

# HEINL RADIO BUSINESS LETTER

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FRANK E. KULLER

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February 7, 1945

## LOUIS RUPPEL SHAKES UP CHICAGO; BOAKE CARTER A MYSTIC?

Louis Ruppel, former Director of Press Information of the Columbia Broadcasting System, back in his old newspaper field and now Editor of the Chicago Herald-American, is attracting national attention and causing plenty of headaches to local competitors by his journalistic bull's-eyes.

Before going into the radio business, Mr. Ruppel made a great reputation for himself by running up the circulation of the Chicago Times in four years from 32nd to 12th in circulation of all the dailies in the United States and 6th of all the evening papers. After leaving CBS, Mr. Ruppel was an executive in the Crowell-Collier Publishing Company and later served in the U. S. Marines.

Ruppel got into his stride on the Herald-American a few weeks ago with a sensational expose "What's the Matter with Chicago?"- how the city should be cleaned up for postwar.

"If ever a needed bombshell was shot into Chicago that was it", a reader remarked. "This fearless showing up of civic conditions made the Chicago Herald-American the talk of the town."

Of immediate interest to the broadcasting world and its vast audience was an amazing series which Ruppel ran recently, "The Mystic Life of Boske Carter". Carter, according to these articles written by Robey Parks, became a convert to a weird religion to which he gave himself body and soul and was said to have died in comparative poverty. It is impossible to repeat the entire story because of lack of space, but the following will give some idea.

"Nestled in the shade of dignified oaks in Norwalk, Conn., is an arresting sign which strikes an incongruous note", Mr. Parks writes. "It announces that here is one of the American offices of the Society of The Bible in the Hands of Its Creators, Inc., and that Moses Guibbory is its president. It says the organization also has an office on Samuel the Prophet Street in the City of Jerusalem.

"What it fails to explain is that the handsome estate once was the home of the late Boake Carter, noted columnist, commentator, engineer, globe-trotter and Christian convert to 'biblical' Judaism.

"Nor does it disclose the tortures Carter suffered, the ill-starred loves, intrigue and tragedy he encountered in his quest for answers to the eternal riddles of creation and immortality.

"Nearly a year before his death last November 16th, Boake moved out of the luxurious house and occupied a three-room servants' suite above his garage on the opposite side of the road.

"This was done a few months after he brought Guibbory to America from Palestine, where for years he had labored in a cave at Jerusalem to pry biblical secrets from ancient Hebrew scripts.

"Guibbory remained in the big house to pursue his research and meditations, as did Carter's second wife, the former Dorothy Rasmussen, who had adopted the Hebrew name Bathyah."

Mr. Carter, it is related, became treasurer of the Bible Society after having sent over \$40,000 to Jerusalem. Guibbory's wife and children did not come to this country with him. One of the visitors to Norwalk residence, the article stated, was Meline Snead, widow of the chief pilot of TWA Airlines. Her husband had been one of Carter's long-time friends.

"After Hal Snead's death", Mr. Parks writes, "his widow continued a long-distance correspondence with Boake from her home in Hollywood. His letters became romantic, then passionate love notes. She recalls:

"When he proposed, I went east to become his wife. I found Boake still living with his second wife. He explained that his new belief countenanced polygamy. Of course, I could not accept it."

Mrs. Snead later became Carter's secretary.

"Boake confided to friends he had obtained a Mexican divorce from Dorothy Rasmussen", the Herald-American writer continued. "She substantiates that fact, although declining to disclose the time or place of its granting.

"Then appeared in Boake's humble quarters as his bride, Miss Paula Nicoll, whom he addressed by the Hebrew name P'Nina (Pearl). She had been traffic manager of the Mutual Network where the commentator met her during his broadcasts.

"His secretary said Boake, British born, who became an American citizen, adopted the Hebrew name Har Ephraim, the Har being a contraction of his real given name Harold, and Ephraim representing one of the lost tribes of Israel, from whence he believed his ancestors sprang.

"Years of grappling with the mysteries of existence, and his esoteric affiliation with Moses Guibbory, the bearded hermit from Jerusalem, convinced Boake Carter he possessed prophetic powers.

"He alluded frequently to his divine mission on earth. In the late years before his strange death last November 16, he told of beholding visions, and took great care to record them, seeking to interpret them.

"What happened to Boake Carter's fortune?

"That question confronts courts, the widow and two ex-wives of the famed columnist and commentator who died mysteriously Nov. 16.

"The Man with the Magic Voice earned more than half a million dollars during five peak years of his spectacular career.

"His income exceeded \$200,000 a year in 1938 and 1939, before he abandoned his first wife and children to probe the mysteries of life.

"Yet he died virtually penniless. An inventory of his estate lists assets of only \$5,000. He left no will.

"Attorneys for Paula Nicoll (P'Nina) Carter, his third spouse, filed in her behalf a claim to the pitiful estate.

"Mrs. Olive Richter Carter, mother of Boake's two children, is contesting that claim, questioning the legality of Paula's marriage.

"Supporting the third wife in the strange battle is Dorothy Rasmussen (Bathyah) Carter, the commentator's second wife.

"Behind these two women stands Moses Guibbory, bearded prophet from Jerusalem's caves, who wielded a compelling influence over Carter in the latter years of his life.

"Paula and Dorothy are converts to Guibbory's new translation of the ancient biblical scripts, as was the columnist. Both work in the New York office from which the prophet issues his pronouncements and directs his followers.

"Before Guibbory came to the United States in 1943, the columnist sent large sums to Jerusalem, where the prophet purchased a fine home for his wife and three children on venerable Samuel the Prophet Street."

The series, profusely illustrated, began in the Chicago Herald-American Tuesday, January 23rd, and ran for five days as a sensational front page feature.

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LAIR, OF LAIR, KY., NEW ALL-AMERICAN CABLE & RADIO V-P

Communications companies have been honoring Kentucky lately. Furthermore, they seem to be selecting men who bear the names of the towns in which they were born. The latest is John W. Lair, of Lair, Ky., who has just been elected Vice-President and Comptroller of American Cable & Radio Corporation. A few weeks ago Sidney M. Robards, of Robards, Ky., was appointed new RCA Information Department Manager.

This should give these gentlemen preferred position with Chairman Paul Porter of the Federal Communications Commission, who though born in Missouri, went to Kentucky at an early age and is mistaken by most everyone for a Kentuckian. Nothing in the biographies of these three gentlemen say anything about their being colonels but that, of course, is a natural heritage.

Mr. Lair, who has been with the I. T. & T. System for the past 14 years, was formerly Vice-President and Comptroller of All America Corporation and Commercial Mackay Corporation.

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ARMY USES SILICA GEL IN PACKING COMMUNICATIONS EQUIPMENT

Methods of packaging developed by the Army Signal Corps in recent months not only get delicate communications equipment to overseas destinations in good condition but save many thousands of man-hours in results chiefly from a desiccant (drying agent) called silica gel, which enables packaged items to resist moisture even in the most humid and rain-drenched areas of the tropics.

The gel has the appearance of crushed or granulated quartz. It is so porous that a cubic inch has more than 50,000 square feet of absorbing surface; it can take up and hold approximately half of its own weight in water without swelling, caking, or becoming appreciably wet to the touch.

Silica gel has become standard in specifications for packaging Signal Corps equipment for overseas shipment in the case of the majority of components and end items. In packaging any given item, one or more bags of the desiccant are inclosed with it. They are placed within a moistureproof sealed wrapping made of plastic or a laminated wrapping composed of paper, metal foil and plastic. The bags range in size from 5 grams to 5 pounds each and for the majority of uses they are made of cotton cloth, although some are of tough paper construction.

An interesting feature of the use of this desiccant is the indicator card which can be inserted into any package to "report" the condition of equipment protected with silica gel. The indicator consists of a small quantity of the gel, treated with cobalt chloride, contained in a manila envelope provided with an acetate window. It takes on a deep blue color when fully activated, but the absorption of moisture changes the color to violet and then to pink. When the maximum amount of water has been absorbed, the indicator shows flesh color.

It is evident that the packaging of Signal Corps equipment in a waterproof and vaporproof package, with a desiccant included, is an expensive and time-consuming operation, but it is much to be preferred to previous methods of preservation, which required dipping components and end items in heavy oils and waxes. The removal of the coatings and the reassembly, frequently done under battle conditions, was awkward and even dangerous. Silica gel makes these operations, both at home and in the field, unnecessary.

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NEWLY FORMED WPB RADIO TUBE GROUP URGES 48 HOUR WEEK

A Radio Tube Task Committee has been created to advise on methods for increasing production of radio receiving tubes, the War Production Board announced last week. Requirements for 1945 are about 25 per cent higher than the 12,000,000 a month required in 1944, according to WPB.

The members of the new WPB Task Committee are Peter G. Noll of the International Union of United Automobile Workers of America (A.F.L.) and Elmer Chamberlain, Charles A. Rackliffe, Alfred Stern, and Frances Saylor of the United Electrical, Radio and Machine Workers of America (C.I.O.)

At the first meeting of the Committee, Harold Sharpe, Assistant Director of the Radio and Radar Division of WPB, and Major William A. Gray, Chief of the Tube Section of the Radio and Radar Division, outlined future production requirements. The WPB officials reported that the Army and Navy are doing all they can to place orders promptly as an aid to facilitating increased production this year. The Committee expressed the view that existing manufacturing facilities, if fully utilized, are sufficient to increase production to the extent required, in spite of the fact that the lower schedules for 1944 are not quite met.

The Committee discussed difficulties which exist in the various tube plants and offered suggestions for further consideration by the Committee and WPB. One of the suggestions advanced by the Committee was that the work week for each worker be kept to a minimum of 48 hours.

The Committee declared that the basic difficulty in tube production is turnover in the plants. In the opinion of the labor representatives, this difficulty cannot be overcome as long as the wages remain low. The hiring rate is 50 cents an hour and the maximum pay is about 73 cents, the Committee pointed out.

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MANY ASK TO BE HEARD ON PROPOSED FCC ALLOCATIONS

Although they still have two weeks time in which to file (deadline February 28th) the following have already made requests for oral argument on the proposed FCC allocations recommendations, in the hearings which will begin Wednesday, February 28th:

Radio Corporation of America, National Broadcasting Co., R.C.A. Communications, Inc., Association of American Railroads, Yankee Network, Allen B. DuMont Laboratories, Inc., Television Broadcasters Assn., American Telephone & Telegraph Co., The Journal Co. (Milwaukee Journal) by Walter Damm; FM Broadcasters, Inc., Chicago, Rock Island & Pacific Railroad; Lorain City Radio Corp., Columbus, Ohio; Cowles Broadcasting Co., American Trucking Assn., Inc., Washington, D. C., Edison Electric Institute, New York; Assn. of Edison

Illuminating Companies, New York; Radio Technical Planning Board; Wabash Telephone Co., Tri-County Telephone Co., Etc.; National Association of Motor Bus Operators; National Association of Broadcasters; Forestry Conservation of Wisconsin; National Association of Taxicab Owners; Aireon Manufacturing Co.

Also, Interstate Broadcasting Co., Inc., Eastern States Police Radio League, U. S. Independent Telephone Association; Aircraft Accessories Corporation, Subscription Radio Inc., (Wiener); Aeronautical Radio, Inc., American Surgical Trade Association; American Radio Relay League; American Transit Association (RTPB) Westinghouse Electric International Co. (RTPB), Columbia Broadcasting System and U. S. Office of Education.

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### GENE McDONALD ON WARPATH TO BLOCK FCC FM SHIFT

With a resounding war-whoop, Gene McDonald, President of the Zenith Radio Corporation, has joined the fight on the new allocation of FM radio frequencies recommended by the Federal Communications Commission.

Commander McDonald asserted that the engineers of General Electric, Stromberg-Carlson, and Zenith - whose companies have had the longest and widest experience in manufacturing FM receivers for the public - feel that it is a mistake to move the FM frequencies. "Major E. H. Armstrong, the inventor of FM, has told us that the present FM range is satisfactory from an interference standpoint", he declared. "This statement was read over long distance telephone to Dr. W. R. G. Baker, Vice President of General Electric; Dr. Ray Manson, Vice President and General Manager of Stromberg-Carlson; and Major Armstrong. The paragraph quoting them has their approval."

"If Zenith felt that there was any serious danger of interference in the present frequencies, we would be the first to urge that FM, and television as well, be moved to the higher frequencies", he said.

Commander McDonald proposed a moderate change in FM frequencies that should, he said, make everybody happy.

"Why not start FM at 46 megacycles, and extend the band upward to 70? This will overlap the present band enough to make room for all existing FM stations, plus a considerable number to be built after the war, and will prevent complete obsolescence of FM receivers now in the hands of the public. It will also give FM the additional space it needs.

"Even though FM has superior tone quality and freedom from static, FM stations can be put up by newspapers and others", he said, "and operated at lower cost than standard broadcast stations. There will be room in the FM frequency band for thousands of stations, as

compared with only 924 AM broadcast stations now in service. FM will also increase competition for the present broadcasting interests, whose near monopoly would be weakened by FM."

Commander McDonald predicted that five hundred thousand radio sets, of the latest and most expensive models owned by the public, would be made useless for receiving FM if the new allocation of radio frequencies becomes effective. Moreover, he warned that the adoption of this change would delay post-war expansion of FM broadcasting so much that it would cost thousands of workers their jobs and be a severe blow to post-war employment.

"These new sets cost their owners more than fifty million dollars", said Commander McDonald. "Among them are the finest radio receivers the industry has ever built. These radios were purchased at a higher price because they would receive FM. If this change goes through, they will become utterly worthless to their owners so far as their FM function is concerned, since it will be impractical for servicemen to rebuild them in the field to fit the new frequencies.

"There are forty-seven FM stations broadcasting today, and about 250 applications for new station licenses pending. Advertisers are ready to sponsor FM as soon as construction of new transmitters and new receivers can begin. The basic experimental work is done; FM is all set and ready to go."

However, Mr. McDonald asserted, the suggested FC change would cancel out most of the radio industry's experience in FM, wipe out the already existing nucleus of listeners necessary for commercial broadcasting, and delay FM's expansion by at least one year, probably longer.

"We can build the new receivers all right", he said, "because of our experience in war work, but the industry has no transmitting tubes that would be suitable for broadcasting FM on the proposed frequencies. Consequently we would have to mark time on the new FM sets until new transmitters were designed and constructed, and even then we would be starting from just where FM stood in 1940. This would mean lost jobs for thousands of workers who otherwise could shift from war work to civilian production with little or no loss of time."

He said that the only argument advanced for moving FM is that if left in the present band, stations might be subject to and cause some interference. "Yet it is proposed that television, which is far more subject to interference than FM, be left in this portion of the spectrum, and that thirty existing FM channels be sacrificed to make room for just one additional television channel", Mr. McDonald concluded. "There are fewer than 10,000 television receivers in operation in the United States, as compared with the 500,000 FM receivers owned by the public that would be made obsolete by the change."

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FULL SPEED AHEAD ORDER GIVEN TO FT. INDUSTRY EXECS.

Selecting Cincinnati as the most central point, top executives in The Fort Industry Company, operators of the fast growing network composed of WWVA, Wheeling, West Virginia, WHIZ, Zanesville, Ohio, WAGA, Atlanta, Georgia, WMMN, Fairmont, West Virginia, WSPD, Toledo, Ohio, WLOK, Lima, Ohio and WFTL, Miami, Florida, assembled for a two day conference.

Commander George B. Storer, USNR, President of the company, attended the session, but J. Harold Ryan, President of the National Association of Broadcasters and Vice-President of The Fort Industry, was unable to make the trip to Cincinnati on account of the Broadcasters' district meetings. Commander Storer gave the conference the benefit of his ideas on more progressive ways of handling commercials and outlined future program policies. He emphasized the public service angle declaring that this should come before anything else.

Harry A. Steenerson reported that business of the company for the fiscal year would probably run considerably ahead of the national average.

The sessions were held in the Netherlands-Plaza and George W. Smith, Executive Vice-President of the company and Managing Director of WWVA, presided. He reported on the past year's operations and outlined future plans. E. Y. Flanigan, Managing Director of WSPD, discussed sales and Charles A. Smithgall, of WAGA, spoke on audience promotion.

Jean McDonnell acted as secretary of the meeting which was attended by the following Fort Industry Managing Directors:

Stanton P. Kettler, WMMN, Fairmont, W. Va.; Ralph G. Elvin, WLOK, Lima, O.; Allen Haid, WHIZ, Zanesville, O., and Robert Venn, WFTL, Miami, Fla.

