirely clear of any misdeeds in this matter, and I would welcome a full and impartial investigation by Mr. Sirica or anyone else."

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#### LIMITED PRODUCTION OF RADIO TUBES AND FARM BATTERIES

The WPB has set aside a reserve of metal and other materials which will be drawn upon during the fourth quarter of this year for the manufacture of 17 groups of critically needed civilian articles among which, tentatively programmed, are batteries for farm radios.

In addition to the metal reserves for the seventeen programs further material was earmarked for the production of carpet sweepers, and radio vacuum tubes. All are already in production on a small scale, but not at a level which makes them generally available.

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## WPB RADIO DIVISION ASKS ORDERS BE REFUSED IF CAN'T BE FILLED

Members of the General Purpose and Specialty Transformer Industry Advisory Committee were told by the War Production Board officials at a recent meeting that some prime contractors fabricating electronic equipment for the armed services are believed to have ordered component parts far above their requirements during the last six months, with the result that some transformer manufacturers are overloaded while others have available capacity, WPB said.

The Radio and Radar Division is eager to spread the orders evenly throughout the industry, so that schedules may be met and backlogs reduced as soon as possible, it was pointed out. To that end, division officials asked manufacturers of transformers to refuse orders when they cannot deliver and advise WPB of such action. Such orders should be passed on to manufacturers having available capacity and WPB will aid in placing them, the officials said. It was asserted that adequate components will be available if manufacturing facilities are used properly.

Backlogs were said to be decreasing slowly in most plants, and a reduction in delivery time was anticipated. The Radio and Radar Division is confident that orders for transformers in the plants will be balanced and scheduled to meet the capacity of the prime equipment manufacturers, and thus meet the requirements of the armed services.

Even though military requirements as of "X" and "V" day may be cut 30 percent, it was pointed out that considerable equipment will be needed in the Pacific theater of war and that much of it would have to be tropicalized, adding materially to production problems.

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

Referring to our story about Vice President Bricker's broadcast from French Lick in last week's issue, Ted Church of the Republican Committee writes:

"I think someone did Ford Bond a dis-service when he said Mr. Bond identified French Lick as being 'in the foothills of the Cumberland Mountains'. Ford wasn't on the Bricker French Lick show, since it was a sustaining program, and he is on our commercial programs. It must have been a network special events announcer doing the job from the scene."

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## BLUE NET REORGANIZES; LA ROCHE VICE-CHAIRMAN OF BOARD

A reorganization of executive responsibilities of officials of the Blue Network Company, Inc., occasioned by the greatly increased growth of the Network and by plans for future expansion, was announced Monday by Edward J. Noble, Chairman of the Board.

Chester J. LaRoche has been elected Vice Chairman of the Board and becomes the chief executive officer of the company, Mr. Noble said. Mr. LaRoche joined the Blue Network in June, 1944, as Chairman of the Executive Committee, a position which has been abolished. As a part of his duties, Mr. LaRoche will supervise the program activities of the Blue Network.

"A reorganization and expansion of the Executive Division of the Blue Network Company", Mr. Noble said, "has been necessitated by a sixty per cent increase in business in the last year and by a determination to intensify our efforts in the fields of television, frequency modulation and facsimile. As soon as the war is successfully completed, these developments will require the building of the most modern studios in New York, Chicago, San Francisco and Hollywood."

Mark Woods, President of the Blue Network Company, will work directly with Mr. LaRoche in executive responsibility for the network's operation. Mr. Woods will assume added duties formerly carried out by Edgar Kobak. As Executive Vice President, Mr. Kobak will now direct the network's plans for television, frequency modulation, facsimile and international broadcasting. He will also supervise studio expansion throughout the country.

Before becoming associated with the Blue Network, Mr. LaRoche was Chairman of the War Advertising Council, which is a co-operative effort by the advertising business to make available its informational facilities to the government in wartime. Mr. LaRoche was formerly Chairman of Young & Rubicam, Inc., an advertising agency.

In assuming his new position, Mr. LaRoche said:

"Radio, through the efforts of advertisers and the networks, has had its biggest development and maturity in the entertainment field. Major growth and recognition as a respected and mature informational force lie ahead. These opportunities will be immeasurably increased with television.

"Radio can help millions of people see clearly how national and world events affect their lives. This will be done on the Blue Network by devoting important evening hours to featured service and informational shows and by putting behind these shows the experienced production that has gone into the entertainment field.

"Along with the press, radio is and should be a potent informational force for preparing this country to recognize its obligation to world peace and economic leadership.

"The Blue will venture boldly in this field. Its policy is summed up in the words (in the service of the people'."

The Blue Network Company owns radio stations in New York, Chicago, San Francisco and Los Angeles, and has affiliations with 196 radio stations, located from coast to coast. The Blue Network, formerly a part of the National Broadcasting Company was purchased from the Radio Corporation of America by Mr. Noble in October 14, 1943.

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#### NAB TO EXPLAIN AUDIENCE MEASUREMENT TO ADVERTISERS

The National Association of Broadcasters will make a formal presentation of the Standard Circulation Measurement method, developed by its Research Committee, to representatives of the Association of National Advertisers and the American Association of Advertising Agencies at the Waldorf-Astoria, Friday, September 22.

Paul B. West, President of the ANA, and Frederick R. Gamble, President of the AAAA, will attend with representatives of their associations.

Harold Ryan, NAB President, will head the NAB representation and introduce Hugh M. Feltis, KFAB, Lincoln, Nebraska, who will make the presentation. Mr. Feltis was chairman of the Research Committee last year and is now Chairman of a Board of Director's sub-committee assigned to supervise the circulation measurement project.

Roger W. Clipp, WFIL, Philadelphia, newly elected Chairman of the NAB Research Committee will attend with the Technical Subcommittee of which he served as Chairman last year. The members are Edward F. Evans, Blue Network; Richard Puff, MBS; Barry T. Rumble, NBC; and Frank N. Stanton, CBS. Paul F. Peter, NAB Director of Research, who serves as Secretary for the Research Committee and Lewis H. Avery, NAB Director of Broadcast Advertising, will also attend.

It is planned that out of this meeting of representatives of the three associations will develop some definite plans for organizing a bureau to operate the circulation measurement.

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#### I.T.&T. PLANTS SAFE IN PARIS AND BUCHAREST

The International Telephone & Telegraph Corp. announced receipt of information from Europe that its factories and plants in Paris and Bucharest escaped unharmed from the war and were prepared to help restore communications and supply radio equipment for Allied needs. The company's subsidiary, International Standard Electric Corp., operated two plants in Paris and one in Bucharest.

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 ::: SCISSORS AND PASTE :::  
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WPB Cracks Down On Eastern Radio Distributor

Suspension order has been issued against prominent Eastern distributor, prohibiting him until October 30, from accepting any radio tubes or other electronic equipment except on A-1-a orders. WPB claims distributor ordered 30,978 tubes in June, 1943, and 625 more in July, on certifications later found false. Also charges distributor accepted 1830 tubes, though entitled to only 1298.