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BRAG MOVES UP TO RCA DEPARTMENT OF INFORMATION

E. L. Bragdon, formerly Trade News Editor of the National Broadcasting Company, has joined the staff of the Department of Information of Radio Corporation of America.

Before becoming associated with NBC in 1942, "Brag", the name he is so well known by in the industry, was Radio Editor of the New York Sun, a position he had held since 1923. A native of Westbrook, Maine, he was graduated as an electrical engineer from Worcester (Mass.) Polytechnic Institute. He is the author of the "Radio Amateur's Handbook".

Orrin E. Dunlap, Jr., Director of RCA's publicity and advertising, was for many years Radio Editor of the New York Times. Thus the Radio Corporation has secured the services of two of the best radio editors in the country.

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FDR WAS EASY; PETRILLO NOW TAKES ON CONGRESS

After telling the President of the United States where to get off, James C. Petrillo now snaps his fingers at Congress. Jack Gould, with his usual enterprise, has an exclusive story in the New York Times today (Wednesday) that Petrillo has placed the National Music Camp at Interlochen, Michigan, on the "unfair list" of the American Federation of Musicians. It means that though the bill Senator Vandenberg (R), of Michigan, is putting through Congress to restore the music camps to the air despite Petrillo's edict, the camp may find itself without a faculty. Futhermore, if under those conditions the high school were still able to put on a concert, the networks or any station which broadcast it, might lose the services of musicians on all programs.

If Dr. Joseph E. Maddy, Professor of Music at the University of Michigan, who is head of the camp, or other members of the faculty should attempt to work at the school, they face immediate union suspension, which would prevent them from accepting commercial employment of any sort. Many teachers at the school, which operates only during two Summer months, depend on such engagements during the rest of the year for the bulk of their annual income.

The Washington reaction to Petrillo's latest move - one of the boldest he has yet made - is that he had better watch his step. Indicative of the fact that he is not too popular on the Hill is the fact that the Vandenberg bill, aimed directly at Petrillo and the latter's keeping the Interlochen music students off the air for two years, passed the Senate without a single dissenting vote. The bill is now in the House awaiting action and it will be interesting to follow Petrillo's latest edict to see what the vote will be there. The Vandenberg bill would outlaw any interference or conspiracy to interfere with broadcasting of non-commercial educational or cultural programs by educational institutions. Representative Dondero (R), of Michigan, had previously introduced a similar bill in the House.

Disclosure of the union's move took the form of a one-paragraph letter sent to the heads of the four national radio networks, merely informing them that the Interlochen school had been placed on the "unfair list" by action of the Federation's International Executive Board.

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BLUE NET GAILMOR EMBROILMENT REACHES WASHINGTON

The controversy over the Blue Network's commentator, William Gailmor was brought to the attention of the House with the introduction into the Congressional Record by Representative Roy O. Woodruff (R), of Michigan, of an article by John T. Flynn, attacking the commentator.

Earlier in the week, Variety went to the bat for Chester J. LaRoche, Vice-Chairman of the Blue, as follows:

"When the Blue Network announced it would retain the William Gailmor news commentary program, heard nightly on WJZ, N.Y., it took a positive and commendable stand on several vital issues. Mainly, the statement by Chester J. LaRoche, the web's vice chairman, upholds the principle of free speech in radio. For here is no mere lip service to one of the basic Freedoms, but a concrete avowal by one of the major networks that could serve well as a pattern for all radio to follow.

"In the face of terrific pressure sparked by vehement attacks by Westbrook Pegler, Hearst columnist, and the New York World-Telegram, on the personal life and political beliefs of Gailmor and his sponsor, Samuel J. Novick (Electronic Corp. of America), the Blue network let nothing swerve it from a fair and unbiased consideration of all the facts. It investigated Gailmor, who was accused of having pro-Communist leanings, and his sponsor, who was charged with buying radio time to advance his own political philosophy. And in an enlightened and fair appraisal of the charges, LaRoche succinctly branded the name-calling by acknowledging that: 'Communism is an easy label to apply to a political liberal with whom you disagree.' By judging Gailmor solely on the texts of his broadcasts, the Blue found the charges against his political philosophy unjustified.

"Pegler further accused Gailmor of being morally unfit to be a news commentator in the light of evidence that he had once stolen several automobiles while suffering from a compulsion neurosis, from which he has since completely recovered. And here, again, the Blue accepted scientific proof that these were the irresponsible acts of a sick man and therefore bore no criminal tinge. LaRoche's statement takes on an added significance at a time when this particular type of mental sickness confronts America on a large scale. Gailmor has done much to erase the stigma attached to people who have undergone such treatment. And the Blue, in proving that the stigma would not prevent Gailmor from being able to hold a job, has set a fine example. For if all industry similarly accepts this fact when the thousands of mentally-frayed GIs, once more rehabilitated, come to them for jobs, it'll be a big step toward solving one of the postwar problems.

"In giving Gailmor a clean slate, the Blue has advocated freedom of speech. Radio, having only a franchise on the 'air', may not always fare so well in maintaining this Freedom. It lies within the hands of the public to guard this right zealously."

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WPB URGES GREATLY INCREASED RADIO TUBE PRODUCTION

The necessity of increasing future production of radio receiving tubes by more than 3,000,000 tubes a month to meet military requirements was presented to members of the Receiving Tube Scheduling Industry Advisory Committee at a recent meeting with representatives of the Army, Navy and War Production Board, officials of the Radio and Radar Division of WPB said yesterday (Tuesday). Committee members expressed their belief that, upon completion of certain facility expansions, their schedules could be stepped up to take care of the increased military requirements when authorized.

Military demands were reported as still increasing as a result of emergency programs, battle losses and additional requirements from electronic equipment manufacturers, thus reducing the availability of replacement tubes for home receivers.

Requirements for military-type receiving tubes during the first quarter of 1945 are approximately 2,500,000 tubes more than the actual production for military use during the last quarter of 1944. This has made it necessary for the tube manufacturers to convert more labor and equipment to the military types and further reduce the number of tubes for civilian use. It is anticipated that in July or August, after the industry has completed its expansion program and after all military needs are scheduled for production, more civilian tubes may be available than there are at present.

Army and Navy officers thanked the industry group for the excellent production job in 1944 and expressed their appreciation for the close cooperation of the tube manufacturers.

A WPB representative reviewed with the Committee the critical types of receiving tubes and the members agreed that an all-out effort will be made to schedule and produce these items as they are required by the Army and Navy. It was also announced that unfilled orders for forty types of receiving tubes will be frozen at the factories as of February 1. Shipments to customers are to be authorized and directed by WPB. When these types become less critical at a later date, restrictions will be relaxed, it was said.

The Army, Navy and WPB representatives reviewed a list of 60 types of receiving tubes for which there is a small demand and which the industry could not fit into its production schedules due to the need for tubes for which there is a larger military demand. Forty-one of these types of tubes were declared obsolete for the duration, a WPB official said.

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Purchase of an eleven story building on East 106th Street, New York, for the exclusive use of the television industry was announced recently, according to Television Broadcasters' Association News Letter, by Saul Lautenberg and E. S. Wolfson, President and Vice-President of the Diesel Electric Company.

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HOUSE COMMITTEE RECOMMENDS \$5,005,400 FOR FCC

The House Appropriations Committee has recommended a total budget of \$5,005,400 - \$201,600 under the Budget Bureau's recommendation, and \$495,072 under the current appropriation. The Budget Bureau recommended a cut of \$1,761,143 in national defense spending for the FCC, which was accepted by the Committee, while the Committee pared down the Budget Bureau's recommendation for the regular Commission duties but provides \$2,544,000 for salaries and expenses. This is \$449,900 better than was appropriated for the same purpose in the current year.

Commissioner E. K. Jett, in testifying before the House Committee January 19th (made public yesterday, February 6th) defended the FM reallocation recommendations saying the reason that the existing band is not good from an engineering standpoint is because with reference to wave propagation, considerable sky-wave interference has been observed. He said that no doubt the industry might have some protests.

"Why?" Representative Hendricks asked.

"Manufacturers are all tooled up and their designs are laid out", Mr. Jett replied, "and they are ready to go ahead in great volume on the existing band and they feel that this change is going to delay FM. We have had conversations with the manufacturers, and they say it may delay the development six months. But since manpower and materials are not available today, we feel that this is an excellent opportunity to cause this change. Six months' delay should not make much difference because the service cannot go ahead anyway at this time.

"If we followed the recommendations of the FM group - they admitted the 40 channels now assigned are insufficient - and if we followed their recommendation and went up to 56 or 57 megacycles, then all of these 500,000 receivers would be capable of receiving only half of the FM channels. We do not think that would be a good thing, that is, to leave the public with receivers that could only get some stations in a given community. So we do not believe their argument is good on that score. At least I do not believe it."

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PEGLER-SINATRA BOUT SUGGESTED

In his broadcast last Sunday night, Drew Pearson on the Blue, replying to charges made by Westbrook Pegler, suggested that Peg and Frank Sinatra hire Madison Square Garden and fight out their differences publicly for the benefit of the Red Cross.

The controversy started some little time ago by Mr. Pearson in a broadcast alleging that on election night, Sinatra had called at Pegler's room at the Waldorf to take a punch at him for opposing his friend Mr. Roosevelt.

"This was an absolute fake", Pegler retorted. "Sinatra undoubtedly did get tight but he never came near my quarters."

Mr. Pearson last Sunday night declared that the reason Sinatra did not visit Pegler was simply because he could not find the room and that Sinatra wound up by beating up and taking out on a pillow in his own room what he would like to have done to Pegler.

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#### FCC RETURNS FROM ARMY COMMUNICATIONS INSPECTION TRIP

The five members of the Federal Communications Commission have returned to Washington after a week's inspection trip (via airplane) of Army communications bases. They visited Orlando, Pensacola, Dallas and Los Angeles. They were prevented from visiting San Francisco and Dayton on account of weather conditions.

It was said the Commissioners saw many things they had not known before and gained an insight to new developments in the art. Practically everything they saw, it was said further, had some application to civilian communications service.

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#### RADIOBEACONS OPERATED CONTINUOUSLY AS WAR MEASURE

Wartime operations of certain United States radiobeacons on a continuous schedule in both clear weather as well as fog is providing a means of determining the value of such beacons for the guidance of aircraft and thus accumulating experience which will be of value in the future development and operation of the system of marine radiobeacons for maximum utility. Upon the Pacific Coast all United States radiobeacons north of Seattle have been operating on a continuous schedule since 1941, in order that aircraft might benefit from what are essentially marine signals. Recently five stations on the Atlantic Coast have also been placed upon a continuous schedule of operation.

The effect of the new operating schedule has been to simplify the use of the radiobeacons, bearings on stations being obtainable at all times without the necessity of waits which might reach 20 minutes in length. Offsetting this is increased interference between different groups of stations, completely avoided only by the use of direction finder receiving sets having great selectivity. Continuous operation also adds to the operating cost and introduces certain additional servicing difficulties, all of which will necessarily be measured against the demonstrated advantages in any permanent adoption of the practice.

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::: SCISSORS AND PASTE :::  
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Harry Can Still Call Him "Ike" And Get Away With It  
(Eddie Folliard in "Washington Post")

The men who call General Eisenhower "Ike" are, with a very few exceptions, men who always addressed him so - his classmate of West Point days, Lieut. Gen. Omar Bradley (who in turn is called "Brad"); Lieut. Gen. Carl Spaatz ("Tooley"); Lieut. Gen. Jacob L. Devers ("Jake"); Lieut. Gen. George S. Patton ("Georgie"), and Capt. Harry Butcher, USNR, formerly Vice-President of the Columbia Broadcasting System, his aide and a friend of 19 years. Field Marshal Sir Bernard Montgomery, a comrade-in-arms since North African days, also calls him "Ike", and in turn is called "Monty". To nearly everybody else, the supreme commander is "General" or "Sir".

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Worth A Fight  
( "Washington Post" )

Repeated refusals to pay a dollar assessment levied by the A. F. of L.'s Union of Radio Artists led to suspension of Cecil B. DeMille from the union and his consequent disbarment from the Lux Radio Theater of the Air program. In our opinion Mr. DeMille has performed a great public service by refusing to contribute so much as a dollar to fight a proposed open-shop amendment to California law. The merits or demerits of the proposed legislation - which, incidentally, was defeated - are not here an issue. His contention is that an enforced indorsement of the union's campaign against the proposal violated his rights as an individual to take any stand he chose on this issue. A California judge has ruled against him, however, on the ground that in joining the union he agreed to abide by by-laws empowering it to make assessments to fight or support legislation. \* \* \*

We hope, therefore, that Mr. DeMille will remain true to his vow to carry his case to the United States Supreme Court. Even if he has no better luck than in the lower courts, he can at least bring to public attention the need for legal restrictions upon the assessing and collecting activities of trade-union officials.

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Easy Come - Easy Go  
(Leonard Lyons in "Washington Post")

A lady who took a short course in Morse code told David Sarnoff that she had learned the Morse code in only 15 minutes. Sarnoff, who spent years in becoming an expert at this, said, "The trouble with learning it in 15 minutes is that you also forget it in 15 minutes."

Doubts Intelligence, Courage Or Fairness Of DeMille Judge  
(Westbrook Pegler in "Washington Times-Herald")

Cecil B. De Mille, a noted producer of movies and stage plays and a radio performer, has been barred from the air by a decision of Judge Emmet H. Wilson, of the Superior Court of Los Angeles. Wilson upheld an assessment of one dollar levied on all members of the American Federation of Radio Artists for the purpose of opposing a proposed amendment to the California Constitution in the Fall election. De Mille refused to pay the dollar.

The amendment would have forbidden the closed union shop. It was beaten at the polls largely by money collected under compulsion from workers who had to pay varying assessments or forfeit their jobs and livelihood.

The California judge refused to give DeMille an injunction forbidding the union to suspend him. His excuse was the specious decision that money spent to defeat a proposition on the public ballot in a State election was not spent for a political purpose.

Politics is the science and art of Government and the proposal in question would have amended the controlling document of the government of California.

Therefore, I find myself doubting either his intelligence or his moral courage and fairness.

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Fire Dept. Radio Is Wreck Communications Coordinator  
( "Fire Engineering" )

The importance of adequate radio communication in the fire service was strikingly demonstrated on the morning of December 12, 1944, near Washington, D. C., when the "Southern Flyer" and two freight trains crashed near the Highway Bridge on the Virginia side of what is known in the District of Columbia as "no man's land".

The wreck occurred at approximately 7:15 A.M. during a severe snow storm and because of lack of communications at, or near the scene of the wreck, some valuable time was lost in mobilizing emergency forces.

The District of Columbia (Washington) fire alarm headquarters received a call at 7:43 A.M. reporting the wreck and immediately dispatched Deputy Chief Engineer Logan Woolard of the District Fire Department with his driver in a two-way radio equipped car. Lt. V. F. Kilborne, U.S.A., Military Police Detail, Washington Military District, was detailed to accompany the Deputy Chief Engineer. At the same time, Fire Department Rescue Squad No. 1 was also ordered to the scene. This truck is also equipped with two-way radio.

Chief Woolard, and Lieutenant Kilborne, upon arrival, established communications headquarters at the mobile radio unit in the Chief's car. Fire Headquarters held an open wire line to Union Station (Washington) and Military Police Headquarters, and maintained a liaison with Arlington and Alexandria, Va., police, who also had been alerted.

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: : : TRADE NOTES   : : :  
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A new RCA International Division has been formed by the Radio Corporation of America to supervise foreign sales and other activities of the Company and its subsidiaries outside of the United States.

John G. MacKenty, Vice President and General Manager of Radiomarine Corporation of America, who has been associated with the company for 23 years, has been appointed Managing Director of the RCA International Division.

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Instead of buying a station as most newspaper publishers are belatedly endeavoring to do, Kingsley Gillespie of Gillespie Brothers, owners of the Stamford (Conn.) Advocate, have sold WSRR, of Stamford, to the Western Connecticut Broadcasting Company for \$161,000, a pretty good price for a 250 watter.

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Walter F. Cahir, 55 years old, Treasurer of the Federal Telephone and Radio Corporation, died in New York last week. Mr. Cahir joined I. T. & T. in 1920. He served in Puerto Rico, Cuba and Spain. When Federal Telephone and Radio Corporation was formed in 1942, he was transferred to that company and became its Treasurer and Assistant Secretary.

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In a part of a study made by Edward L. Bernays, public relations counsellor, he took the Fortune Survey on the attitudes of the people toward the press and 60% gave newspapers as the primary source of their news. The rest said they could get or did get news without newspapers. One-quarter of these relied chiefly on the radio. The public was divided as to which did the better job of supplying news, newspapers or radio, and 38% voted for newspapers, 39% for radio. Nearly half held that radio was free from prejudice; only 17% backed the newspapers on that point.