- (Radio Retailing)

Wheeler On Digest's "Town Meeting" Debut Causes Comment

Possible reawakening of the controversy regarding sponsorship of "America's Town Meeting of the Air" by Reader's Digest is seen in some quarters stemming from one eyebrow-raising aspect of last Thursday's forum teeoff under commercial auspices.

The appearance on the program of Joseph Scott, Los Angeles politician and Catholic layman, in conjunction with Sen. Burton K. Wheeler, recalled the "church and politics" issue that stirred up a heated controversy back in October, 1941. At that time Sen. Wheeler was regarded as the primary force in convincing NBC to break down its principle of not permitting church and politics to mix, a policy switch that resulted in Archbishop Francis J. Beckman of Dubuque, famous chiefly as an admirer of Father Coughlin, in getting network time to hurl invectives at President Roosevelt's foreign policy. Archbishop Beckman in turn chose habilitation, reorientation and other politico-sociological themes.

- (Variety)

If He Doesn't Beat Them To It!

James L. Fly of the Federal Communications Commission is first of the New Deal's unofficial Cabinet members slated for a pre-election purge.

(Danton Walker - Washington Times-Herald)

U.S. Tells How To Sell Radios

Handbook on Radio-Appliance selling is being completed by Department of Commerce, for study by soldiers who desire to enter radio retailing postwar. This office gladly helped supply material.

- (Radio Retailing).

Short-Wave Overseas Interviews Appreciated

One of the most-appreciated services performed by Station WLW for its listeners is the broadcasting by shortwave from overseas of interviews with service men and women from this area.

During the first five months of this year, a total of 52 of these interviews were aired over the Nation's Station. Those who related their war experiences were from 33 communities in six States, including 37 from 17 Ohio towns, and one each from seven Indiana and six Kentucky towns. Other States represented were Illinois, Oklahoma and Massachusetts.

Most of the interviews were broadcast from London through the cooperation of the British Broadcasting Corporation; while others were from Australia through the cooperation of the Australian News and Information Bureau and the Australian Broadcasting Commission, and from Chungking in cooperation with the Chinese News Service.

- (Crosley Corporation Press Release)

Should Find It Easy

Radioman Tweed, who for 2½ years on Guam eluded the Japs, will have RMA's help in entering retail radio business there, announces Prexy R. C. Cosgrove. Certainly Tweed may be expected to have developed necessary stamina to withstand sniping of normal radio business activity.

-(Radio Retailing)

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RCA RE-ESTABLISHES RADIO SERVICE BETWEEN N.Y. AND PARIS

Direct radiotelegraph communication between New York and Paris, suspended since June, 1940, by German occupation of the French capital, was re-established last week by R.C.A. Communications, Inc.

For the present, according to RCAC, the New York-Paris circuit will carry only Government and press messages. No commercial traffic can be accepted. Movement of press dispatches from the war fronts in France and Germany is expected to be greatly facilitated.

The Paris circuit is one of the United States' oldest radio communication links with the European continent, having been opened by RCA in December, 1920. After the Germans took over Paris, direct radiotelegraph service with France was maintained through Bordeaux and Roanne, near Vichy. This service was discontinued, however, in December, 1942, when the United States broke off relations with the Vichy government.

Paris is the second great European capital with which RCA has re-established direct radio communication this Summer as the Germans have been driven back toward their homeland by Allied forces. The circuit between New York and Rome was re-opened on June 13.

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## OFFICIAL PROGRAM FOR GENERAL FCC REALLOCATION HEARINGS

Because of the difficulty of securing hotel and railroad reservations, the Federal Communications Commission is endeavoring to estimate when each of the particular services will be reached in the matter of the allocation of frequencies to the Various Classes of Non-governmental Services in the Radio Spectrum from 10 kilocycles to 30,000,000 kilocycles. It should be emphasized, however, that it is impossible to foretell accurately in advance just when one phase of the hearing will end and another begin and all dates used are at best only approximate. However, every effort will be made to adhere to the schedule as closely as possible.

The hearings will open on September 28 at 10:30 A.M. at the Interdepartmental Auditorium, between 12 and 13th Streets, on Constitution Avenue in Washington. For the first three days of the hearing, September 28, 29 and 30, general information and data will be presented. The hearing will open with testimony by members of the Commission's staff concerning material which has been assembled concerning the effects of bursts, sporadic E transmission, and other propagation data about the very high frequency band. This will be followed by a statement of Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board. When Dr. Baker has completed his statement, Chairmen of Panels 4 through 9 and 11 through 13 of the Radio Technical Planning Board will present brief statements concerning the recommendations of their panels. Then the Chairman of Panel 1 and Panel 2 will submit their panels' reports.

The Commission will then proceed to consider the various services in the order listed below. In considering each service, the Commission will first hear testimony from the RTPB witnesses for the service in question and will then receive evidence from all other interested persons. For convenience in estimating the time to be consumed by the various services they have been divided into four groups and the time expected to be consumed by each group is set forth in the table below. (The topic number in the following table refers to the numerical designation of the services as set forth in Public Notice of August 17, 1944).

<u>Topic No.</u>	<u>Order of Services</u> <u>Services</u>	<u>Estimated</u> <u>Date</u>
Group I		
8	Fixed Public Service (other than Alaska)	October 2, 4
9	Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska	5, 6, 7.
10	Aviation	
14	Amateur	
6	International Broadcast	

<u>Topic No.</u>	<u>Services</u>	<u>Estimated Date</u>
Group II		
1	Standard Broadcast	October 9, 11
2	High Frequency (FM) Broadcast	12, 13, 14, 16.
3	Non-commercial Educational	
4	Television	
5	Facsimile Broadcast	
7	Other broadcast services	
Group III		
11	Police, Fire and Forestry Services	October 18, 19
12	Special Emergency, Provisional and Motion Picture Services	20, 21, 23.
13	Special Services (Geophysical, Relay Press)	
Group IV		
15	Industrial, Scientific and Medical Services	October 25, 26, 27, 28, 30.
16	Relay Systems (Program and Public and Private Communications)	
17	New Radio Services	

Upon the completion of all this testimony, the Commission will again receive evidence from the Chairmen of Panels 1 and 2 of the R.T.P.B. concerning the recommendation they have to make for overall allocation in light of the evidence adduced at the hearing. The Commission at that time will also receive evidence from any other person or group that has recommendations to make concerning overall allocation. It is estimated that this phase of the hearing will commence November 1.

Many questions have been raised concerning the September 20 date specified in the Commission's order for the filing of exhibits. These letters indicate that in many instances it is impossible to comply with the September 20 deadline. Because of these difficulties, the Commission will receive exhibits which have not been filed by September 20. However, it is requested that five copies of these exhibits be submitted to the Commission as soon as possible. This request applies to all exhibits which it is contemplated will be used at the hearing.