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A German DNB dispatch said last week that a Jakob Roeder had been executed in Germany under a people's court sentence for listening to foreign news broadcasts, passing "the news on to foreign workers and trying to depreciate the achievements of the wehrmacht".

Along this same line a cablegram from Japan states that short-wave sets that can take in the United States broadcasts are officially forbidden and anybody found listening secretly is also immediately shot. "But the Japanese are ingenious mechanics", the message adds, "and many thousands manage still to pick up American broadcasts. Surprisingly many Japanese are restive under their iron censorship and thoroughly distrust their own very often incredible communiques."

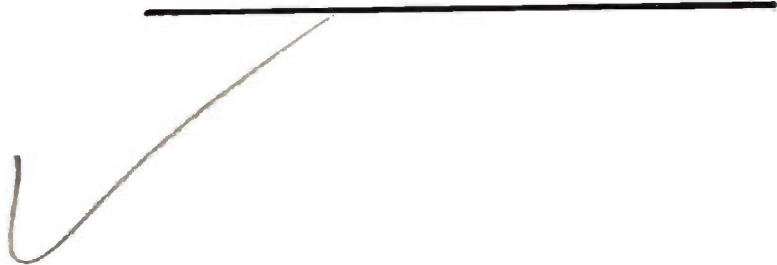
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED  
FEB 15 1945  
FRANK E. MULLEN



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February 14, 1945

DESPITE REBUFFS PETRILLO IS AGAIN ALL OVER THE PLACE

The story is told of a lady who could always say a good word for a person no matter who he was. Finally someone, having heard most everyone defended asked, "Can you say anything good about the devil?" The lady was stumped for the moment but replied: "Well the devil is always pretty busy!" There are probably a good many broadcasters who would like to apply this analogy to James C. Petrillo, mainspring of the American Federation of Musicians.

However, Mr. Petrillo has received several jolts recently which may have further repercussions. One of these was on Monday last when Representative Monroney (D), of Oklahoma, introduced an anti-"make work" bill which would put a stop to two things which Mr. Petrillo champions - the hiring of musicians as platter turners and the forced hiring of standby musicians.

The Monroney bill provides that "it shall not be within the legitimate objects of such organizations" or their officers to make any contract or engage in any combination, if one of the purposes of such contract is "to induce or require any employer to deal with, to recognize or to employ members of one labor organization instead of members of another labor organization when the latter has been designated exclusive representative of the appropriate labor bargaining.

"To induce or require any employer to employ, or to pay any wages, salary, or other compensation to any person when such person is in fact in excess of the number of persons reasonably required to perform the work in which the employer is engaged."

"No such restrictions or conditions shall be regarded as unreasonable if they are directly and appropriately related to the wages, hours, health, safety or working conditions of the employees, or if they are required in good faith as part of a temporary program to retard technological unemployment by providing an orderly change in the methods of production or distribution or to forestall the imposition by the employer of a speed-up system."

Another setback for Mr. Petrillo was last week when a National Labor Relations Board Trial Examiner recommended that the National Broadcasting Company and Blue Networks be required to bargain collectively with the National Association of Broadcast Engineers, an unaffiliated union. Mr. Petrillo's third setback was when the demands he made that Station WJJD in Chicago employ from 7 to 10 more musicians as record turners were denied by the Regional War Labor Board. Although WJJD is now owned by Marshall Field, full credit for this victory goes to Ralph L. Atlass, previous owner of the station, one of the few men in the broadcasting industry who has had the courage to stand up and fight Petrillo.

Mr. Atlass contended that the men were not needed, would increase the station's payroll in the sum of \$840 a week, or \$43,680 a year, and that there wasn't enough room in the studios to hold that many more men. Furthermore, Mr. Atlass, to prove that musicians were not required for the work, testified that his stenographers were able to do everything that was necessary in addition to carrying on their own work. A WJJD brief stated:

"Miss Whittal, Mr. Atlass' secretary gave a demonstration to the WLB panel when they visited the station by bringing in a turntable and showing how the records were turned. Miss Whittal, without any experience, in five minutes was able to turn records."

The A.F.M. has asked the WLB to reconsider last week's WJJD decision contending that radio stations are not war plants and therefore are in the same category as Montgomery Ward as far as the enforcement powers of the War Labor Board are concerned.

The ruling of the NLRB in Washington with regard to NABET, NBC and the Blue also involved control of the "platter turners". Petrillo has demanded that the records be changed by musicians rather than as they are now by station technicians (NABET). This unaffiliated union has been certified by the NLRB as the bargaining agent for the "platter turners" but the two broadcasting companies have contended that to comply with the certification would cause Mr. Petrillo to call a strike on the networks.

Howard Myers, the examiner, held that the two companies, by refusing to bargain with NABET as the exclusive representative of their employees, had interfered with the workers' lawful self-organizational rights.

"The examiner's report said the companies' defense "is bottomed on the claim that to do so (bargain with NABET) would result in reprisals from Mr. Petrillo's American Federation of Musicians.

It added, however, that the Board and the courts on many occasions have "denied the validity of similar urged defenses to charges of unfair labor practices".

Mr. Myers proposed that the companies post notices that they will not interfere with collective bargaining.

Mr. Petrillo charges that the independent union is company-dominated and that the Labor Relations Board has not passed on this aspect of the case.

The National Labor Relations Board itself will now pass on the case. Commenting upon this dispute sometime ago, the New York Times said:

"James Caesar Petrillo not only dictates terms to the big broadcasting companies; he not only ignores the orders of the War Labor Board and the written pleas of the President; but he is able in effect to set aside also the decisions of the National Labor Relations Board. \* \* \*

"NABET was certified by NLRB last November as the bargaining agent for these jobs. But Mr. Petrillo refused to recognize the Board's decision. He told the broadcasting company officials, according to their testimony, that he would order musicians off the air unless the companies refused to renew their contract with the independent technicians' union and hired musicians as 'platter turners' instead. \* \* \*

"The real question is not whether Mr. Petrillo abuses his power but whether the law should place so much irresponsible power in his hands. 'Upon what meat doth this, our Caesar, feed that he is grown so great?' When Congress has answered that question, by examining the special privileges and sweeping legal immunities that it has itself granted to union officials in recent years, it will be ready to bring the Petrillos within bounds. And not until then."

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#### CIO LEADER CALLS ON LABOR TO PUT PETRILLO IN HIS PLACE

No one ever received a more thorough trouncing than James C. Petrillo did last week from another labor leader - J. Raymond Walsh, economist of the Congress of Industrial Organizations. Mr. Petrillo's action in trying to nullify the Vandenberg bill, which would put the National Music Camp at Interlochen, Michigan, back on the air was the thing that particularly aroused the ire of Mr. Walsh who, in a broadcast over WMCA in New York, said:

"In the Michigan case, there is no defense whatever of the Petrillo action. It doesn't help unemployed musicians; there aren't any. It tyrannizes over radio stations and union members and it strikes a blow at musical education, in which the entire community is interested.

"It is anti-social and despotic. The entire labor movement suffers from this disgraceful use of power, and should try to put Mr. Petrillo in his place."

Mr. Walsh characterized Petrillo as a "despot" with "almost unlimited power" and called his move to strip the music camp of its faculty by putting the camp on the unfair list "another of Mr. Petrillo's imperial gestures".

The speaker also denounced Petrillo's exaction of fees from the record manufacturing companies.

"There is no assurance that the money the union receives from the record tax - millions each year - will be used for the relief of unemployed musicians, as he says", he asserted.

Newspapers in the Capital were quick to take note of Mr. Walsh's attack, the Washington Star commenting:

"The fact that a labor official has denounced the tactics employed by James C. Petrillo, President of the American Federation of Musicians, as 'antisocial and despotic' can hardly be entirely lacking in significance.

"Even if other labor leaders were to join forces with Mr. Walsh, the chances are that they alone could not 'put Mr. Petrillo in his place', for he is a law unto himself and can do just about as he pleases. But a concerted labor protest against the Petrillo brand of union leadership might have a beneficial effect on those political figures who are ever-ready to do battle with business monopolists, but who seem curiously incapable of uttering a word of protest against the Petrillos of the country.

"Antisocial conduct remains the same, however, whether practiced by a 'big business' man or a dictatorial labor leader, and if other responsible union officials were to follow the example set by Mr. Walsh the political champions of the little man might find it as expedient to cross swords with Mr. Petrillo as with Wall Street and the corporations. Stranger things have happened."

The Washington Post observed:

"It is amusing to find that J. Raymond Walsh, an economist employed by the CIO, should denounce James C. Petrillo, head of the AFL Federation of Musicians, for putting the Interlochen (Michigan) National Music Camp on the unfair list \* \* \* \*

"Congress should not be content with putting limited restrictions on Mr. Petrillo's powers primarily to aid a particular school of music located in the home state of Senator Vandenberg. In fact, this timid control gesture is futile as well as inadequate. For Mr. Petrillo has already cracked down on the offending music school by labeling it 'unfair', without waiting for the House to act on the Vandenberg bill. \* \* \* \*

"The minor tyranny exercised over a rebellious music school pales into insignificance by comparison with Mr. Petrillo's major accomplishment of forcing record manufacturers to contribute funds directly to his union, allegedly for the relief of unemployed musicians. The fact that Mr. Petrillo has operated within the law shows very plainly that if the public objects to his methods, the remedy lies in revision of the general labor laws to curb tyrannical union practices wherever found. Efforts to isolate Mr. Petrillo from the hierarchy of labor leaders simply play into the hands of those union spokesmen who would like nothing better than to make a scapegoat of the head of the musicians' union. By this means they could unload their sins upon him and escape the discipline of labor laws with teeth in them."

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Joe Ryan, head of the Cowles' Des Moines Station KRNT News Department is cataloging the names by States of all of the Prisoners of War released from Jap Prison Camps. Since it is impossible to read off the names of the thousands, he is inviting the people interested in individuals to call KRNT.

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LES ATLASS LEADS PROCESSION AS FIRST WSA RADIO OFFICER

His son a Major in the Army, H. Leslie Atlass, Vice-president of the Columbia Broadcasting System in Charge of the Control Division and head of WBBM in Chicago, will soon sail for Europe as the first radio officer accredited to the U. S. Maritime Service. Furnishing his own equipment, Mr. Atlass will blaze an entirely new trail which many others prominent in the broadcasting industry are expected to follow.

The War Shipping Administration is trying out the idea of permitting networks and the larger radio stations to accompany convoys to any of the war theatres for the purpose of making recordings of practically anything they see or hear aboard the ship so long as security regulations are observed. These recordings may later be broadcast.

Radio representatives will hold officer status. When a convoy docks, they will be permitted shore leave during the period of the stopover. Recording equipment cannot be employed during the stopover, in the war zone, however, unless the individual is accredited to the Army or Navy command in charge in the area.

An effort will be made by WSA to assign station representatives to ships named for the cities in which their stations are located, or manned by personnel which includes some men from the listening area. WSA suggests also that some recorded programs could be built around Merchant Ship materials manufactured in the area in which the station is located.

Mr. Atlass will be the first to go to Europe, the round trip including stopovers to occupy about 40 to 45 days. The trips to the Pacific will be upwards of 100 days.

Station WGAR of Cleveland is said to be among the applicants and several others but as yet only the name of Mr. Atlass has been made public.

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WPB RESTRICTS NEW YORK RADIO DEALERS SUPPLY COMPANY

Julius Liebling and Samuel Miller, partners in the Radio Dealers Supply Company, 135 Liberty Street, New York City, have been placed under a War Production Board restrictive order because the company, a wholesale dealer in electronic equipment, last year made illegal disposition of 118 kits containing radio parts, WPB's Compliance Division has reported.

Consent Order C-262, effective February 1 to December 31, 1945, states that the Radio Dealers Supply Co., advertised and sold kits or combinations of radio parts that could be readily assembled

into radio receiving sets. Although these various parts could be used to replace defective or worn-out components of radio receivers, as certified by several purchasers of the kits, WPB maintained that the sale and delivery of all the parts in such combination were in "plain evasion" of General Limitation Order L-265, governing electronic equipment.

Between July 1 and October 31, 1944, the Radio Dealers Supply Co., sold 118 kits, the order says. Thirty of these were not covered by any suppliers' or dealers' certificates, which also constituted a violation of the Order, it added.

The Consent Order prohibits the company from selling or delivering kits or combinations of parts of electronic equipment for assembly into radio receiving sets except to fill military or Government orders, during the restricted period.

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ROBERT MURRAY, ASCAP PUBLIC RELATIONS DIRECTOR, DIES

Robert L. Murray, 55 years old, Director of Public Relations for the American Society of Composers, Authors and Publishers, died suddenly of a heart attack in Montreal, Canada, last Saturday, February 10th.

Mr. Murray was born in Minnesota and received his education in Minneapolis. He left the University of Minnesota to begin his newspaper career on the Minneapolis Tribune, becoming sports editor of that paper in 1910. Mr. Murray left this paper to assume the same position with the News-Tribune in Duluth. After general repertorial work on a Winnipeg newspaper, Mr. Murray became associated with the Hearst publications, with which he remained for eleven years. While employed by the Hearst Boston Herald, Mr. Murray inaugurated the first picture tabloid page, which was the forerunner of the present tabloid newspapers. He left Boston to become Editor of the New York American, and wound up his newspaper career as Managing Editor of the Newark Ledger.

Upon leaving the Ledger, Mr. Murray became associated with Ely Culbertson, for whom he did publicity and promotion work, after which he became Advertising Manager and bridge expert for Auto-Bridge, which position he held until he joined ASCAP on November 1, 1940.

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Lewis M. Clement, Vice President in Charge of Engineering and Research for the Crosley Corporation, writing in the January issue of "Radio-Television Journal", says: "I believe television will be an important force for good in the world through education by adding sight to sound."

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Release for Thursday  
afternoon papers, Feb. 15

OPA SETS PRICES ON RADIO AND OTHER BATTERIES

Dollar-and-cent maximum prices for wholesale and retail sales of dry batteries were announced by the Office of Price Administration.

The prices, set in a new maximum price regulation effective February 20, 1945, are based on those prevailing in March 1942, and will cover four general types of batteries: flashlight, radio, hearing-aid and those classified as miscellaneous, such as No. 6 cells, telephone cells, multiple batteries and lantern batteries. Because flashlight batteries are marketed in three principal sizes, known as "penlight", "baby", and "standard", or by Bureau of Standards size designations "AA", "C", and "D", a uniform maximum price is established for each of these types. The regulations covers all dry batteries except military surplus, salvage and scrap batteries that are covered by special orders.

The sizes and specifications of radio and miscellaneous batteries have never been standardized as has been done for flashlight batteries. For that reason, it was not possible to establish prices on the basis of size categories, the agency said. Therefore, these batteries are covered in the new regulation by a detailed list of those offered for sale by each manufacturer, including the model number, description and applicable maximum price.

Some sample retail prices for radio and miscellaneous batteries are:

Radio Batteries: Bond No. 0528, 1 1/2-90 Volt "AB", maximum retail price in east, \$5.95, west \$6.25; Burgess No. F4L, 6 Volt "A"; maximum retail price, east and west coast \$.68; General No. V30F, 45 Volt "B", maximum price in east \$2.19, Pacific Coast \$2.39.

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FLAMM WINS RIGHT TO EXAMINE E. J. NOBLE IN WMCA CASE

Donald Flamm, former owner of Radio Station WMCA, won the right to examine before trial Edward J. Noble in an unanimous decision handed down last Friday by the Appellate Division. Mr. Flamm is seeking \$2,025,000 damages in connection with the sale of the station to Mr. Noble in 1941 for \$850,000.

In his original suit, Mr. Flamm charged that he was "coerced" into making the sale to the former Under-Secretary of Commerce, who was represented to him as a man with such powerful political connections that unless he agreed to the sale he would "lose his license to broadcast and his entire investment."

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NAB PUTS ON NEW PUBLICITY MAN - POSITION LONG VACANT

After allowing the place to remain vacant for almost two years, the National Association of Broadcasters has appointed Harlan "Bruce" Starkey, Chief of its News Bureau to succeed Walt Dennis who resigned in October 1943.

Starting his career as a reporter for the Miami Herald and Tribune, in 1925, Mr. Starkey became active in real estate advertising and promotion during the Florida boom. A native of West Virginia, he later returned to Moundsville as Advertising and Business Manager of the Echo Publishing Company, publishers of a daily, a weekly and a farm paper, where he maintained a part time affiliation with the R. M. Ludwig Advertising Agency, of Wheeling.

This was followed by two years in the advertising and editorial departments of the Wheeling morning and Sunday Register.