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Following the hurricane, Mayor LaGuardia wired the Office of Civilian Defense:

"The members of the War Emergency Radio Service in New York City were active in transmitting emergency messages wherever regular communication lines had been knocked out. WNYC, the city's own radio station, was of great assistance in issuing regular bulletins to the public before, during, and after the storm."

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## 5 POLITICAL PARTIES TO GO ON AIR FOR TROOPS OVERSEAS

A schedule of five series of shortwave broadcasts of political speeches for troops overseas, with each of five parties using equal time, has been agreed on, the War Department announced last week.

The arrangement is subject to amendment if any other political party qualifies under the Federal election law.

In addition to the shortwave schedule, the political parties and the Army agreed on handling of recorded speeches in the first two of the series for rebroadcasting from the 116 Army expeditionary stations in the various theaters.

Following is the schedule for the broadcasts:

	Time Allowed	Demo- cratic	Repub- lican	Social- ist	Prohi- bition	Social- ist-Lab
First (Sept. 18-22)	30 Min.	Sept. 18	Sept. 19	Sept. 20	Sept. 21	Sept 22
Second (Sept. 25-29)	30 Min.	Sept. 26	Sept. 27	Sept. 28	Sept. 29	Sept 25
Third (Oct. 16-20)	15 Min.	Oct. 18	Oct. 19	Oct. 20	Oct. 16	Oct. 17
Fourth (Oct. 23-27)	15 Min.	Oct. 26	Oct. 27	Oct. 23	Oct. 24	Oct. 25
Fifth (Oct. 30-Nov. 3)	15 Min.	Nov. 3	Oct. 30	Oct. 31	Nov. 1	Nov. 2

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## TRAIN RADIO INCREASES LOCOMOTIVE USE 20 TO 25%

Use of radio communications to direct the operations of freight trains in large Government steel-loading plants and arsenals has increased the use of locomotives in such operations from 20 to 25 percent, the Federal Communications Commission has been informed.

A sub-committee of three FCC Commissioners heard the testimony at the opening of hearings on the practicability of providing wave-bands for a general extension of this means of train movement control.

The hearing was largely the result of assertions by Senator Burton K. Wheeler, (D), of Montana, and Chairman of the Interstate Commerce Committee of the Senate, that the use of radio in train movement communications might have prevented a number of disastrous railroad wrecks in the last few years.

Full meetings by the FCC will begin Sept. 28 to take up the question of general allocation of such frequencies.

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:::: TRADE NOTES ::::  
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Many department stores will be represented at a special television demonstration to be given by the General Electric Co. for store executives on Friday, Sept. 29. Promotion of five different products will be telecast during the demonstration to show how department stores can utilize television.

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The New York Curb Exchange has been advised that registration of new 4½ percent convertible debentures of the Utah Radio Products Co. has become effective and that stockholders of record of Aug. 24 may subscribe to the issue until midnight, Sept. 24, on the basis of \$100 of debentures for each twenty-five shares of capital stock held. Holders of fewer than twenty-five shares, however, may purchase a \$100 debenture. Rights will not be dealt in on the Exchange.

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Leslie J. Woods, who joined Philco in 1925, has been named Manager of the Industrial Radio Division of Philco Corporation with headquarters in Detroit where Philco will continue to maintain special facilities to serve the automobile and aircraft industries.

Martin F. Shea, who has been connected with Philco since 1930, has been appointed Assistant Manager of the Industrial Radio Division.

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Production of copper wire and cable, with the exception of certain communication wires, is at a level high enough to insure the completion of all military programs, and the progress made by the industry was most gratifying, the WPB Copper Wire and Cable Industry Advisory Committee reports.

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Estimating that only 15 percent of the potential market for records is equipped with phonograph turntables, RCA Victor Division of the Radio Corporation of America predicted, in a news letter to its dealers and distributors, an enormous increase in record sales when production of phonograph instruments for civilians is resumed.

Discussing so-called "revolutionary" new methods of recording such as strips of film, or tape, or a wire, RCA Victor reported that its research laboratories are investigating the possibilities of these recording techniques for the benefit of the various fields in which RCA operates, but concludes that the present type of recording for home records is regarded as the most practical.

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Mica fabricating industries no longer require specific authorization for securing and using certain types, qualities and grades of mica not in critical supply, the War Production Board reported last Saturday.

According to Conservation Order M-101, amended Saturday, the definition of strategic mica remains unchanged. However, relief is given the industry from wartime restrictions. Detailed applications are no longer required for authorizations to fabricate mica that is in plentiful supply. Applications on WPB Form-1085 should decrease 75 percent as a result of this amendment, Government officials indicated. For grades and qualities of mica still in short supply, filing of the form remains necessary.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*File*

*[Handwritten checkmark]*

*[Faint stamp: NATIONAL BROADCASTING COMPANY]*

*[Faint stamp: FRANK L. MILLER]*

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September 27, 1944

## RADIO ALMOST CORNERS CAMPAIGN; CALLED ELECTION BONANZA

Never before have the people of the country turned to radio to size up the major candidates as in this presidential year. Radio came into its own beyond all expectation when President Roosevelt and Governor Dewey clashed over the air in such sensational fashion. Many more of these ethereal battles are likely to follow and if so, they will almost give radio a corner on the campaign.

Even with things just warming up, radio is doing a job of salesmanship that makes the last presidential election seem creaky and out-of-date. In the 1940 campaign, radio showmanship was conspicuous by its absence.

This year every trick of the trade is used and hardly a night passes but some innovation has not been included. For instance, the ingenious manner in which Governor Dewey ballyhoos his next broadcast by saying, "Tomorrow night in San Francisco, I shall discuss so and so." Also, there was showmanship with a capital "S" in the way the Republicans used transcriptions to put Dewey's homefolks on the air. For the benefit of those who may not have heard this, there were first recorded interviews with friends and neighbors of Dewey at Pawling, N. Y., and later expressions from those who remembered him as a boy in Owosso, Mich. The latter recordings were made in the home of Governor Dewey's mother with a tribute from her along with the rest of the old neighbors.

Hearing from these folks in this way proved so effective that it wouldn't be surprising if the same idea would not be tried out on regular commercial programs. Personal endorsement of articles by prominent people may be the next step in radio selling. This far surpasses the old printed testimonial.

Discussing the way both parties have improved their radio showmanship and advertising methods in the current campaign, Variety, magazine of the entertainment world, says:

"A page out of show business is this year being adopted - as never before - by major political parties in their campaigns to woo votes in the November election. It's showmanship by way of radio, with radio serving as the backbone of the appeal on which Democrats and Republicans alike are depending for their vote-getting.