Mr. Starkey's debut in radio was with WCBS, Charleston, W. Virginia in 1932, where, as Commercial Manager, his duties embraced most of the operational aspects of radio. For the past ten years he has been active as a free lance writer and publicity counsel in Chicago.

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SON OF FOLSOM OF RCA VICTOR KILLED IN NAVY PLANE CRASH

Lieut. (j.g.) Harry F. Folsom, who was scheduled to return to the South Pacific war theatre, was killed in a plane crash near Jacksonville, Florida, the U. S. Navy informed his father, Frank M. Folsom, Vice President in charge of the RCA Victor Division.

Lieutenant Folsom had spent almost a year in the South Pacific and had been awarded the Navy Air Medal for meritorious achievement during the operations of the United States Naval Forces against the Marshall-Gilbert Islands in December, 1943. He had returned to this country to train another crew, and the group, having practically completed its training was preparing to leave for the Pacific battle zone.

As a pilot of a land-based B-24 (Liberator) bomber under an Army command, Lieutenant Folsom had a distinguished service record. He and his crew had accounted for at least five and probably more Jap planes. He entered the Navy as an enlisted man shortly after Pearl Harbor and in January of 1943 was commissioned an officer. He was 25 years old.

Mr. Folsom's oldest son, Fred, is also a Lieutenant (j.g.). When last heard from, he was assigned to an amphibious group in the South Pacific. Mr. Folsom's three sons-in-law are also in the armed service.

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MAJESTIC RADIO FORMS RECORDING CO.; JIMMY WALKER PRES.

Majestic Records, Inc., now in the process of formation, and a subsidiary of the Majestic Radio & Television Corporation of Chicago, will enter the phonograph recording industry. Former Mayor James J. Walker, of New York City, will be its President. Eugene A. Tracey, head of Majestic Radio & Television Corp., at a meeting of the Executive Board in New York City, stated that the new organization is in line with Majestic's plans for expansion into fields allied with radio, television and the entertainment world.

The new company will have its recording studios and offices in New York City and a manufacturing plant in Newark, N. J.

To form Majestic Records, Inc., the parent company contracted to purchase three established concerns in the recording field - Transcriptions, Inc., New York City; the Classic Record Company of New York, producers and distributors of "Hit Records", and the New Jersey Plastics, Inc., Newark, New Jersey.

The three companies were headed by Eli Oberstein of New York, who has been in the recording industry since 1924 and who joins the new company in an executive capacity. Mr. Oberstein said that today, even while the business is at its all-time peak, surveys recently made show the demand for records still exceeds the supply by a ratio of about five to one.

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RCA 1945 NOTEBOOK SEEMS TO CONTAIN MOST EVERYTHING

Packed full of useful facts and figures is the vestpocket 1945 Calendar-Notebook just published by the Department of Information of the Radio Corporation of America. It would seem almost impossible to cram so much knowledge into such a little volume.

There is a short description of each of the RCA divisions and subsidiaries, such as RCA Victor Company, RCA Laboratories and NBC. There is a double page map of world-wide radiotelegraph system of R.C.A. Communications. There is also a map showing how the East and West may be linked up in the first American television network.

Facts are given about television, FM, marine radio, standard broadcasting, radiophotos, facsimile, short-wave reception, various types of radio sets and electron tubes, U. S. Broadcasting stations and FM stations are listed. Likewise, tables on weights and measures, metric conversion, time differences between U. S. cities, useful conversion ratios and metric equivalents.

The little book also includes space for special appointments, addresses, and telephone numbers. Space is likewise provided for a 1945 diary and calendar.

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WDSU, NEW ORLEANS, TO BE HEARD ON POLITICAL CHARGE

The Federal Communications Commission has called a hearing to be held Wednesday, March 21st, to determine whether or not Station WDSU in New Orleans violated the Communications Act in the senatorial primary race in Louisiana during the last campaign. In that connection the Commission has issued the following order:

It appearing, that a complaint has been received alleging that prior to the recent Democratic Primary Election in the State of Louisiana held on September 12, 1944, that E. A. Stephens, Fred Weber and H. G. Wall, doing business as Stephens Broadcasting Company, licensees of Station WDSU, New Orleans, Louisiana, refused to afford equal opportunities in the use of the facilities of said station to all candidates for the nomination as the candidate of the Democratic Party for the office of United States Senator from Louisiana, and more particularly, that until late in the campaign they refused to afford to one John H. Overton, a candidate for such office, equal opportunities in the use of the facilities of said station between the hours of 6:00 P.M. and 10:00 P.M. as were afforded to one E. A. Stephens, one of the licensees of Station WDSU and himself a candidate for such office; and

It further appearing, from the program logs maintained by said licensees of said station in accordance with the requirements of Section 3.404 of the Commission's Rules and Regulations that during the period from July 1 to September 12, 1944, the facilities of Station WDSU between the hours of 6:00 P.M. and 10:00 P.M. were used for the purpose of broadcasts by, or on behalf of the candidacy of, said E. A. Stephens for nomination as the Democratic Party's candidate for said office; and

It further appearing, that at no time during the period from July 1, 1944 until late in the campaign were the facilities of Station WDSU made available between the hours of 6:00 P.M. and 10:00 P.M. for broadcasts by, or on behalf of the candidacy of, the said John H. Overton for said nomination for said office, despite the repeated requests for the use of such facilities for such purpose which were in fact made by or on behalf of the said John H. Overton;

Now, Therefore, It is hereby ordered, this 13th day of February, 1945, that a hearing be held on the 21st day of March, 1945 at 10:30 A.M. for the purpose of determining whether E. A. Stephens, Fred Weber, and H. G. Wall, doing business as Stephens Broadcasting Company, licensees of Station WDSU, New Orleans, Louisiana, have violated Section 315 of the Communications Act. "

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Earle C. Anthony, of Los Angeles, operator of KFI, has announced, according to the Associated Press, that: "Direct-wire reports, commonly known as 'spot news', will be supplemented by programs featuring analysis of the news. Commentators expressing personal opinions and interpretations will be discontinued. "

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RADIO INDUSTRY 1944 OUTPUT ZOOMS TO FOUR BILLION

Citing the tremendous contributions made to the war program by America's radio industry, R. C. Cosgrove, President of the Radio Manufacturers' Association and Vice President and General Manager, Manufacturing Division, The Crosley Corporation, Cincinnati, declared on a nation-wide radio program last week that the radio industry has produced more than four billion dollars' worth of equipment during 1944, as compared with a peace-time volume of radio products amounting to \$325,000,000.

Mr. Cosgrove appeared as guest speaker on the Mutual network radio program "Your America", presented by the Union Pacific Railroad Company, as the representative of the nation's radio industry and of the Radio Manufacturers' Association which he heads.

"In this country alone", Mr. Cosgrove said, "we produce more radio and radar equipment than our Allies and the Axis combined. In the United States, we have more than 60,000,000 home receivers, or more than half of all of the radios in the world. Forty per cent of all the broadcasting stations in the world are in our own country.

"How free of government interference and how great a public contribution the industry has been able to make is best indicated by comparison with other countries where most of the broadcasting is completely government-controlled or government-operated. In certain countries, such as England, one must pay a license fee to own a radio.

"After the war, this great industry will bring out finer radios and other electronics equipment because of the advancements and knowledge gained through our war experiences. The engineering departments of the leading companies in the radio industry have been enlarged greatly and the numbers of persons trained in the arts and sciences of radio have multiplied probably five-fold."

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ADDITIONAL MATERIAL O.K. AT ALLOCATIONS HEARING

That plenty of leeway will be given to those appearing at the Allocations Hearing Wednesday, February 28th, was indicated in a statement issued by the Federal Communications Commission Tuesday:

"The Commission has received inquiries whether the oral argument to be held in the above matter will be confined to matters already in the record or whether additional material may be introduced into the record at the time of the oral argument.

"In order that the Commission may have the fullest evidence before making a final decision, persons appearing at the oral argument may submit in the form of exhibits or testimony any additional relevant material that has been developed since the close of the hearing on November 2, 1944. Any such testimony or exhibits will be subject to cross-examination within the Commission's discretion if request therefor is made."

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List Radio News Better for Reader's Sake, Editor Advises  
 (Robert V. Brown in "Editor & Publisher")

This week, being in a spot without an evening paper, but with a morning paper and a radio, we looked up some "news" broadcasts to catch the latest developments. We heard two broadcasts in succession that provided the moral for this talk.

Looking for some hot bulletins from the Russian front or the Pacific, our first "news" period was to be provided by J. Raymond Walsh on WMCA, New York. Mr. Walsh is Director of Research for the CIO. We were looking for "news" and what we got was 15 minutes of comment on the press of this country, its international relations through foreign correspondents and the merits of Kent Cooper's plan for free exchange of news. Mr. Walsh's program was listed in the daily press as a "news" period and after listening to his "opinions" we tried another station.

This time we heard Johannes Steel on WHN, also listed in the papers as "news". It turned out to be another 15 minutes of "opinion" not news", but at least it involved Mr. Steel's opinion on various news developments.

Our point is this: we think newspapers can do their readers a service by properly indicating what is to be a straight news report and what is to be one man's comment on the news. Similarly, we believe opinion on the air should be labeled properly as such before and after each broadcast. Most commentators are introduced in this way already.

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Sylvania Survey To Determine Post-War Receiver Types  
 ("Sylvania News")

Through a nation-wide survey of personal interviews and an intensive advertising campaign, Sylvania is formulating a true cross-section picture of the anticipated consumption by the American public of television, radio, combination, and F.M. sets in the post-war period.

Sylvania's aim in conducting this survey is to be of service to radio wholesalers and retailers in guiding them in the types of sets stocked, and in a quantity necessary to fill their sales demands. By the same reasoning the survey is directed at preventing over-stocking and the natural loss incurred thereby.

Aside from acting as a direct aid to radio dealers and distributors, Sylvania's survey should be an indicative barometer to all branches of the radio industry. The survey is conducted impartially by a nationally known market research organization as a Sylvania service to interested parties.

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Hails Anti-Petrillo Bill To Curb Make-Work  
( "New York Times" )

Representative Monroney of Oklahoma has had the courage and clear-sightedness to introduce a bill that seeks not merely to curbe Mr. Petrillo personally but to curb some of the anti-social practices in which the latter has been one of the chief offenders. Mr. Monroney's bill would first of all make it illegal for any union to try to force an employer to hire its own members for a task when another union had already been designated by the National Labor Relations Board as the exclusive bargaining agent for that task. This would curbe the present effort of Mr. Petrillo to take over the "platter turners" on the radio. Its general effect would be to uphold the authority of the NLRB.

Here at least is a measure that would strike at the evil of make-work practices, practices which are still tolerated in spite of a national labor shortage, and at a time when every misuse or waste of labor postpones the day of victory in war.

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Radio Gets Beecham's Goat  
( "Life " )

Though he views life, as a rule, with amused intellectual detachment, Sir Thomas Beecham, the British conductor, can be roused to a towering fury on two subjects. One of them is music over the radio; the other is music in the movies. The former, he firmly believes, "can never achieve or reproduce the tonal perfection one hears at the actual performance. . . . Because, before it reaches the ear, it is required to run the gamut of knobs and levers and electrical gadgets and wired circuits handled by men who, almost invariably, are mechanics rather than artists.

-----  
RCA Trying Out New Type of Television Transmitter  
( Gen. David Sarnoff in "Radio Age" )

When peace comes it will find, as it has at the end of every war, new inventions awaiting to be applied to every-day life, to bring new services of safety and comfort, entertainment and education. \* \* \*

For example, a 300-megacycle television transmitter, the first of its kind developed to use 5-kilowatts of power for television broadcasting. Primarily, the development of a special electron tube and associated circuits made it possible. Its full use must await the end of the war; caged in a great wire-mesh at RCA Laboratories the engineers are studying the transmitter's performance and perfecting it for the future. Field tests are scheduled early in 1945 in the New York area.

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: : : TRADE NOTES : : :  
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A meeting of the Board of Directors of the Radio Manufacturers' Association to consider military radio-radar production has been called for Wednesday, February 21st in New York City. Disposal of current war surpluses and contract terminations and other matters also will be considered.

Another matter for consideration will be further curtailment of RMA meetings, in compliance with the recent Government orders restricting conventions and industry gatherings.

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The NBC 1945 studio passes have just been issued.  
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Philadelphia broadcasters are conferring with the publishers in that city over the unsatisfactory printing of radio programs. If the situation doesn't improve the publishers have threatened to get out their own radio guide for listeners.

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Another fight to extend the libel law to radio broadcasts and to broaden its application to include malicious remarks against persons easily identified by race, color or creed was made in the New York State Assembly at Albany last Friday, with the introduction of a bill by Irwin Steingut, minority leader in the Assembly.

Mr. Steingut introduced a similar bill last year that met with wide opposition, particularly from the broadcasting companies, who contended it would expose them to ill-founded court actions. The companies said that hardly a program could be scheduled, no matter how innocent its purpose, without someone taking offense.

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Mrs. Franklin D. Roosevelt and Queen Wilhelmina of The Netherlands will discuss "Women of the United Nations" over the Columbia network Saturday, February 17th, under the auspices of the Association of Women Directors of the National Association of Broadcasters (WABC-CSB, 3:30-3:45 P.M., EWT).

Mrs. Roosevelt will speak from New York City, where the association will be holding an all-day meeting. Queen Wilhelmina will speak from London, and her broadcast will be heard by the gathering.

The meeting inaugurates a series of conferences under the direction of NAB to be held in communities throughout the country during the next three months, to prepare American women to understand their returning servicemen's "enlarged horizons".

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An underwriting group headed by Blair & Co., Inc., will offer to the public 150,000 shares of \$1 par value common stock of the Sentinel Radio Corporation. The stock will be priced at \$7.25 a share. Upon completion of this financing, there will be outstanding 320,000 common shares, the sole capital obligation of the corporation. In addition, the company has outstanding bank loans of \$900,000 under a VT credit agreement. Net sales in the year ended March 31, 1944, totaled \$13,428,939, and net profit was \$316,965.

Sentinel Radio was incorporated in 1931 and since May, 1942, has been engaged exclusively in the production of war equipment.



Dr. C. B. Jolliffe, Chief Engineer of RCA Victor Division of Radio Corporation of America, has written an article on the achievements of radio during 1944 for the American Year Book. Among the subjects covered in the article are domestic broadcasting, police and aviation radio, international communications, and electronics.

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The Radio Manufacturers' Association advises that bills have been introduced in the California and Oregon legislatures to regulate radio and electronic installation and servicing. The measures provide license fees for repairmen.

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A special 60-week, three-part course in the operation of television studio and transmitter equipment will be open to technical employees of the Columbia Broadcasting System. The course started Monday, February 12th and will be given by the Division of General Education and College of Engineering of New York University, under direction of Dr. Peter Goldmark, CBS Director of Engineering Research and Development Department, and Robert Serrell, member of CBS' television engineering operations, assisted by Mason Escher, technical staffer representing the International Brotherhood of Electrical Workers.

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Station WTMJ, operated by the Milwaukee Journal will eliminate "middle commercials" on all news broadcasts effective February 18th. Advertising messages thereafter will be limited to the opening and closing of the perio.

"The action was taken", the company said, "in line with the growing sentiment that advertising messages should not be imposed upon the listener in the midst of news of such momentous happenings as are occurring daily."

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The three-story Protex Building at 61-71 Bishop Street, Jersey City, N.J., has been leased by the Defense Supplies Corporation, a subsidiary of the Reconstruction Finance Corporation, for use by the Radio Corporation of America in the production of war goods. The radio concern now occupies 108,000 square feet in the United Wallpaper plant in Jersey City.

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Civilian radio sales increased 33-1/3 percent in 1944 over the previous year, even under wartime restrictions, according to complete 1944 excise tax returns from the Bureau of Internal Revenue. The federal excise tax collections on radio sets, components, phonographs, etc., during 1944, the second full year of war production, totaled \$4,147,905.91, compared with excise taxes of \$3,110,850.48 in 1943.

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The American Society of Composers, Authors and Publishers will participate in the Sixth Annual Music Festival over Station WNYC Thursday evening, February 15, from 9:00 to 9:30.