"So complete have radio-advertising techniques and terminology taken over the political strategy that party reps refer to the presidential election as a test of opposing radio sales methods. Campaign managers refer to their own work as 'a straight selling job' and their candidates as 'the product'.

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"Translated into money, the Roosevelt-Dewey campaign cues a possible \$2,500,000 'take' for radio between now and Nov. 7. The two national committees are expected to account for a possible \$1,500,000 alone, with state and independent organizations kicking in with the rest. That's potent spending packed into a five or six week period.

"Republicans, according to Ted Church, Assistant Radio Director of the GOP national Committee, slant their election pitch as 'the commercial special event technique' applied to politics, with Gov. Dewey as the central figure. Repubs say that past campaigns have seen sloppy, unshowmanly use of radio by all parties and it's their intent this time to stick to radio's brisk, split-second timing.

"Roosevelt as a radio attraction is w.k. enough, but in their five minute spot twist, Democrats figure they really have something, according to Leonard Reinsch, Democratic National Committee radio head. Five minute pitches will be sandwiched in between radio's top shows and will consist of talks by men of the Truman-Wallace calibre. As Reinsch sees it, this will give the party the benefits of peak audience, minimum disruption to regular commercial schedules and what is most important politically, will catch the ears of Democrats, Republicans and undecided voters as well.

"Five-minute approach also has economical advantages. Since talent bumped off the air by politics must be paid by the latter, these acts will only have to be reimbursed one-sixth of their dough by the Democrats and the time bill will be reduced from the half-hour rate to one-half the 15 minute rate. It'll mean a considerable saving. Policy also allow advertisers to get their sales spiels over intact, in 25 rather than 30 minutes, and does away with audience resentment over being deprived of a favorite radio show."

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SAWYER, CROSLY RADIO COUNSEL, AMBASSADOR TO BELGIUM

About as near as anyone connected with radio has come to being appointed to a high diplomatic post was President Roosevelt naming Charles Sawyer, of Cincinnati, Vice-President and Counsel of the Crosley Radio Corporation, to be Ambassador to Belgium and Minister to Luxemburg. Mr. Sawyer is also owner of Stations WING, Dayton, and WIZE, of Springfield. At the same time, the President also nominated Robert C. Patterson, former NBC Vice-President, to be Ambassador to Yugoslavia.

It has been the custom for years to reward newspaper publishers with diplomatic appointments but such honors to those connected with the broadcasting industry have been few and far between though some will argue that radio is now as great a power in an election as the press.

Even so, Mr. Sawyer's appointment may have come to him because of his prominence in Ohio politics. He is a former Democratic Lieutenant Governor of Ohio and was a candidate for Governor in 1938. It wasn't until two years later that he acquired his broadcasting stations. He has been the Democratic National Committeeman from Ohio since 1936.

Mr. Patterson, former Commissioner of Correction of New York and former Assistant Secretary of Commerce, likewise could hardly be considered strictly a radio man having only been with the NBC from 1932-36. Later he served for a time as President of RKO.

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#### RADIO MANUFACTURERS WORK ON RECONVERSION PROBLEMS

The Radio Manufacturers' Association at numerous executive and committee meetings in New York City last week reported progress on postwar reconversion plans. R. C. Cosgrove of the Crosley Radio Corporation, President of the RMA, presided at a meeting of the Board of Directors, Thursday, September 21st. There were prior meetings of six major groups.

Twenty-five members of the Parts Division Executive Committee and Section Chairmen<sup>met</sup> September 19th discussing surplus material problems, future development of RMA parts standards and a special sales warranty for parts manufacturers. Also on September 19th, there was a meeting of the Transmitter Division's Executive Committee, which considered projects developed for securing statistics on production and sales of transmitting equipment.

On September 20th, there was a conference of the RMA Industry Reconversion Committee with Government officials.

The RMA Employment and Personnel Committee also held a meeting on September 20th and made arrangements to release the recent survey on postwar employment, together with special data to members on reemployment of veterans and postwar seniority problems.

The RMA Tube Division likewise met on September 20th, as well as another meeting of the new Merchandising Committee of the Parts Division, which discussed plans for further cooperation with radio distributors and dealers.

Postwar industry employment, in the first year after the war ends, was estimated at almost double that of the last full year of normal peacetime employment, in 1941, according to the RMA survey conducted by the Employment and Personnel Committee.

Completion of another survey, on distribution costs of radio dealers, by the RMA Distribution Costs Committee was announced.

This was a sample survey, in six cities of about 250 retail outlets of eight different classes, made by the Elmo Roper organization and developed partial but valuable information on many sales problems.

Revival in 1945 of the RMA Parts Trade Show was recommended both by the Parts Division Executive Committee and that of the Transmitter Division, both unanimously, contingent upon the early defeat of Germany, by next April or before; the RMA Board of Directors authorized the Parts Trade Show with details to be arranged later. The last trade show was held in 1932.

Postwar development of FM and television were discussed by Dr. W. R. G. Baker, Chairman of the Radio Technical Planning Board, who is also Director of the RMA Engineering Department. In a report to the RMA Board of Directors, he detailed RTPB plans for FM, television, facsimile, and other new service presentations at the Federal Communications Commission hearings in Washington to begin September 28th.

Plans of the Engineering Department for postwar standardization of radio components were detailed by Dr. Baker, who also reported conclusion of tests arranged by cooperation of the RMA and the Society of Automotive Engineers on prevention of automotive interference with television. The RMA-NEMA Joint Committee on Industrial Tube Allocations also met in New York on September 21st for settlement of standardization problems.

In the discussion on disposal of war surpluses by the Industry Reconversion Subcommittees with Government officials, arrangements were made and approved by the Board of Directors for transmission soon to RMA members, also to non-member companies, of a bulleting giving detailed information regarding problems in connection with the DSC plan for handling war surpluses.

Special information for members on war contract termination problems also was arranged by the Contract Terminations Committee.

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#### U.S. GRANTS ASCAP FRENCH MUSIC RIGHTS

The American Society of Composers, Authors and Publishers (ASCAP) has acquired from the Alien Property Custodian the performing rights to the symphonic and concert works of Sacem, the French performing right society, as of Friday, September 15th. These copy-rights have been controlled in the United States by the Elkan-Vogel Company of Philadelphia since 1931. Upon German occupation of France these rights were seized by James E. Markham, Alien Property Custodian.

The acquisition of these works adds substantially to the ASCAP symphonic and concert catalog. Some of the well-known French composers whose works are now controlled by the Society are Ravel, Debussy, Milhaud, Saint-Saens, Poulenc, d'Indy and many others.

Herman Finkelstein, ASCAP resident counsel, represented the Society in this transaction; Messrs. Werner and Johnson were the lawyers for the Alien Property Custodian.

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## CBS TELLS WHY IT IS QUITTING TELE ASS'N; DU MONT REPLIES

The exchange of correspondence between Worthington Miner, Director of television for the Columbia Broadcasting System, and Allen Du Mont, President of the Television Broadcasters' Association, in connection with the resignation of CBS from the Association, has just been made public.