Charlie Tobias, popular song writer, will act as master of ceremonies. He will head a cast which will include William C. Handy, writer of "St. Louis Blues" and Peter de Rose of "Deep Purple" fame; Alex Kramer and Joan Whitney, composers of "It's Love, Love, Love"; and other composers will do many of their own songs. The Festival will continue until February 22nd.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

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No. 1670

February 21, 1945

## RTPB GROUP SEES FM SHIFT DELAYING SETS, BOOSTING PRICES

If the recommendations in the resolutions passed by the special Radio Technical Planning Board FM Receiver Committee on FCC Allocations, Panel #5, in New York last week are finally approved and are typical of protests to be received in FM and other fields, discussion may wax warm at the Federal Communications Commission allocations hearings which begin in Washington next Wednesday, February 28th. Quite a little heat apparently was generated at the New York off-the-record meeting and the net result was a victory for the anti-FCC forces. The point at issue was whether FM was to be moved upstairs from 42-50 to 84-102 megacycles. The answer was "No".

Adhering to the RTPB recommendation that the FM band be 43-58 mc., the special Committee concluded, after a lengthy discussion on receiver design and production factors, that moving up to the frequency recommended by the FCC would take the engineers six months longer to work out the receiver details, would increase the price of sets maybe as much as \$32, and would require 3 months longer testing time. Furthermore, the Committee favored 150 channels instead of the proposed 90 channels.

The resolutions passed by the special RTPB FM Receiver group, which was headed by Ray H. Manson of Stromberg-Carlson, follow:

### "Resolution 1:

"On motion of Mr. Reid, of The Crosley Corporation, it was resolved by unanimous vote of all present:

"That, after considering receiver design factors, we are in agreement:

- "1) That we can build receivers for the 84-102 mc band. However, it is recognized that the change in frequency allocation under discussion imposes important technical difficulties, such as receiver drift and the attainment of the requisite sensitivity and selectivity, which will have a bearing upon the quality of service to be rendered to the public. Therefore:
- "2) Considerable additional engineering time will be required, estimated to be approximately 6 months, as compared to the original RTPB recommendation of 43-58 mc.

Engineering work of material consequence on civilian radio equipment is not now and will not be in progress in the plants of the radio receiver manufacturers here represented until engineers are released from war activities.

"3) Increased cost will be involved which, for a \$50 to \$75 receiver, will have the effect of increasing the retail price an additional \$4 to \$32, with a majority opinion tending toward the higher figure. This variation in cost estimates is a result of the divergence of opinion regarding methods which will be required to solve the technical difficulties mentioned above.

"Resolution 2:

"On motion of Mr. Levy, of the Emerson Radio Corporation, by unanimous vote of all present, it was resolved:

"That the Commission should be advised that adequate field testing and design revisions on radio receivers for the 84-102 mc band will entail an additional time of approximately three months, as compared with the RTPB proposal of 43-58 mc. This time cannot begin to run until there are a sufficient number of transmitters designed, manufactured, erected and put in operation, adequately distributed as to frequency, power and geographic location.

"Resolution 3:

"On motion of Mr. Spielman, of Philco, by unanimous vote of all present, it was resolved:

"That the Committee is in agreement that inclusion of 150 channels at this time, instead of the proposed 90 channels, imposes additional receiver design problems which will result in a further increase in cost and additional engineering time, and recommends that a firm allocation commitment be made by the Commission so that unnecessary delay and increased cost to the public can be avoided."

The recommendations of the Special Committee have now been referred to Panel #5 for action.

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BOB KINTNER TO STREAMLINE WASHINGTON BLUE NET OFFICE

Returning to his old stamping grounds where for so many years he was a successful newspaper correspondent and columnist, Robert E. Kintner, a Vice-President of the "Blue Network of the American Broadcasting Company", as it is now officially known, will reorganize, expand and be in charge of the network's Washington office. Also under Mr. Kintner's direction will be a newly created News and Feature Department of the network. Mr. Kintner, who began as a reporter in New York on the Herald-Tribune, and later was in the paper's Washington bureau, subsequently teamed up with Joseph Alsop in the famous Kintner-Alsop column. When the war came along, he served in the Army as a Lieutenant Colonel.

The Blue has also elected three new Vice Presidents - C. P. Jaeger, General Sales Manager, Fred Smith, Director of Promotion Advertising and Publicity, and Chas. E. Rynd, formerly Treasurer of the Company.

C. Nicholas Priaulux, Vice-President in Charge of Finance will succeed Mr. Rynd as Treasurer. Earl Mullin will continue as Manager of the Publicity Department, and Johnny Johnstone as Director of News and News Features.

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## CROSLEY SEEKS AD AGENCIES' COOPERATION IN TELEVISION

Discussing television particularly in relation to the advertising agencies, Richard Hubbell, Broadcasting Manager of The Crosley Corporation, and author of the book "4,000 Years of Television", addressing the Cleveland meeting of the American Association of Advertising Agencies, last week said that in recent months the question has been raised "with considerable sound and fury - as to who is going to control television production. Will the broadcasters try to freeze out the advertising agencies? Will the agencies have to fight the broadcasters?"

Certainly not The Crosley Corporation, Mr. Hubbell declared, as he continued:

"Here's the television line along which the Broadcasting Division of The Crosley Corporation is thinking. We have not frozen on any definite policy yet, and we would like to get your reactions and your feelings before any definite policies are set.

"The keystone of this thinking is close and intelligent cooperation with advertising agencies. It assumes that, during the first half decade of postwar television particularly, skilled television directors, writers, and technicians will be at a premium.

"The Crosley Corporation would undertake to construct and operate a number of the best high power transmitters. It would provide the best possible television studios just as it has in the new radio studios at Crosley Square in Cincinnati. It would equip these studios with the most advanced design cameras built, with an eye to smooth, flexible handling, and it would staff the studios with top notch crews, working full-time on television, devoting every energy to its development. These crews would be brought in and trained in the basic principles. Some will have had previous television training. Others will come with movie, radio, theatre, newspaper, and advertising backgrounds, but they will all start from the bottom and learn everything, from sweeping the floor to operating a camera to producing, writing and managing. They will have the opportunity to advance as rapidly and in whatever direction their abilities permit.

"The programs we broadcast would be promoted throughout our service areas by our highly efficient Merchandizing and Promotion Department. And it may be assumed that the huge facilities of The Crosley Manufacturing Division, which is doing about 100 million dollars' worth of business a year right now, will be able to supply plenty of television receivers to all parts of our service areas.

"That is what Crosley proposes to offer, and here is how we think the agencies might dovetail their activities advantageously: We will keep you informed of every step of our developments. As soon as studios are built and the first crew trained, we would invite agencies to send their television directors, writers, time-buyers, and executives to observe operations, study our methods, and sit in on program conferences to suggest ways in which our shows might be

adapted to the needs of clients, and to work out new commercial program ideas for audition purposes and, if they appeal to a client, for subsequent sale and broadcast. Just as rapidly as the agency men get the hang of television, they can participate in a greater degree.

"Suppose we sign contracts with fifteen agencies for two shows a week from each one. The agency personnel will be getting the experience of creating and producing these two shows a week, while the personnel of the station will be getting the combined experience of producing thirty commercial shows per week, in addition to 'live' sustaining programs, which might number an additional fifty - not counting motion picture transmission. That would mean that the station employees would be soaking up the combined experience of 80 shows a week to the agency employees' two shows. If the agency buys package shows from an independent producer, the ration would be even more pronounced. Obviously the station employee will be able to learn more and faster.

"Therefore, it is to the agency's advantage to get skilled television people as rapidly as possible. We would like to help the agencies in this for the simple reason it would be mutually advantageous, because it will develop television more rapidly. Accordingly, we propose the possibility of supplying agencies with skilled writers, directors, and executives. We would take in talented novices, place them under contract, train them from the ground up while on a good salary, then let them find their own niches in staff work, and when they have proven themselves, make their contracts available for sale to agencies - subject, of course, to the individual's approval.

"Above all, we seek the fullest cooperation with the advertising agencies in the development of television. We believe in the future of television, enough to invest millions of dollars in it. We believe the future development of the radio industry lies in television, not in FM -- which is only a new way of doing the same sort of programs we are now doing in radio. Television can do everything AM and FM radio can do, and a lot more that it cannot do.

"To get television off to as rapid a start as possible, three things are necessary: (1) Manufacturers must supply good receivers at reasonable prices, must distribute and service them. The Manufacturing Division of Crosley, one of the largest radio-television manufacturing outfits in the country, will come through on that point. (2) Television broadcasters must turn out good programs from high power transmitters, located in desirable market areas. The Broadcasting Division of Crosley has rolled up its sleeves to get started on that one. (3) Advertisers and advertising agencies must hold up their end by revolving good selling techniques, by helping to produce good shows, and by helping to support television in its first two years, when the audience must of necessity be small - support it by the sponsorship of programs.

"WLW can help to build an audience rapidly not only by smart programming, but also by aggressive promotion of receiver sales,

programs, and program sponsors through radio and through our Promotion and Merchandizing Department which covers thousands of retail drug and grocery stores, and puts WLW promotion pieces in the street cars, busses, and on the rear end of taxicabs in a number of cities in the WLW area, including Cincinnati, Indianapolis, Hamilton, Columbus, Lima, Fort Wayne, Lexington, and 15 towns in Northern Kentucky.

"Yes, we think television is good, and we're going to do a job on it. We will make a major financial investment to support two of the three sides of the television triangle. For the third side we need the cooperation of many advertising agencies in the form of commercial sponsorship, ideas, criticism, and aggressive salesmanship."

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PEARSON CRACKS BACK AT PEGLER WITH A \$25,000 LIBEL SUIT

Big Tim Sullivan once cautioned a friend: "Don't never sue nobody for libel because he may be able to prove it on you." Nevertheless, and notwithstanding the fact they seldom are brought to trial, libel suits seem to be filed with increasing frequency.

The latest is Drew Pearson filing one in the New York Supreme Court against Westbrook Pegler and the Bell Syndicate, which distributes Mr. Pearson's letters, adding another \$25,000 suit for good measure. Referring to a column of Pegler's on January 30th, Mr. Pearson's complaint charged:

"The defendant labeled the plaintiff a miscalled news broadcaster specializing in falsehood and smearing people with political and personal motivations, broadcasting lies for smearing purposes and charged that the plaintiff was malicious and unreliable as a news reporter and if asked to apologize for a mistake would aggravate the original falsehood; that he reported news without investigation or verification and that as a news reporter he was a faker."

The column in question appeared in the New York Journal American, the Washington Times-Herald and other newspapers on January 30th. Representative Clare Hoffman (R), of Michigan, had the article captioned, "Coming over the Blue, It May Be True", reprinted in the Congressional Record of February 7th, Page A-527.

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Short-wave news broadcasts to the military forces overseas have been increased by 50% and now number 1,529, totaling 267 hours and 30 minutes each week. Fuller utilization of transmitters on both coasts have built up program time from 600 hours in 1944, including news and entertainment, to 960 hours.

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## PETRILLO LICKS HUBBARD; SEN. BALL PREDICTS CONGRESS CURB

After holding out for almost a year, Stanley K. Hubbard, President of Station KSTP, finally threw up the sponge in his fight with James C. Petrillo, the apparently all-powerful head of the American Federation of Musicians. In doing so, however, Mr. Hubbard gave the National War Labor Board and the Administration (by inference) a very choice bawling out, charging that Petrillo even defying President Roosevelt, has demonstrated that he has more power than all of them put together.

Senator Joseph H. Ball (R), of Minnesota, took a hand in the fray by predicting that Congress would eventually find it necessary to really take Mr. Petrillo in hand.

"Sooner or later the arbitrary activities of Petrillo will have to be curbed", Senator Ball stated. "It is too bad that Hubbard felt that he had to capitulate. It sets a bad precedent."

"For nearly eleven months we have been fighting Petrillo-ism and defending the American principle of freedom", Mr. Hubbard declared. "We have sought justice through the proper legal and administrative channels afforded us - the State Labor Conciliator, the Federal Labor Conciliator, the Regional War Labor Board, and the National War Labor Board - and we have had unqualified decisions from every one of these agencies but to not avail because Petrillo has demonstrated to the world that he has more power than all of them. He has circumvented our courts and defied the Regional and National War Labor Boards. He has successfully and daringly defied the President of the United States. Now he is successfully defying and outwitting Congress by his recent action barring High School children from the air.

"The American public and the working men and women of America, as well as the majority of the Unions, have told us that they are with us in this fight but in these eleven months the Government has done nothing to force Petrillo to change his demands and methods.

"While our boys are overseas fighting for freedom, we at home are losing our independence. Individualism is gone. We have fought for a fundamental American principle but after all these months it has been made quite clear to us that the Government is unable to assist us. As long as matters are as they are at present, we had no alternative but to at least temporarily accept the situation. We, therefore, have capitulated and accepted Petrillo's terms and have today (Feb. 17) signed a contract with his Union acceding to his demands that we employ men under contract regardless of whether or not we need them. If the Petrillo system of forcing an employer to contract for men he does not need, and to pay royalties directly to the Union because union members are employed in the manufacture of his commodity is adopted by their unions, it means the finish of American business.



We fully recognize the reasonable rights of labor and by the same token labor should recognize the problems and rights of management. The difficulty which exists today in our country is that labor and management cannot deal on a parity. The remedy to this situation lies in the hands of the Legislative Branch of our Government and that is where immediate relief should be worked out."

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WNAX "TYPICAL MIDWEST FARMER" GETS TWO PAGES IN "LIFE"

Capping the climax of the tremendous amount of publicity received by the "Midwest Farmer" selected from 8,700 families in a five-State area by Station WNAX of Yankton, S. D., were two pages of photographs in the current issue of Life (February 19). This notwithstanding the fact that the Cowles Brothers, owners of WNAX, are the publishers of Look, a very successful competitor of Life.

As winners of the contest, Mr. and Mrs. Ettesvold, of Morris, Minnesota, were given a two weeks' trip to Washington.

Besides living at the ultra-modern Statler Hotel, the Ettesvolds, under the guidance of Merle Jones, Vice-President of the Cowles Broadcasting Company, owners of Station WOL in Washington, visited almost every single one of the Capital's national shrines. Two Senators (Shipstead of Minnesota, and Gurney of South Dakota), took them on a personally conducted tour of Capitol Hill. Although they had voted for Dewey, they not only attended the Roosevelt inauguration but also had luncheon at the White House and shook hands with the President in his office.

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WOR CELEBRATES 23RD BIRTHDAY ON FEB. 22

On February 22, 1922, in a small room in the corner of the furniture department of the Bamberger department store in Newark, New Jersey, WOR turned the switch on the station's 250 watt transmitter and a recording of Al Jolson singing "April Showers" was broadcast.

This Thursday (February 22), WOR observes its twenty-third anniversary. Today, 50,000 watts strong, it is the New York outlet of the Mutual Broadcasting System and one of the country's most important radio stations.

Currently WOR broadcasts twenty-four hours a day, seven days a week, operates its FM station, WBAM, from 5 to 11 P.M., and presents a live television program over DuMont station WABD every Tuesday evening. When conditions permit, WOR will build its own television stations, applications for which have already been filed.

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FCC ORDERS CLEAR CHANNEL REALLOCATION HEARING MAY 9

The Federal Communications Commission has ordered a general public hearing beginning Wednesday, May 9, 1945, to determine what changes, if any, should be made in the present policies on allocation of so-called "clear channels" in the standard radio broadcast band. The call for the hearing reads:

"Since 1928, the Commission and its predecessor, the Federal Radio Commission, have set aside so-called clear radio channels for the use of one Class 1A station or a limited number of 1B stations to give a radio service over a wide area and with the particular aim of providing the rural population of the United States with a radio service.

"A reexamination of present clear channel allocations is necessary since Commission studies reveal there are still large areas within the United States which receive no radio service at all during the daytime hours and no primary radio service at night.

"The Commission has, moreover, received many applications for authority to operate additional stations on these clear channels and for authority to use power in excess of 50,000 watts, maximum power now permitted a clear channel station under present Commission rules.

"Radio station assignments on clear channels in this hemisphere are provided for by Treaty agreement and in the North American Regional Broadcasting Agreement of December 13, 1937. Since NARBA expires March 29, 1946, it is desirable to determine what if any changes are necessary in present clear channel assignments and what recommendation should be made to the Department of State prior to renegotiation of the Treaty.

"Under existing FCC rules certain radio frequencies are allocated for exclusive or dominant use by one high-powered station and are defined as clear channels. A clear channel is defined as 'one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service area.'

"On these clear channels, Class I or II radio stations may be assigned. Class I-A channels - there are now 24 - are reserved for exclusive nighttime use by only one domestic station, which must operate with 50 KW power. Class I-B channels - there are now 22 - are generally allocable to more than one station nighttime, operating with power ranging from 10 to 50 kilowatts.

"Class II stations are secondary stations which offer limited service on clear channels.

"All persons wishing to testify or appear must notify the Commission before April 2."

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RADIO VETS TOLD OF FUTURE; AWARD DUNLAP MARCONI MEDAL

As a rule, the State Department has its hands pretty full with happenings of the present but Francis Colt de Wolf, Chief of the Telecommunications Division took a night off at the 20th Anniversary dinner of the Veteran Wireless Operators' Association in New York to tell them of not only tomorrow in communications but "day after tomorrow",

Speakers at the gathering included Gen. Harry C. Ingles, Chief of the Army Signal Corps, and Gen. David Sarnoff.

The Marconi Memorial Plaque was awarded to the Television Broadcasters' Association and accepted by J. R. Poppele, its President.

Orrin E. Dunlap, Jr., of the Radio Corporation of America, official biographer of Marconi and author of "Marconi - His Life and His Wireless", headed the list of several who were awarded special Marconi medals.

Envisioning communications "day after tomorrow", Mr. de Wolf, an old timer in radio, who is creating a very favorable impression in the industry as the new head of a newly created division of the State Department, said:

"We shall come to the day when the transmission of intelligence word-by-word will be as obsolete as the transportation of goods on the back of a mule. In this war the necessity of conserving space has brought about the transportation of foods in a dehydrated condition. V-mail has reduced the bulk of correspondence several fold. In our future world, written messages will be sent by facsimile and charges will be based on square inches or preferably square millimeters. Under such a system we shall avoid all possibility of errors in transmission and have the satisfaction of receiving the messages as originally sent out.

"We anticipate the day when, at our breakfast table, every man will find his favorite newspaper, whether it be from New York, London, Paris, or Rio. The sending of telegrams will consist of placing an original message in an automatic machine in which there will be dropped a quarter and having it reproduced by facsimile in a matter of a few seconds at a distance of hundreds or thousands of miles. We may also come to the day when one universal telecommunication company, with subsidiaries in every country of the world, will operate all telecommunications services with standardized equipment and standardized procedures. Its competition will come again from the air mail which will eliminate all telecommunication services other than urgent.

"We may also see the building of a coaxial cable from Washington and New York overland through Alaska and the Aleutians to Siberia, Russia and western Europe, which would take a tremendous load of United States-Europe traffic off the congested radio waves.

Incidentally, in this connection, it is interesting to recall that at one time there existed an overland telegraph line from Great Britain (with a channel submarine cable) to India.

"And so, finally, space will be annihilated and thought will travel as fast as the speed of electricity and the ingenuity of man has made possible."

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MARY CAVANAUGH MAKES DEBUT AS NBC CAPITAL PUBLICIST

All the boys and girls of press and radio turned out to welcome Miss Mary Cavanaugh, who has just succeeded Capt. Tom Knode as Publicity Manager of the National Broadcasting Company in Washington, at a party given by the network at the Carlton Tuesday afternoon. Hosts of the occasion were Frank M. Russell, Washington NBC Vice-President, and Carleton D. Smith, General Manager of Station WRC. Doing yeoman's service on the sidelines was Fred Shaw, WRC Program Manager.

Present to make the occasion official, was Edward Jamieson, of Jesse Jones' Houston Chronicle, now President of the National Press Club. Syd Eiges, Manager of the NBC Press Department, himself recently promoted to that position, came down to attend the party and brought Captain Knode, who was recently moved to New York as Mr. Eiges' assistant.

Present also was Mrs. Frank M. Russell, who as Miss Phoebe Gail, formerly headed the Washington Press Department, in fact was the one who really put it on the map. Likewise assisting at the gathering was Mrs. Gladys Murphy. There were even charmers there from the other networks, such as Miss Gladys Hall, petite CBS major-domo.

The War Department was represented by Col. Edward Kirby, formerly of the National Association of Broadcasters, who is now in charge of Army broadcasts.

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ANNUAL 50 KW TIME SALES SKY-ROCKET TO \$58,624,000

Net time sales by the Nation's fifty-three 50,000-watt standard broadcast stations for 1944 totalled \$58,624,000, an increase of \$9,708,000 or 19.85 per cent over 1943, according to a report issued Tuesday by the Federal Communications Commission.

The total for 1943 represented an increase of 16.39 per cent over 1942.

Four of these stations reported increases of \$500,000 to \$973,000; 11 of \$200,000 to \$500,000; 22 of \$100,000 to \$200,000; and 16 of \$64,000 to \$100,000.

Station KWBU, Corpus Christi, Texas, was added to the list of 50,000-watt stations during the year, and a construction permit for this power was issued to Station WINS, New York City.

One of these 50,000-watt stations, WTOP, is located in the District of Columbia. The others are distributed as follows:

1 in each of 14 States: KIRO, Seattle, Wash.; KMOX, St. Louis, Mo.; KOA, Denver, Colo.; KOB, Albuquerque, New Mexico; KSL, Salt Lake City, Utah; KVOO, Tulsa, Okla.; WBAL, Baltimore, Md.; WBZ, Boston, Mass.; WHAS, Louisville, Ky.; WJR, Detroit, Mich.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WTIC, Hartford, Conn.; and WWVA, Wheeling, W. Va.

2 in each of 5 States: Iowa: KXEL, Waterloo; WHO, Des Moines; Louisiana: KWKH, Shreveport, WWL, New Orleans; Minnesota: KSTP, St. Paul, WCCO, Minneapolis; North Carolina: WBT, Charlotte; WPTF, Raleigh; Tennessee: WLAC and WSM, Nashville.

3 in each of 3 States: California: KFI and KNX, Los Angeles, KPO, San Francisco; Ohio: WCKY and WLW, Cincinnati; WTAM, Cleveland; Pennsylvania: KDKA, Pittsburgh, KYW and WCAU, Philadelphia

5 in the State of Illinois: Chicago: WBBM, WENR, WGN, WLS, WMAQ.

6 in the State of Texas: KRLD and WFAA, Dallas; KTRH, Houston; WBAP, Ft. Worth; WOAI, San Antonio; KWBU, Corpus Christi.

8 in the State of New York: WABC, WEAJ, WHN, WJZ, WOR, New York City; WGY, Schenectady; WHAM, Rochester, WKBW, Buffalo.

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#### AMUSEMENT GROUP HONORS MARK WOODS IN RED CROSS DRIVE

Announcement of the formation of a committee of the entertainment industry in New York with Mark Woods, President of the Blue Network as Chairman, and William Feinberg, Secretary of Local 802, American Federation of Musicians, as Vice-Chairman, to conduct a joint management and labor campaign for the Red Cross 1945 War Fund of Greater New York, was made Monday.

Mr. Woods, in accepting the chairmanship, pointed out that the formation of the joint committee to participate in the citywide campaign for \$21,187,000 which opens March 1, marks the first time that the entire industry has been brought together for a united community effort.

The announcement followed a meeting of representatives of management with representatives of Actors Equity, the American Federation of Musicians, American Federation of Radio Artists, the Stage Hands Union, and other unions in the field.

The overall committee is broken down into six major divisions, headed by the following chairmen: Legitimate Theater Division, Gertrude Lawrence and Lee Shubert, co-chairmen; Radio Division, Robert Swezey, Vice-President Mutual Broadcasting System, Chairman; with 5 sub-Chairmen who represent networks and independent stations; Motion Picture Division, John J. O'Connor, Vice-President, Universal Pictures, Chairman; Metropolitan Opera Division, Mrs. Blanche Witherspoon, Chairman; Concert Division, Arthur Judson and Sol Hurok, Co-Chairmen; Cabaret Division, Leon Enken, Chairman; and Jewish Theatre Division, Irving Grossman, Chairman.

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NBC MAKES DRASTIC REVISION OF PROGRAM COMMERCIALS

Niles Trammell, President of the National Broadcasting Company, made known Tuesday a four-point revision of the network's policies in connection with commercially sponsored programs. Purpose of the revision, he said, was to meet the public's "insistence upon continually higher quality in radio programs".

A summary of the points, all of which concern the network's contractual relationship with advertisers, follows:

(1) Time periods which become open on the network will be filled by programs which the network considers most likely to meet the wishes of the audience, regardless of seniority of date of application for the time by a sponsor.

(2) When an advertiser wishes to discontinue a program and substitute another, the network reserves the right to pass on the new program. If the network does not grant approval, it reserves the right to make the period available to another sponsor.

(3) In the future, no artist or program representative will be given control over a time period.

(4) The network will not permit reference on an NBC program to a program offered on another network, except in the case of guest artists on NBC shows who have regular programs of their own on another chain.

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In an article "Two Weeks of Radiotokyo" in Life this week (February 19), Robert Sherrod, after a careful checking of broadcasts from there has concluded "that the Japanese are the world's worst and biggest liars".

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SARNOFF RECEIVES "ONE WORLD" AWARD FOR RADIO SERVICE

Television, greatly improved by wartime research, looms as a new link in better understanding between Nations, Brig. Gen. David Sarnoff, President of Radio Corporation of America, said tonight at the American Nobel Center's "One World" dinner in honor of Wendell Willkie. As one of the foremost steps toward international solidarity, he urged that study be made of the promising uses of television in helping to preserve the peace. A rapid postwar expansion of television may be expected, he said, wherever governments encourage its use.

General Sarnoff received the "One World" award for his expansion of radio as a medium for popular education and entertainment, his work on the final reparations settlement in 1929, his contributions to television, and his overseas services as Special Consultant to the Communications Branch of the Public Relations Office, Supreme Headquarters of the Allied Expeditionary Force.

"Let there be no doubt that the world eventually will have international television", General Sarnoff said, in part. "It will be a new educational force with a double appeal to eye and ear, put at man's disposal by science, to give him a new and more intimate understanding of his neighbors. Pictures are an international language. They convey clearer and quicker impressions than words spoken in a foreign tongue, or written in a foreign language. Nations will then see themselves as others see them, for the world is destined to go sight-seeing by radio. People everywhere will understand, as never before, how freedom functions in Democracies."

"Radio's great role in the establishment and perpetuation of peace", General Sarnoff said, "is found in the fact that science has given to the essential Freedoms the wings needed to reach people everywhere - simultaneously. \* \* \*

"Today, radio and the press are inseparable in the defense of freedom of speech and expression. Liberty is the watch-word. To this end, America must have more powerful and effective international broadcast programs to serve a world at peace. We must have sufficient world-wide radio circuits to carry news and pictures freely and directly to and from all corners of the earth."

Declaring that today scientists are on the edge of new discoveries in the realm of electronics, General Sarnoff said that evidences already are on hand of man's ingenuity to create new products to fulfill his basic needs by mastery of Nature through science. At the moment, he pointed out, man is looking upward to the air which now offers him new and speedier means of communication and transportation. He called attention to a new science - Chemotronics - a combination of electronics, supersonics and chemistry, through which scientists may learn the secrets of creating many new products.

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:::: SCISSORS AND PASTE ::::  
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Must Be an Ostrich to Disparage Radio Retail Selling  
( "Editor and Publisher" )

The time has passed for talk about radio "making a bid" for local retail advertising. Not only has the bid been made, but in a surprising number of cases it has been accepted, according to the Harvard study, "Radio Advertising for Retailers", just completed by Charles H. Sandage, Professor of Marketing at Miami University.

In 1942, the year used for the survey, 50,000 local businesses, 40% of them located in communities under 25,000 in population and another 40% in cities between 25,000 and 200,000, paid radio stations and networks \$54,000,000 or over one-fourth of radio's total revenue. It would, indeed, take an ostrich with his head many feet in the sand to continue, in view of those figures, to call radio's efforts in the retail field a mere "bid".

Nevertheless, more than one-third of the retail users surveyed expressed complete satisfaction with the medium while but six of the 794 local firms, who answered the question, stated radio had proved unsuccessful.

Radio has failed, Professor Sandage's research shows on the other hand, to provide the qualitative audience surveys the retailer needs and to render professional advertising and program service to the many local firms which can't afford to employ agencies. Also, the author believes, because of their low cost and relative simplicity of preparation, there has been over-emphasis of spot announcements, despite the fact that they do not seem to be as productive as full programs.

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An Echo of the FCC Investigation  
( Robert D. Leigh, former Director, FCC Foreign Intelligence Service in "Harper's Magazine" )

"The Federal Communications Commission had caught one of the leaders of the House majority hierarchy violating a Federal statute and had not prudently filed the case away" . . . and . . . "when the House leader threatened an investigation, the Commission did not retire into its shell, but proceeded with its hearing . . .," and later, when the Congressional committee "set up a propoganda machine to provide a continuous barrage of one-sided newspaper comment and criticism of FCC, FCC itself actively entered the fight for the headlines."

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Neighbors Grateful  
( "Salina Journal" )

Radio manufacturers, counseling housewives on the care of aging radios, caution: "Don't keep radio volume tuned high. Excessive vibration throws your radio off delicate balance and causes the tubes to loosen."

The neighbors will thank the manufacturers for that effort.  
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::::  
:::: TRADE NOTES ::::  
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Although no broadcaster would probably stick his neck out publicly by agreeing with Representative Richard B. Wigglesworth(R), of Massachusetts that T. A. M. Craven was "the ablest member of the Commission as formerly constituted", we are certain a large majority of them are of the same opinion. Representative Wigglesworth has paid Tam a belated compliment but one nevertheless well deserved.

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The appointment of Maurice B. Mitchell as Sales Promotion and Publicity Manager of WTOP, CBS' Washington, D. C. outlet, was announced this week by Station Manager Carl J. Burkland.

Recently released from the Army, Mitchell was previously affiliated with the Gannett group of newspapers, in Rochester, Ogdensburg and Albany, N.Y. He was National Advertising and Promotion Manager of the Albany Knickerbocker News when he entered the armed forces.

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Negotiations for the merger of Belmont Radio Corporation, Chicago, and Raytheon Manufacturing Company, Newton and Waltham, Mass., are in progress, the presidents of the two companies said in Chicago last Monday. Belmont is a producer of private brand radio receivers and Raytheon is a manufacturer of electronic tubes. Total annual volume of the companies, now almost entirely in war work, exceeds 200 million dollars, it was said.

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Only 10 daily newspapers suspended publication in 1944, five outright and the other five being converted to weeklies or semi-weeklies, according to the records of the American Newspaper Publishers' Association's Special Standing Committee in Chicago.

To balance the number of suspensions, 10 new dailies were started, with revised schedules being announced by 15 others, including changes from evening to morning publication, or vice versa, and cessation or addition of editions.

In 1943 28 quit publication as compared with 79 in 1942.

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John J. Karol, Network Sales Manager of the Columbia Broadcasting System, Lee Bland, supervisor of Network Operations in charge of announcers' auditions, and Lou Chapin, a director on the CBS music staff are giving courses in New York University's "Radio Workshop".

Karol's course, held Thursday evenings from 6:00 to 7:45 EWT, will run through May 31 and deals with "The Business Side of Radio". Most of the classes are being held at the CBS headquarters building in New York City.

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Elinor Lee of CBS has been named a member of the Standing Committee of Mrs. Roosevelt's Press Conference Association, the organization which governs attendance at the First Lady's regular meetings with the women of the press and radio.

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More Milwaukee people want FM radio in their post-war sets than desire the present or standard variety. This is said to be true on the basis of The Milwaukee Journal's 1945 consumer analysis, preliminary figures for which were released today. They show that 77.4 per cent of Greater Milwaukee's 227,626 families want provision for FM reception in their coming radio sets while only 75.9 seek provision for standard radio.

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Earl L. Hadley has been appointed Director of Advertising and Sales Promotion for the Bendix Radio Division of the Bendix Aviation Corporation, Baltimore. He will direct the nation-wide advertising and merchandising program for the company's forthcoming line of AM and FM radios and radiophonograph combinations.

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Roy Roberts, publisher of the Kansas City Star, which operates Station WDAF, addressing the Midwest Circulation Managers' Association, declared that radio and television will not swallow up newspapers. Mr. Roberts said that after the war, when news settles down, "it is going to be one whale of a job for radio to keep news-casts interesting."

He cited the fact that with all the growth of radio news, newspaper circulations have gone to new all-time high figures. "Newspapers have done this with the worst handicap in the world - lack of newsprint", Mr. Roberts declared.

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Television with full natural color within two years after the end of World War II was offered as a possibility by Clyde M. Hunt, Chief Engineer of WTOP in Washington, in a talk before the Washington Chapter of the DAR last Thursday.

"One or two years will be required for engineers to prove by field tests the results of their laboratory work", the radio engineer declared, "and for the television industry to convert manpower and materials from war work to the peace-time pleasure of turning out your television receiver."

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Federal Judge Francis J. V. Ford has denied a motion of the International Ladies' Garment Workers Union seeking an order to compel radio station WCOP of Boston to carry its radio hour. Local 89 of the union brought action after WCOP dropped the weekly program of the garment workers, declaring it would not carry broadcasts in other than the English language. The union broadcast was written largely in Italian.