On September 19th, Mr. Miner wrote to Mr. DuMont as follows:

"I have been concerned ever since the organization of the T.B.A. because of the fact that its membership was at no time fully representative of the broadcaster's point of view, uncolored by any intimate affiliation with the manufacturing end of the industry. It is true that the active members now enrolled represent the only television broadcasters in this country; and yet there is a wide difference of perspective between broadcasting units organized as promotional show-windows for the manufacturer, and broadcasting units set up for the simple and sole purpose of broadcasting to the public.

"For many months now, all major problems of policy have been viewed by me and by the rest of T.B.A. from points of view which are totally at variance. As a result, any resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise, which has not been altogether satisfactory to anyone concerned.

"The point has now been reached, where it is impossible for me with complete integrity to compromise further with the majority point of view of the organization. I cannot feel that there is any advantage to us, or to you, in Columbia's remaining a member of an organization merely to exercise the privilege of voting "No" to each resolution as it is proposed. There is so strong a matter of principle involved in our difference of opinion, that a compromise is no longer a desirable objective.

"Were T.B.A. to be in fact, as well as in name, a genuine representative of the broadcaster's point of view, continuation of this association might be fruitful. Under present conditions, this does not appear to be the case and consequently I feel that the only possible course for Columbia to take is to withdraw from the organization. I should appreciate it, therefore, if you will accept this letter as our resignation from the Television Broadcasters' Association."

On September 21st, Mr. Du Mont replied:

"I received your letter of September 19, 1944, and noted with surprise the decision of the Columbia Broadcasting System to withdraw from membership in the Television Broadcasters' Association, Inc. I also note that the announcement reached 'Variety' as soon as it did the Association.

"I have reviewed the minutes of the meetings of the Television Broadcasters Association, Inc., and nowhere can I find anything to substantiate your assertion that 'any resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise.'

"The Directors of TBA have always been unanimous in their resolutions on all matters including those dealing with postwar allocations. At no time have the Directors sought to compromise their position that allocations for television should be other than those favored by the best engineering minds in the country, as represented on the Radio Technical Planning Board.

"The only existing resolution on allocations, expressing the policy of the Association on allocations, unanimously adopted, which set forth the points 'considered the major premises involved in the matter of allocations', was not only introduced by you, but you actually dictated every word of it. In your resolution you had every right to speak your own mind and I'm quite sure you did.

"I resent, and I'm sure the other Directors of the Association must feel likewise, your attack upon the integrity of the Television Broadcasters Association, Inc. I refer specifically to your assertion that the point of view taken by the Association is colored by 'intimate affiliation with the manufacturing end of the industry' and that television broadcasters, with the exception of CBS, are merely 'promotional show-windows for the manufacturer.'

"The facts belie such an assertion. On our Board of Directors there are nine members, five of whom are connected with organizations not engaged in the manufacture of television equipment. These include: Lewis Allen Weiss of Don Lee, Paul Raibourn of Television Productions, Inc., Curtis W. Mason of Earle C. Anthony, E. A. Hayes of Hughes Productions, and yourself. And, looking at the roster of active members, one finds that of the fourteen organizations listed, nine are not engaged in television equipment manufacture. They include: Don Lee, Television Productions, Inc., Earle C. Anthony, The Journal Company, CBS, Hughes Productions, Bamberger Broadcasting Service, Balaban & Katz, and WGN, Inc. Mr. Weiss is Vice-President of the organization.

"From this group of names, you reach the conclusion that CBS is the only member with a genuine representation of the broadcasters' point of view. Isn't that an unwarranted supposition, after you dictated the statement of the Association allocation policy and the CBS engineers affirmed that view on the R.T.P.B.?

"Your letter carries one thought to which I can accede and subscribe, i.e., that 'it is true the active members now enrolled (in TBA) represent the only television broadcasters in this country.' In view of this situation, one wonders if this resignation and the accompanying publicity could be an adroit publicity move to dramatize the hopes of the management of CBS regarding allocations?

"Your resignation as a member of TBA has been directed to the attention of the Directors."

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## U.S. DEDICATES MOST POWERFUL STATIONS; CROSLY PRAISED

Uncle Sam now has the three most powerful short-wave stations in the world - WLWL, WLWR and WLWS. Located in Bethany, near Cincinnati, they are the newest outlets of the Voice of America, each having 200,000 watts power, built for the Office of War Information and operated for the Office of War Information, and the Coordinator of Inter-American Affairs by the Broadcasting Division of the Crosley Radio Corporation of Cincinnati. The dedication of these great transmitters was broadcast last Saturday simultaneously from Cincinnati and Washington.

Among the important persons heard on the broadcast were Elmer Davis, Director of the Office of War Information; Nelson Rockefeller, Coordinator of Inter-American Affairs, and Clifford J. Durr, a member of the Federal Communications Commission.

Host at the Washington proceedings was James D. Shouse, Vice President of The Crosley Corporation in charge of broadcasting; while the Cincinnati assemblage was presided over by Robert E. Dunville, Vice-President of The Crosley Corporation and General Manager of Station WLW.

"I cannot claim to have had too much to do with making this achievement possible, since the great construction program for American shortwave facilities had been drawn up before I entered the Government service. But for almost two and a half years past, I have been watching the execution of this program, one transmitter after another coming into service, and the Voice of America steadily growing in power until now it is capable of carrying American ideas into almost every corner of the world", said Elmer Davis.

"And, as was pointed out earlier in this program, the Voice of America - weak or strong - has had, from the very beginning, the same content - the truth. Strong in the faith that the truth was on our side, it has told the truth from those dark early days of defeat right down to these times when every day brings news of fresh victories; it will go on telling the truth until all our enemies, east and west, have been utterly beaten down.

"When that has been accomplished the Office of Information will have finished its work and will pass out of existence. But the great technical plant that has been created to carry the Voice of America in war time will still be here, ready to serve America in time of peace. Precisely what the future of international Broadcasting, as conducted from the United States, may be, it is too early to say; many men, in the government and in private industry, are giving thought to it, but no final determination has yet been made. In war time the Voice of America had to be single, united; in peace there may perhaps be many voices of America, expressing different aspects of the truth as seen by men."



"In Bethany, Ohio, on last year's corn field there stands tonight a forest of wires and towering poles. These towers, although far from the scene of military conflict, are powerful and effective weapons of war. They are short-wave radio towers - arranged in rhombic patterns so that at a moment's notice they can be beamed on twenty-four different lands in five of the world's six warring continents", Commissioner Durr said.

"These short waves are not like those of our standard broadcasting band - they do not die out in a few hundred miles. They are the siege guns of radio - the heavy artillery - guns of war that can hurl explosive facts against the enemy's weapons of lies and confusion anywhere in the world. They are also potential guns of peace that can be turned against misinformation and ideas that lead to war.