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Almost half a million persons took the guided tour through New York's Radio City, and almost two million guests watched broadcasts from the NBC studios here during 1944, it was disclosed by Lathrop Mack, Manager of the Guest Relations Department. Servicemen and women who have seen action all over the world made up a large portion of the totals.

The 460,366 persons who took the guided tour during the year brought the grand total since it was started some 10 years ago to 5,186,806. The Radio City tour is the most heavily attended tour in the nation. A total of 100,106 servicemen and women were among the visitors, and they were admitted, either at reduced rates, or free of charge through tickets distributed at various servicemen centers.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED  
FEB 28 1945  
FRANK E. MULLEN

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No. 1671

February 28, 1945

### 31 ORGANIZATIONS WHET AXES FOR REALLOCATIONS SCRAP

Judging from the number of organizations - thirty-one to be exact - which have requested permission to participate in the oral argument on the proposed frequency allocations of the Federal Communications Commission, which begin in Washington today (Wednesday), things may not be so quiet along the Potomac during the next week or ten days the hearings are expected to run.

In addition to those who desire to appear, some twenty-five firms or individuals have filed briefs or statements with regard to the proposed new set-up.

A last minute list given out by the FCC of those who have asked to be heard includes: Association of American Railroads and Committee 7, Panel 13, RTPB; American Telephone & Telegraph Company; American Trucking Association, Inc.; Aireon Manufacturing Corporation; American Radio Relay League; American Transit Association; Major Edwin H. Armstrong; Columbia Broadcasting System; Capitol Broadcasting Co., Inc., licensee of FM Station WBCA, Schenectady; Chicago, Rock Island & Pacific Railway; Cowles Broadcasting Co.; Eastern States Police Radio League; FM Broadcasters, Inc.; Interstate Broadcasting Co., licensee of FM Station WQXQ; Lorain County Radio Corporation; National Association of Broadcasters (brief filed by general counsel of Panel 4, RTPB).

Also, National Association of Taxicab Owners; National Association of Motor Bus Operators, Milo M. Dean, Chairman, Subcommittee 8, Panel 13, RTPB; Radio Corporation of America; National Broadcasting Company; R.C.A. Communications, Inc.; Radiomarine Corp. of America; Television Broadcasters' Association; Subscription Radio, Inc. (brief filed by Joseph Weiner); Westinghouse Electric International Company; U. S. Office of Education, Dr. R. R. Lowdermilk; Zenith Radio Corporation; Yankee Network, Inc.; Society of Plastics, Inc., and U. S. Independent Telephone Association.

Those who have filed briefs are: Edison Electric Institute and the Association of Edison Illuminating Co. (to be represented by Philip H. Chase); Forestry Conservation Communications Association, Committee 3, Panel 13, RTPB; Wabash Telephone Company; Tri-County Telephone Company; Union Telephone Company; Texas Telephone Company; Southern Continental Telephone Co.; The Journal Co. (Milwaukee Journal), FM Radio Station WMFM; Herbert A. Friede, Chairman, Committee 2, Panel 13, RTPB (will be present); National Council of Private Motor Truck Owners; Haraden Pratt, Chairman, Panel 8, RTPB; FM Station WENA, The Evening News Association; Association of American Railroads (joint brief filed by counsel of Association and John L. Niese, Chairman, Committee 7, Panel 13, RTPB).

Also Medical and Surgical Applications, A. W. Mathis, Panel 12, RTPB; Austin Bailey, Vice Chairman, Committee 8, Panel 13, RTPB; R. V. Dondanville, Chairman, Committee 4, Panel 13, RTPB; Alexander Senauke, Chairman of Committee on Industrial Heating, Panel 13, RTPB; Aeronautical Radio, Inc.; K. M. Hoover, Chairman, Transit Utilities Radio Communication Committee, Panel 13, Committee 5, RTPB; Dr. Alfred N. Goldsmith, on "Centercasting"; Press Wire- less, Inc.; American Broadcasting Co., Inc., Frank Marx, Director of General Engineering; C. M. Jansky, Chairman, and W. R. David, Vice Chairman, Panel 5, RTPB; John V. L. Hogan, Chairman, Panel 7, RTPB; Daniel E. Noble, Chairman, Panel 13, RTPB; Stromberg-Carlson Company.

FCC officials have again stated the list of frequency allocations is a provisional one, open to discussion and argument at the hearing. The final allocations, they said, will be revised on the basis of evidence submitted at the hearing which will involve twenty or more other questions of importance in radio besides the problems of FM broadcast service.

The biggest fight though will come on FM. Leaders in this will be FM Broadcasters, Inc., Panel 5 of the Radio Technical Planning Board, and Major E. H. Armstrong, inventor of FM itself. The National Association of Broadcasters neither endorses nor opposes the proposed FM allocation.

FM Broadcasters, Inc. contend that the shift of FM to 84-102 mc. would cause a two-year delay that would "paralyze this new industry". The shifting of the spectrum location would entail cost to public "of many millions of dollars".

Panel 5 contends the proposal to move FM above 84 mc. is based largely on the calculations of Dr. K. A. Norton, formerly of the FCC, which calculations are challenged as inaccurate. A Panel 5 off-the-record subcommittee report was to the effect that the proposed FM change would require the engineers six months longer to work out the receiver details, would increase the price of sets as much as \$32 and would require three months longer testing time. Major Armstrong likewise charges that Dr. Norton made an error in his calculations.

Among differences of opinion about FM's place in the spectrum, some seem to be influenced by economic factors, says the Cowles Broadcasting Company brief, while others based on ignorance of co-channel interference, fear of unknown factors in the new band and belief that Commission engineers have insufficient data, are unsound.

Television will also come in for a great deal of attention. The National Association of Broadcasters approves television allocation above 400 mc. but criticizes allocation below 300 mc.

The Radio Corporation of America and the National Broadcasting Company offer compromise allocation involving FM and television. Temporary allocation of FM 42-44 mc., as proposed pending transition to 84-102 mc, held undesirable. RCA and NBC counter with

this proposal: Television 44-50 mc. and 54-84 mc.; FM 90-108 mc., with band 84-90 mc. unassigned for possible video or FM use later.

Suggested that if 84-102 mc. proposal becomes permanent, FM be given temporary haven 42-50 mc., since no present television operators would have use for 44-50 mc. channel. By time television is ready for proposed Channel 1 "it will be feasible for the FM station to move directly to its permanent frequency assignment in the 84-102 mc. band."

On television, RCA-NBC comment "immediate needs of television should have priority over possible future needs of FM", therefore it's unwise for FCC to designate 102-108 mc. for allocation later; it should be given television immediately.

Television should be moved to higher frequencies the Columbia Broadcasting System argues, to obtain wider bands. This would permit better black-and-white pictures with more elements, as well as color television. Technical difficulties of current video, tending to preclude nation-wide competitive service, will be avoided and larger service areas will result. Larger service area is possible, the network claims. Multipath effects, or ghosts, in lower frequencies may be solved by use of sharply directional receiving antennas in higher bands.

Cost of receivers would be no higher and the improved service would result under high-definition standards. Dual operation would be a mistake, CBS argues, doubling costs and penalizing pioneers in favor of newcomers with no investment or experience in television. The public should be kept fully informed on television.

Regarding television, the Cowles Broadcasting Company brief states the allocation below 216 mc. is not ideal but justified because of necessity for providing channels for aviation and Government services between 108-180 mc. Therefore, regardless of FM, it is impossible to provide better television facilities.

The Blue Network supports FCC proposal and points out that since the Blue owns no FM or television stations at present, it is in the "unique position of being well qualified to judge the adequacy of the overall fairness of the proposed allocations for these services". They believe Commission proposal represents "best possible overall arrangement to permit both services to progress rapidly toward a nationwide service with a maximum benefit in the public interest."

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At the invitation of the State Department, CBS takes its "Vox Pop" program to the Statler, Washington, D.C. on Monday, March 5, at 8 P.M., EWT. Members of the foreign and domestic agencies of the State Department will participate in the broadcast.

State Department executives invited to attend the broadcast include Secretary of State Edward R. Stettinius, Jr., Under Secretary Joseph C. Grew, and Assistant Secretaries Archibald MacLeish, James C. Dunn, William L. Clayton, Dean G. Acheson, Brig. Gen. Julius C. Holmes and Nelson A. Rockefeller.

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## RCA 1944 NET CLIMBS TO \$10,263,291; NEW WAR PRODUCTS

The Radio Corporation of America in 1944 reached new peaks in production of radio-electronic equipment vital to the war effort, established new records in radio communications, and completed more than 100 research projects for the Armed Services, Brig. Gen. David Sarnoff revealed in the 25th Annual Report released yesterday.

Net profit of RCA in 1944 was \$10,263,291, compared with \$10,192,452 in 1943. After payment of preferred dividends, earnings per share of common stock were 51.2 cents, compared with 50.5 cents per share in 1943. Total gross income from all sources amounted to \$326,421,913, compared with \$294,535,362 in 1943.

The report states that war products delivered to the United States and its Allies by the RCA Victor Division during 1944 established an all-time record, exceeding 1943 deliveries by 16%. More than a thousand RCA engineers have been working on research, development and production of radio and electronic equipment vital to the war effort resulting in RCA building more than 200 new types of electron tubes and more than 350 types of apparatus not manufactured by anyone prior to the war.

While the complete story of RCA's war achievements remain secret for security reasons, it is disclosed that RCA Victor has been, and is, the designer and first producer of many radio altimeters used by the Army, the Navy and the British. This essential device enables airmen to measure their distance from the ground so accurately that it makes possible more effective flying operations at night through fog and other difficult weather conditions. It also increases the effectiveness of low-level, high-speed attacks and hedge-hopping missions; and is equally valuable in paratroop operations and in dropping supplies from the air.

One of the major achievements in the field of electron tubes was the development by RCA scientists of additional miniature tubes and other types to perform new functions. These tiny tubes will shrink the size of many postwar radio products, including home and portable radios, phonographs, television receivers, hearing aids and business machines. They make possible greater flexibility of receiving set designs and the use of improved features without enlarging the cabinets.

Vastly increased quantities of the miniature tubes were manufactured by RCA Victor in 1944. First introduced by RCA in 1940, these tubes made possible the walkie-talkies, the handie-talkies and other electronic devices for planes, tanks, and motor transports where weight and size of equipment are important factors.

Creation of other special electron tubes has enabled engineers to construct a television transmitter to operate at frequencies up to 300 megacycles, that is, a wavelength of one meter. It is the first time a transmitter with a power output of 5,000 watts has been devised for television broadcasting on a frequency so high in the radio spectrum.

Another achievement of RCA Laboratories is a highly efficient optical system for projecting television pictures. This will have important applications in home television receivers to produce brighter pictures as large as 18 x 24 inches. It also involves a development - that of molding lenses from plastic material to reduce costs and to make the system economically practicable for home receivers.

With respect to television, the report recalled that in January of this year the Federal Communications Commission issued a report proposing the assignment to television of 12 channels below 300 megacycles for commercial operation and a large band of higher frequencies for experimental work and future services. "RCA believes this proposal to be a constructive step toward the postwar development of television", the report commented. "If the proposal is adopted, it will make possible the expansion of television as a service to the American people immediately upon the release of manpower and materials from war demands."

During 1944, NBC broadcast a record-breaking total of 2,173 programs which originated in foreign countries. This was over 400 more than those broadcast in 1943. At the year-end, the NBC staff of news commentators and reporters numbered fifty-eight, compared with thirty-six the year before, serving in strategic locations all around the globe.

R. C. A. Communications, during 1944, handled 150,000,000 words of radio traffic, largely related to the war. New direct circuits were established with India and Gambia, British West Africa. Direct service with Paris, interrupted since the German occupation of France, was resumed late in the year. At the request of United States military authorities, and in cooperation with them, RACA established and operated its own stations at Naples, Rome, and in Southern France.

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PETRILLO AROUSES HOUSE GROUP; FDR MAY ALSO CRACK BACK

James C. Petrillo and the American Federation of Musicians did themselves no good ignoring the hearings of the House Interstate and Foreign Commerce Committee on the Vandenberg Bill (S-63), sponsored in the House by Representative Dondero (R), of Michigan, which would prevent Petrillo's interfering with the broadcasts of the National Music Camp at Interlochen, Michigan. Furthermore, there were indications that not only would the Committee approve the bill and probably put more teeth in it and that the House would pass it with a whoop, but that when the measure went to President Roosevelt for final approval, the President might take the opportunity of giving Jimmy the works. This he no doubt would like to have done when the "autocrat of listening", as Petrillo has been dubbed, so boldly defied Mr. Roosevelt in the presidential campaign. The President is noted for his long memory in such matters and those who know him



are not inclined to believe he would overlook such an opportunity as the Vandenberg Bill would give to tell Jimmy exactly where to get off.

At the conclusion of the sessions last week, Representative Lea (D), declared that the scope of the hearings might be extended, which was construed to mean that Mr. Petrillo himself might be summoned. Furthermore, Representative Lea said he intended to suggest to the House Committee that fines and imprisonment be written into the bill as penalty for any person interfering with radio broadcasts by educational institutions. The bill as passed by the Senate did not include this. Also it is believed there will be something in the bill to prevent Mr. Petrillo from short-circuiting Congressional action by having put the music camp on the unfair list.

When no one responded for the American Federation of Musicians in the House hearings, Representative Wolverton (R), of New Jersey, said:

"Can we assume that they are not interested in what this Committee does? In my eighteen years of Congressional services I have never seen a situation where a man so directly involved in proposed legislation was not even present or represented when it was up."

Several Committee members nodded approvingly and Representative Brown (R), of Ohio, interjected:

"I don't believe the bill goes as far as desired. Seemingly Mr. Petrillo is not interested in this Committee. Perhaps he is doing the same thing he did toward the President of the United States - taking a defiant attitude. Mr. Petrillo has asked for it, and it is about time that Congress let him have it!"

Representative Dondero (R), of Michigan, sponsor of the bill in the House, told the Committee that requests for a Navy band to participate in a soldiers' memorial service in his home town of Royal Oak had been refused "without any definite explanation", and Secretary Forrestal had not replied to his request for an explanation.

"I asked when did a musicians union become more powerful than the Government of the United States?" said Mr. Dondero. "That question has not been answered yet, "

Declaring that the anti-Petrillo bill represents a desirable objective and merits approval by the House Committee, Paul Porter, Chairman of the Federal Communications Commission, said:

"The evil inherent in the ban by the American Federation of Labor on the Interlochen broadcast so far as broadcasting is concerned is two-fold. In the first place, this action of the American Federation of Musicians results in a severe restriction upon what may be broadcast over the air. Under the American system of broadcasting, as you know, the Government is expressly forbidden to dictate to broadcasters what shall and what shall not be broadcast. This

is in order to guarantee a free radio. But more than this is necessary if radio is really to be free. We must make sure that no arbitrary restrictions are imposed by private groups concerning material which shall be broadcast. It is the Commission's constant endeavor to see that the radio industry keeps itself as free as possible of all unreasonable restraints so that radio stations are in a position to discharge their obligation of operating in the public interest. Radio's ability to fulfill this obligation is hampered fully as much when its freedom of action is imposed by a labor organization as when it is self-imposed. If an organization can prevent radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcasts of speeches, forums, conventions, etc. will be prevented. Such a precedent should not be permitted to be established.

"The second evil is found in the effect of the American Federation of Musicians' action on small stations. We all are familiar with the fact that most professional talent is concentrated in the large cities. For the small station this means that it must to a great extent rely on amateur talent which it can find or develop in the community. Many of these communities have a good deal of latent talent that can be developed to the benefit both of the talent and the community; this is particularly true of communities which have universities located nearby. However, the action of the American Federation of Musicians prevents radio stations from using musical talent of this kind. And if the American Federation of Musicians can prevent the use of musical talent, other groups will direct this activity at dramatic groups, singers, etc. This forces small stations either to broadcast network programs all day or to use records and transcriptions instead of developing their own individuality and contributing to the growth of their community."

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FORMER FCC COUNSEL NEW ALL AMERICA CABLES RADIO V-P

James A. Kennedy, General Attorney of All America Cables and Radio, Inc., an affiliate of International Telephone and Telegraph Corporation, has been elected a Vice President of the Company.

Mr. Kennedy was Assistant General Counsel of the Federal Communications Commission before becoming associated with the I.T.&T. System. He was a member of the Agricultural Adjustment Administration, Washington, D. C., in 1934 when he joined the FCC, and remained in the latter agency until 1941, the last four years as Assistant General Counsel.

A native of Williston, South Carolina, Mr. Kennedy attended the University of Richmond, the University of Virginia, and was graduated with an LLB Degree from George Washington University in 1920.