"Tonight we are dedicating the newest and most powerful group of short wave broadcasting stations in the world, built for our government by The Crosley Corporation - three brand-new transmitters of 200,000 watts power each. For those who have built them, this is a proud achievement. And yet, it is only one small chapter in the story of 'The Voice of America'."

"The Broadcasting Division of The Crosley Corporation is proud to participate in the shortwave broadcasting program of the Office of War Information and Office of the Coordinator of Inter-American Affairs through operation of the world's most powerful shortwave stations - WLWL, WLWR and WLWS", Mr. Shouse declared.

"The importance of shortwave radio broadcasting as a medium of psychological warfare and the dissemination of truthful American news reports and top radio entertainment to millions of listeners in far countries cannot be underestimated.

"Having made the splendid start in worldwide broadcasting, as exemplified in the Bethany stations and others now in operation or nearing completion across the country, it hardly is conceivable that America ever again will permit its shortwave radio facilities to lapse into a secondary position in a world that is bound to be increasingly a world of radio.

"The Broadcasting Division of The Crosley Corporation dedicates its best efforts now and during the years ahead to a continued maintenance of America's position in the forefront of international shortwave broadcasting."

The start of the Bethany Transmitters resulted from a telephone call!

Mr. Shouse was attending a meeting of the Coordinating Committee of the Federal Communications Commission, the Office of War Information, The International Broadcasting Committee of the Board of War Communications, and high ranking officials of the Army and Navy.

Something had to be done to strengthen the shortwave broadcasting facilities of the United States. America was lagging in shortwave propaganda and psychological warfare activities. The men present at the meeting were discussing answers to the problem.

In the midst of the meeting, Mr. Shouse asked, "Why not build some 200,000 watt shortwave transmitters?" All eyes turned toward him. This had never been done. But they knew about Crosley's ability to do things.

"Can you build them?" Mr. Shouse was asked.

He replied that he would give the answer in a few minutes and stepped from the room. He called Jim Rockwell, Chief Engineer of the Broadcasting Division of The Crosley Corporation in Cincinnati and asked him the big question.

Without hesitating, the engineer replied - "Sure!"

And now, a few months later, those transmitters are in operation, fighting the Axis with bullets of truth.

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#### BELIEVED FDR AND DEWEY SLUGGING OVER RADIO ONLY BEGUN

About the only thing Washington can recall similar to the sensational exchange between the big and the little presidential cnamps, was many years ago when President Theodore Roosevelt attacked Senator Joseph B. Foraker, of Ohio, at a Gridiron Dinner, so viciously that it broke up the dinner. The difference between that affair and the FDR-Dewey clash was that it took place before a small off-the-record gathering and was not heard over the radio by practically the entire nation. It now develops, due to quick thinking on the part of Governor Dewey in calling for additional coverage, that his reply was heard over the entire NBC and Blue Networks - some 300 stations - about twice the number which had originally intended to carry it. Furthermore, for the benefit of any who may have missed speech Monday night, a transcription will be broadcast over MBS this evening (Wednesday).

President Roosevelt, arousing the anger of Governor Dewey, has changed the pace of the entire campaign and it is believed that their slug-fest earlier in the week is only a forerunner of others as the campaign warms up. Mr. Roosevelt will make at least two more major broadcasts from New York State and is being urged to make several others to the nation. All, of course, will be promptly countered by Governor Dewey.

The Saturday-Monday knockdown, drag-out debate is still the main topic of conversation in Washington with surprisingly few defenders of the President. "His speech would have been O.K. for a teamsters' dinner behind closed doors but lacked dignity and was not appropriate for a broadcast to the Nation.

Nevertheless, those who have been around the White House ever since Mr. Roosevelt took over, acclaimed it probably the best speech of that political type he ever made. On the other hand, a Dewey enthusiast declared that Governor Dewey's broadcast so widely heard was for the presidential re-election hopes: "A funeral, a burial, and I see no signs of a resurrection!"

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57% OF DAILIES BACK DEWEY; 20% FOR FDR ELECTION

Governor Thomas E. Dewey is being supported by 57.9% of the daily newspapers representing 63.7% of the total daily circulation, according to a nationwide survey of every daily newspaper just completed by EDITOR & PUBLISHER. Six hundred and seventeen newspapers out of a total 1,067 replying to the questionnaire indicated their editorial preference for Dewey giving him a total of 21,439,768 circulation.

Compared to a similar survey made by Editor & Publisher in August, 1940, there has been little change in the political attitudes of the daily newspapers. At that time it was discovered that of 1,058 newspapers responding, Willkie was supported by 59.47% of the circulation, Roosevelt by 19.1%, and 21.43% was neutral. Roosevelt had 20.1% of the newspapers, Willkie had 66.3% and 13.5% were neutral.

Says the Editor & Publisher, which gives a complete list of the newspapers for or against Roosevelt or Dewey in its issue of September 23:

"Contrary to the wold mouthings in the labor press and by the critics of newspapers, Roosevelt is not being opposed by 95% of the nation's newspapers in his campaign for reelection, nor is Dewey being supported by any such majority. \* \* \*

"Those who have attacked the press in the last decade charge a conspiracy against Roosevelt and say more and more newspapers have gone progressively against him editorially.

"A comparison of Editor & Publisher surveys of newspaper attitudes in the last four presidential campaigns exhibit a remarkable consistency in the number supporting Democratic or Republican candidates.\* \* \*

"The survey indicates that far more newspapers are undecided, or wish to remain neutral, than in previous campaigns. Perhaps because of the important issues involved in the contest these newspapers are taking time for serious study for a decision to be announced later.

"We do not believe these later announcements will seriously affect the percentages in favor of either candidate. Most of the metropolitan newspapers with the largest circulations are already included in the survey. For that reason the figures might be weighted slightly in the Dewey column. The newspapers that did not respond to our questionnaire are mostly in the small daily classification and it is unlikely that they seriously would alter the final figures.

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## WPB RADIO COMMUNICATIONS PRIORITIES RULES REVISED

Provisions for securing priorities assistance in radio communication, broadcasting, commercial recording and public address systems for maintenance, repair and operating have been transferred from War Production Board Preference Rating Order P-133 to Controlled Materials Plan Regulation 5, and Direction 23 to CMP Regulation 5, WPB announced Tuesday. Simultaneously Order P-133 was revoked.

In order to insure the adequacy of our foreign communications, United States international point-to-point radio communication companies may now secure special maintenance, repair and operating assistance under CMP Regulation 5, Direction 23. International point-to-point communication companies are defined by WPB as those owning stations licensed by the Federal Communications Commission to handle international communications, including code, voice and pictorial matter, WPB Radio and Radar Division officials explained.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities formerly in P-133, will be continued under CMP-5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communication demands, especially of the Army and the Office of War Information, in providing services as new territories are occupied or liberated, WPB officials pointed out.

Specifically, Direction 23 authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services, or to provide whatever new or modified services may be necessary to render services by or for the United States Army, Navy or Governmental Agency, or any foreign agency. Limitations as to the cost of materials used in any one such project have been increased from \$1,500 to \$2,500. Prohibitions of CMP-5 against securing maintenance, repair and operating supplies for export, and the rules of Conservation Order L-41 requiring construction authorization, do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations, previously covered by P-133, were revised, officials said.

Under P-133, radio station was not permitted to use the MRO rating for securing new capital equipment. Interpretation No. 1 to P-133 specifically pointed out that the rating could not be used for capital replacements or additions, such as amplifiers, turntables, microphones, etc. Under CMP Regulation 5, however, stations will be able to use their MRO rating for the purchase of new equipment of this kind, whether for replacement or as additional equipment, so long as the total value of the new equipment for any one complete capital addition does not exceed \$500, Radio and Radar Division officials said.

Another provision of P-133 limited stations to one new and one rebuilt spare tube per socket, whereas the new regulation does not place any specific limit on the number of such spare tubes that may be kept on hand.

Heretofore under P-133 no limit was placed on the amount of money that was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter the total amount that may be spent for MRO under CMP-5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942; except that if present expenditures do not exceed \$5,000 a year, the purchases do not have to be based on 1942 purchases. It was pointed out, however, that if this limitation works any hardship on a station, an appeal for increased MRO quota may be filed under CMP-5.

It was made clear that this ruling does not legalize MRO ratings that have been illegally extended in the past, but does allow the station owner considerably more freedom to acquire additional material and equipment.

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#### OMITS PEARSON LETTER DESPITE WINCHELL RADIO NEEDLING

Drew Pearson, columnist and radio commentator, and the Washington Post clashed this week resulting in the paper omitting to print a column about John Foster Dulles in spite of the fact that Walter Winchell over the Blue Network urged readers to demand that it be printed.

The Post said:

"Drew Pearson wrote a column for publication on Tuesday, September 26, about John Foster Dulles, which The Post, in the best judgment of its editors, deemed a personal attack, unfair on the face of it.

"The Post did not print this column.

"For the same reason The Post has occasionally omitted parts or all of Mr. Pearson's column, in the past. Leaders in both political parties have been involved.

"On Sunday night, September 24, Walter Winchell, a radio commentator, told his audience that Drew Pearson would have a sensational column on Tuesday which, he said, some newspapers would be too timid to print. Substantially he urged that readers protect to newspapers that did not publish this particular Pearson column.

"Responding to this unprecedented form of journalistic pressure, a number of Post readers did call and protest. Whether Mr. Pearson and Mr. Winchell acted in cooperation in this matter is unimportant. It was an effort to dragoon this newspaper, among others.

"As our readers know, of course, Mr. Pearson is not an editor of The Post, nor is he a member of the staff. He therefore has no authority or responsibility on The Post. Needless to say Mr. Winchell has not the slightest influence with the Post.

"The editors of The Post are solely responsible for this newspaper and no outsider is going to dictate its policy."

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## SHERWOOD RESIGNING POINTS TO OWI SHORT-WAVE FEATS

In his letter of resignation as Director of the Overseas Branch of the Office of War Information to give full time to President Roosevelt's campaign, Robert E. Sherwood made the following references to radio:

"It was in July, 1941, that I started the organization of the Foreign Information Service under the Coordinator of Information Col. (now Brig. Gen.) William J. Donovan. Although this nation was then building up its defenses, training an enormous army, there were no preparations being made for psychological warfare. Although the United States had led the world in radio broadcasting, we had done little to develop international broadcasting from this continent. We had only fourteen short-wave transmitters of relatively weak strength for this purpose as compared with the gigantic batteries developed by the Axis powers to fill the world's air waves with their propaganda.

"We established offices in Washington, New York, San Francisco and London. We established means of telling the story of America's war effort to people all over the world, using all the media that existed - press, radio, radio-photo, publications, motion pictures - and devising some new media of our own. \* \* \*

"We control and operate, either exclusively or in cooperation with other agencies of this and Allied nations, more than thirty radio transmitters in the United States and many more in Great Britain and other points throughout the world. We broadcast more than 3400 radio programs a week in more than 50 different languages and dialects.

"Our radio photo network is the first ever established on a global basis. Within a few hours after the first Allied landings in Normandy, our London office was transmitting photographs of that great operation to Moscow, Chungking, Johannesburg, Sydney and numerous other distant points.\* \* \*

"We have well-trained, well-equipped men and women ready for work in all liberated areas. It is their job to help the peoples of these areas to reestablish their own free press and free radio."

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## CROSS OF MUTUAL, NEW BBC PRESS CHIEF

Christopher Cross resigns his post as Assistant Director of Publicity for the Mutual Network on October 15th to accept the position of Public Relations Manager for the British Broadcasting Corporation in North America.

Mr. Cross, who has been at Mutual for 2½ years, is the author in collaboration with Chaplain William Taggart of "My Fighting Congregation", published last year by Doubleday Doran. He will assume his new duties at BBC on October 16th.

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## HOGAN, WQXR, URGES NEWSPAPERS TO DEVELOP FACSIMILE

"Facsimile, which means among other things a printed newspaper or magazine broadcast into your homes by radio complete with news, exclusive articles, fiction, comics and advertising, is ready today for new experimental tests conducted by newspaper publishers, according to John V. L. Hogan, President of WQXR, the New York Times radio station, "Editor and Publisher reports.

"He declared that he was 'anxious to see facsimile developed cooperatively by newspapers, rather than in competition with them.'

"Revolutionary changes have occurred in facsimile techniques during the war, including recent new improvement patents, Mr. Hogan said. He forecast that within three years after peace is declared, home facsimile receiving sets will achieve a circulation in New York of at least 750,000. That amounts to 25% of the radio sets now installed in that city.

"Mr. Hogan said, 'I am convinced that newspapers and magazines are best able to plan the home facsimile program. Their long experience in selection of the printed word, their expert knowledge of all the editorial functions including the high value of exclusivity makes it imperative that the development of this new medium should flow from them. Facsimile should not and need not be introduced as a competitor to the press.' \* \* \*

"Within five years facsimile will be using more hours over transmission facilities than television', Mr. Hogan predicted, quickly adding: 'That doesn't mean that facsimile is in competition with television.'

"Besides home use there are many other demands on facsimile Mr. Hogan pointed out, such as in railroading, in police work, forestry, the transmission of weather reports, and the relaying of engineering drawings not only between distant points, but also from drafting rooms to production floors of a single plant.

"But home facsimile is much nearer than publishers seem to realize', he continued. 'After their experience with the inauguration of radio broadcasting, which was first attacked as dangerously competitive but is today accepted as a supplementary advertising medium, newspaper publishers should not regard facsimile as competition.'

"As to the costs of installing facsimile, transmitters, that would be dependent upon whether or not a newspaper publisher is already operating a sound broadcasting station. A facsimile unit, for instance, Mr. Hogan said, could be added to an FM station operated by a newspaper at a cost between \$5,000 and \$10,000, or he could spend as high as \$25,000. From the ground up, both sound and facsimile would cost approximately \$100,000."

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Pointing to the fact that in 1940 the Crossley poll, as published in the Washington Star, using the same method as in polling radio audiences, had forecast the presidential election within 2% correct, the Star states that it will again use the Crossley poll this election.

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"FM" Has Three Meanings

The letters "FM" have come to have three distinct and different meanings. Confusion between these definitions sometimes leads to sharp arguments among engineers. There are: 1. the bare phenomenon of modulation by frequency changes in a carrier. 2. An improved technical system, like Armstrong FM, with its limiters, etc. 3. The present complete broadcast service at 42 to 50 mc with its advantages of spectrum position, freedom from interference, high fidelity, choice musical programs, etc. When the engineer talks about FM, he usually means Nos. 1 or 2. When a listener uses the letters, he is usually referring to the complete present-day service whose manifest merits may be only part attributable to the other technical qualities of FM.

- (O. H. Caldwell, Editor, Electronic Industries)

Kids The Commercials

"And for giving up their regular time, Senator Smudge and this broadcasting company wish to thank Joe's wife, the Swing Quartet, Kiddies' Corner, the Zifties Hour, the Central Philharmonic, Quiz or Bizz, the Tune Parade, and Music for Sleeping."

- (Saturday Evening Post)

Dewey Began To Master Radio Back In 1937

In his campaign for District Attorney, Dewey was to demonstrate his strong and persuasive abilities as a speaker over the radio. He took much pains with the radio, rehearsing, listening to advice, and playing recordings back to himself. It was over the radio, on the evening of October 24, 1937, that Dewey unlimbered his big guns.

- (From the new book "Dewey" by Stanley Walker, McGraw-Hill Book Co., Inc., New York.)

Second Reprint Of Sylvania Hints

Requests actually figured in the thousands for Sylvania Hints and we are now in our second printing of the booklets.

If you didn't receive your copies of Radio Circuit Hints, Radio Tube Hints and Radio Equipment Hints, mail your request now for these three helpful little booklets.

A breakdown of the figures for the first three months of this year shows 79.9 percent of the booklets went to dealers and servicemen, and the second largest figure of 10.8 percent went to the armed forces. The rest of the booklets went to the following groups: foreign, 2.9 per cent; government .4 percent; schools and colleges 1.7 percent and employees of radio manufacturing concerns 2.6 percent.

- (Sylvania News, Emporium, Penna.)

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## CLEVELAND ALLOWED TO TRY OUT 2-WAY RADIO TAXI DIRECTION

The Federal Communications Commission Tuesday, September 26th, granted the application of Yellow Cab Company of Cleveland, Inc., for special temporary authority for a period not to exceed three months, to operate one portable station at a fixed location in the vicinity of Cleveland, Ohio, and two portable-mobile stations on taxicabs. Two-way radio communication system will be utilized for the purpose of collecting information regarding the application and usefulness of such a system in the practical operation of a taxicab business.

The stations will operate on the experimental frequency 118650 kilocycles with power of 15 watts and special emission for frequency modulation (telephony). The portable station will employ a Motorola Type FSRT-15-B transmitter, and the portable-mobile stations will consist of two Motorola Type FMRT-15-B transmitters to be installed on taxicabs.

The operational data collected by the applicant will be presented to the Commission at the frequency allocation hearings.

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## BROADCAST ACTIONS BY THE FCC

WSBC, Granted consent to voluntary assignment of license of Station WSBC, Chicago, Illinois, from Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman, to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, co-partners for a consideration of \$100,000; Herman Anderson and Robert Franklin, Tulare, Calif., designated for hearing application for construction permit for a new standard broadcast station to operate on 1240 kilocycles, 250 watts, unlimited time; Rev. Sam Morris, San Antonio, Texas, adopted Order denying petition filed by Rev. Sam Morris, for reconsideration and rehearing of the order of the Commission dated Sept. 19, 1944, denying his motions to amend and enlarge the issues in the hearings on KGKO, WBAP, and WFAA renewal of licenses, and to require the above licensees to file statements concerning the operation of their stations.

Philco Radio and Television Corp., Portable - Metropolitan area of New York City, granted construction permit for new experimental television relay broadcast station to operate on Channels 11 and 12 (204,000 to 216,000 kc., esp. clause), power 15 watts; to be used in connection with research and programming of commercial television station WPTZ and in transmission of programs via radio link circuits from Philadelphia to New York, New York to Philadelphia and/or other cities.

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Among the choicest pre-election offerings is President Roosevelt's urging that electricity be carried to about 7,000,000 farms and rural homes which have not yet received these facilities under the REA program and which would bring radio where they are not already receiving it via storage battery.

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 Manpower difficulties in communication wire production show signs of easing, Paul V. McNutt, Chairman of the War Manpower Commission, said last week. Developments over the last six weeks have been encouraging, according to Mr. McNutt. Production, measured by miles of wire, has gone up five per cent, in sharp contrast to the six percent deficit for July.

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 Increasing tightness in the supply of tungsten and nickel for incandescent and fluorescent lamp manufacture was reported by War Production Board officials at a recent meeting of the Incandescent and Fluorescent Lamp Manufacturers Industry Advisory Committee, WPB said today (Wednesday).

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 Total communication and electronic equipment output, reported by the War Production Board, for July declined eight per cent and was six per cent short of the first-of-month schedule. In August the situation was better: seven per cent above July, three per cent short of schedule. Field wire, a critical item, showed a large deficit in July, because the Independence Day holiday cut into production, and also because facilities were currently undergoing expansion to provide a new type of insulation. The lag was reversed in August, with ASF miscellaneous communication equipment jumping five per cent ahead of schedule and seven per cent above the July level.

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 Use of Form WPB-547 (formerly PD-1-X) for the assignment of preference ratings on dry cell batteries will be discontinued October 1, 1944, thereby eliminating a large amount of paper work, the War Production Board said today (Wednesday).

This applies to all types of dry cell batteries used by civilians: No. 6, flashlight, railroad lantern, and radio batteries.

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 Production of "B" hearing aid batteries will again be authorized on an industry-wide basis, the War Production Board said today (Wednesday).

Distribution controls, which were established by Direction 2 to Limitation Order L-71 on August 10, 1944, will expire October 1, 1944, and will not be renewed.

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 Gordon G. Vanderwarker, Manager of the Blue Network Political Sales Department, has been appointed assistant to C. P. Jaeger, National Sales Manager of the Network.

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