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RMA SECURES EXPERT NEWSMAN FOR PUBLICATIONS DIRECTOR

If you are ever hiring a newspaper man, be sure he can write because, believe it or not, many of them can't. Such is not the case with James D. Secrest, currently making his debut as Director of Publications of the Radio Manufacturers' Association. For a number of years the star reporter on the Washington Post, Mr. Secrest might have been one of the editors had he remained with the paper.

With the outbreak of the war, however, the Office of Emergency Management, through which all war agency news cleared, beckoned to him and he left the Post to enter the Government service. Subsequently in the Office of War Information, he became Chief of Field Operations with 60 offices throughout the country in his charge.

When OWI appropriations were so ruthlessly slashed by Congress, Mr. Secrest went to New York where he has been conducting a publicity and promotion campaign of the Pulpwood Consuming Industries, at New York City, as assistant to Frank Block, Director of that industry's War Activities Committee.

Mr. Secrest is a graduate of Duke University and was in newspaper work for a long time in Cincinnati and elsewhere before coming to Washington. In addition to covering Congress and other Government agencies, the Federal Communications Commission was likewise in his bailiwick. He also was on the editorial staff of Broadcasting magazine.

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MUSIC HOUSE NAILED FOR "COAST-TO-COAST" HOOKUP CLAIMS

The Dave Minor Company, Chicago, Ill., engaged in the sale of a set of piano lessons entitled "Music is Fun for Everyone - the Ear Way" and a collection of songs entitled "Dave Minor's Famous Play by Ear Song Book", has entered into a stipulation with the Federal Trade Commission to cease and desist from:

(1) Describing their business as a publishing company or representing that they engage in the publication of books, music or other printed matter;

(2) Using the word "Studio" in connection with their place of business or in any manner implying that they maintain a place devoted to the teaching of music or other fine art; and

(3) Representing that Dave Minor is "on the air from coast to coast", or that their radio continuities broadcast from local stations are programs rendered through a national radio hookup.

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ASCAP WINS MINNESOTA LICENSING VICTORY; THREE YEAR FIGHT

Ruling that the theatre-licensing operations of the American Society of Composers, Authors and Publishers (ASCAP) is not in violation of the Sherman Anti-Trust Act, Judge Gunnar H. Nordbye of the U. S. District Court in Minneapolis has found for the plaintiff in several copyright infringement actions begun by ASCAP against a group of Minnesota motion picture exhibitors. Judge Nordbye awarded ASCAP damages of \$2,000 from the Associated Amusement Company and \$500 from Harry Dickerman, operators of the unlicensed theatres. This ends a three-year controversy between ASCAP and Minnesota exhibitors.

Judge Nordbye's decision was announced after a three-day trial, most of which was occupied with testimony as to the theatre-licensing operations of ASCAP. Attorneys Louis D. Frohlich and Jack Nitzburg, for the Society, called several of its executives, including John G. Paine, General Manager.

Defendants claimed that the fact that individual members of ASCAP had granted synchronization rights to the film producers estopped the Society from insisting on a license for the public performance of such works. Mr. Paine testified that so far as the Society is concerned the producer is not restricted in his selections of works for film production. The Society's interest is only in the public performance for profit of its members' copyright music.

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CHEMICAL WARFARE PROMOTES FORMER FCC PUBLICITY EXPERT

It's a bus-man's holiday for Maj. George O. Gillingham, U.S.A., on leave as head of the Federal Communications Commission's Press Service. One of the best publicity men in the business, Major Gillingham has just been appointed to the important position of Chief of the Information Branch of the Army Chemical Warfare Section.

George came into fame as the editor of the National Press Club paper, the Goldfish Bowl. He wrote anonymously and soon made himself the best known unknown editor in the United States.

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TOM JOYCE OUT AT RCA

Tom Joyce, General Manager of the Radio, Phonograph and Television Department of RCA Victor, has resigned from the Radio Corporation of America after 23 years of service with that company.

Mr. Joyce will announce his future business plans about April 1st.

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## WARWICK CO. DENIES ALLEGED RADIO MISREPRESENTATION

Warwick Manufacturing Corp., Chicago, Ill., in an answer to a complaint issued by the Federal Trade Commission, denies having made false and misleading representations concerning the tube capacity, television equipment and prices of certain radio sets it sold in interstate commerce. According to the answer, the respondent no longer manufactures and sells radio sets but is now engaged in producing equipment for the armed forces.

The complaint charged that the sets did not contain the number of active, necessary, fully-functioning tubes specified in the respondent's advertising, but were equipped with one or more other type tubes which do not perform any customary, recognized function in the detection, amplification and reception of radio signals. The respondent admits that its sets contained ballast, tuning beacon tubes or rectifying tubes, as alleged in the complaint, but denies that such tubes are "non-functioning" or that they do not perform any customary, recognized function of radio tubes in detecting, amplifying and receiving radio signals.

With respect to the respondent's allegedly false representation that certain sets were wired or equipped for television, the answer admits that they were not capable of receiving and reproducing picture signals in visual form, but denies that such representation was made. The respondent states that its sets were wired so as to be utilized as a sound unit for microphones, phonographs and television sets when the latter would be available.

The respondent also denies the complaint's allegations that its prices advertised as "special" were not special reduced prices, but were the prices at which it sold radio sets in the usual and regular course of business; and that the prices represented as "list" were fictitious and not the prices at which it sold its products or authorized its dealers to sell them.

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## MARCONI SLEW HIMSELF, ROME NEWSPAPER CLAIMS

The newspaper Libera Stampa in Rome said Tuesday, according to the United Press, that Guglielmo Marconi, inventor of the wireless, committed suicide in 1937 to avoid turning over to the Fascists his "death-ray apparatus". The newspaper said he tested the apparatus in the presence of Benito Mussolini. The ray caused all automobiles in the area to stop, it said.

Mussolini referred to this ray in a prewar speech when he said, "Italy will use, if necessary, a new powerful secret weapon", the article asserted.

Marconi, a devout Catholic, saw the Pope for the last time July 18. He reportedly was in perfect health, yet died the next day. The paper contended that Marconi confessed to the Pope and then committed suicide rather than hand over such a deadly machine to the Fascists.

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## LIFEBOATS TO GET 2-WAY FEDERAL RADIO CORPORATION SETS

Two-way radio sets, as part of standard lifeboat equipment, are being perfected by the Federal Telephone and Radio Corporation, an affiliate of the International Telephone and Telegraph Corporation, to allay the anxiety of cast-aways because, even without wireless training, they can learn by the returned signals that their distress calls have been heard, according to the New York Times.

The receiver will pick up the usual wireless signals on both long and short-wave, but is not adapted for vocal use. The new equipment also can serve to warn off rescue vessels.

The present equipment sends signals only on the international distress frequency of 500 kilocycles. The new transmitter will send on that frequency and also is capable of sending on short-wave. The latter will be especially valuable in determining the exact location of the craft by means of the instantaneous direction finder, another of the Federal Corporation's developments.

The new apparatus will occupy no more space than is taken up by the single frequency transmitter, now in use in lifeboats. Like the present equipment the new set will be contained in a water-tight case that will float unharmed if it falls out of a lifeboat. Power for the new transmitter and receiver will be furnished by a manually-cranked generator.

Like the present lifeboat transmitter, no previous training or technical knowledge is necessary to operate the new one. Regularly used SOS signals are radiated automatically by the transmitter by the simple process of setting a switch and turning a crank. The signals are interspersed by four-second dashes to permit operation of the direction finders on the impulses.

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## BRITISHER SEES TELE PROBLEMS ECONOMIC; FAVORS 800 LINES

B. J. Edwards in "Journal of the Institution of Electrical Engineers", London, recently presented for discussion a general picture of the problem of post-war television. He suggested that the factors influencing the expansion of television will be mainly economic rather than technical, and he surveys the possibilities of obtaining the necessary revenue.

Radio links operating on centimetre waves are advocated for distributing television throughout the country. Cable distribution was rejected on the score of cost and great technical difficulty.

It is also advocated that as soon as possible an improved system of television be adopted with definition of the order of 800 lines. This implies a band-width of 20 megacycles and a carrier frequency of at least some hundreds of megacycles.

A great difficulty that will be encountered with an improved system is interference with the main picture by reflection of the signal from buildings, etc., which gives rise to secondary images laterally displaced a short distance from the main image. One method of minimizing the effect of this unwanted signal is to increase the directional properties of the receiving aerial by some form of reflector.

To achieve a polar diagram in which the rear and side lobes are very small compared with the main lobes complicates the aerial design and emphasizes the serious practical difficulty of erection unless the frequency is such that an extremely small aerial system with paraboloid reflector can be used.

In conclusion, the author presents for discussion two alternatives for post-war television: first, to commence transmissions on the old standard and operate for a period of, say, 5 years, the development of an improved system to run concurrently; secondly, to commence experimental transmission for an improved system within a period of, say, one year, which may be possible in view of the technical resources that have been built up in this country during the war.

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#### OWI HITS BACK AT REP. TABER'S CENSORSHIP CHARGES

Neil Dalton, Director of the Domestic Branch of the Office of War Information, was quick to defend the OWI against the charge of Representative John Taber (D), of New York, that the Office of War Information had been holding out or coloring the news.

"The Office of War Information was created by Executive Order of the President", Mr. Dalton stated. "One reason for its creation was an insistent demand by the press and the radio for better coordinated government information. The Congress is fully acquainted with the manner and methods of its operation and year after year has voted it funds with which to carry out its functions. Mr. Taber is a member of the Appropriations Committee which went exhaustively into every phase of our operations before the Committee recommended to the Congress the appropriation of funds under which we are currently operating.

We are confident that newspapers, press associations and broadcasters generally know after long dealings with us that this Office is not engaged in censorship. On the contrary, we promote as far as we can the free flow of accurate information. Any accredited representative of any publication or radio can ask information of any official in the government and OWI does nothing whatsoever to keep him from getting it. The only censorship in this country is a voluntary censorship subscribed to by all publications and based solely on military security.

"OWI knows that Mr. Taber is mistaken as to the scope of Mr. Brackett's experience and disagrees with his judgment as to Mr. Brackett's competence. The letter to which Mr. Taber takes exception was written to make procedures clear to all Agencies at a time when when the Office of War Mobilization and Reconversion was enlarging its activities in connection with functions in which other Agencies participated. This necessitated more careful coordination of information to insure accuracy and to avoid confusion."

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Time To Challenge Petrillo  
"Terre Haute Star"

A Minneapolis radio station has capitulated to the unchallenged power of Boss James Caesar Petrillo of the American Federation of Musicians, who demanded that it hire, in this day of labor shortage, more staff musicians than it wants or needs.

We commend to Congress the statement by Stanley Hubbard, the station's president, which accompanied the capitulation. Here are samples:

"If the Petrillo system of forcing an employer to contract for men he does not need, and to pay royalties directly to the union because union members are employed in the manufacture of his commodity (a provision in the recent contract signed by the record companies) is adopted by other unions, it means the finish of American business.

"The difficulty which exists today in our country is that labor and management cannot deal on a parity. The remedy of this situation lies in the hands of the legislative branch of our government, and that is where immediate relief should be worked out."

These statements are not new. Congress has heard them before. They remain unchallenged. But so does Mr. Petrillo. It is time that Congress did something about the situation that makes Mr. Petrillo's power possible, before he does irreparable damage to both business and labor.

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Theatres Keeping An Eye On Television  
"Television Broadcasters News Letter"

Charles P. Skouras, President of National Theatres, addressing the annual meeting of circuit executives held in Los Angeles recently, declared that "television may occupy a very vital position in the future of our business.

"We have been keeping up with all developments in the science for a long time now", he asserted. "Its possible and probable future has long been recognized by us as a milestone that may change the business as radically as did talking pictures.

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In Five Years - Post War  
("Electronic Industries")

100 television stations - \$60,000,000; 4,000 FM transmitters - \$120,000,000; 20 million FM receivers - \$2,000,000,000; 6,000 airports, all radio-radar equipped; 200,000 vehicles with radio transmitters; 5,000,000 interstate trucks with 2-way radio; Sixteen railroads installing radio in yards.



Calls Commercials Radio's Biggest Headache  
(Robert U. Brown in "Editor & Publisher")

Methods of presenting the commercial, or "plug" is getting to be radio's biggest headache as we predicted not so long ago. Subscription radio is proposed by one group to provide non-sponsored programs and thus to get away from the annoyance of spelling announcers. Several years ago a gentleman visited our office in New York trying to find an angel to back him in production of a gadget that would automatically cut the radio set off when the commercial came on then turn it on again at the right time.

There is probably a large amount of public goodwill toward the sponsor of a first-rate radio program, but the manner in which the commercial is presented is liable to alienate the listeners. It is no secret that many radio listeners have developed their own automatic "turner-offers" in their minds when the commercial starts, and they pick that time to talk, read or do other things at home.

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Petrillo vs. U. S. A.  
"Minneapolis Star-Journal"

For the first time in 10 months, "live" music today emanated from KSTP's Minneapolis studios as result of settlement of the Petrillo strike of the A. F. of L. Minneapolis Musicians association.

During the strike, all such broadcasts originated in St. Paul studios of the station. KSTP officials said many of the programs now will be transferred back to Minneapolis.

The new contract is for 2 years and calls for hiring of 8 musicians at not less than \$52 a week, the leader to get \$75. The station also has agreed to employ only union musicians.

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New Era of Distant Radio Control  
(Gen. David Sarnoff in "Radio Age")

A new era in communications is opening - the era of control at a distance.

Television enables us to see action at a distance. After the war by the use of television techniques we shall be able to reach out and operate many of these actions that we see. Just as human fingers press buttons and triggers, snap switches, and release energy to make wheels turn or control machines and vehicles, now radio-electronic fingers touch off new magic.

Man has long dreamed of using radio to start, steer, control and operate aircraft, tanks torpedoes, automobiles, boats, and other objects. With uncanny manipulation of electronics, wartime research has made some of these dreams come true. Man has achieved radio control over wheels, rudders, wings and guns. Rockets no longer move only as phantoms of the imagination.

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TRADE NOTES

Phil Hoffman, Vice-President of the Cowles Broadcasting Company, and Station Manager of KRNT, Des Moines, Ia., will be in New York the middle of March to attend a meeting of the Blue Network and a special conference of Cowles broadcasters.

The American Telephone and Telegraph Company is experimenting with "micro waves" - very short waves - for possible use as alternative or supplemental to telephone and television transmission wires and cables, President Walter S. Gifford disclosed in the company's financial report for 1944.

Herman S. Hays, Manager of Field Service Engineering, Philco Radio and Television Corporation, Philadelphia, has been appointed a consultant to the Office of Price Administration Service Trades Price Branch.

Mr. Hays, who will serve on a part time basis, will advise OPA's national office chiefly on matters relating to radio and household appliance repairs. His appointment is in line with OPA's policy of having available the advice of representative business men when price control matters arise affecting a particular industry, it was said.

The recent RMA meeting in New York considered the campaign of the Institute of Radio Engineers for a \$500,000 building fund and the matter was deferred for further information and consideration.

The News Bureau of the General Electric Company - and an excellent one it is - is going high hat by changing its name to Technical Press Service.

"This will replace the familiar source designation 'News Bureau' on most of the releases we send to you in the future, so I thought I had better take this means of introducing it to you", C. P. Fisher, Jr. explains.

"We like the new name because it more accurately describes our job: editorial service to you. Incidentally, if you have any suggestions for improving on that job, send them along. Such comment from you is always welcome."

The National Labor Relations Board has set March 6th at 10:30 A.M. in Washington for the hearing of oral argument on the Intermediate Report of the Trial Examiner in the NABET-AFM dispute with the National Broadcasting Company and the American Broadcasting Company relative to the jurisdiction over "platter-turning".

The RMA Board of Directors accepted an invitation from the Canadian RMA to hold Board meetings together at Montreal, April 25 and 26, to develop further cooperation between the two neighboring industry organizations and to exchange information on military radio production. Arrangements were made for the joint meeting by President R. C. Cosgrove of RMA and President R. M. Brophy of the Canadian RMA.

David Sarnoff speaking at a luncheon given by the Radio Corporation of America to the mission from Brazil of six professors of leading Brazilian scientific institutions said: "Education is not a one-way street, but a thoroughfare on which to learn as well as to teach."

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Macy's in New York City, will continue its weekly telecasts over WABD, the DuMont station, in New York for another 19 weeks, it was announced by RKO Television Corporation, producers of the program.

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Listening post for receiving foreign broadcasts has been constructed by the Cowles KRNT Des Moines Engineering Department under the direction of Charles Quentin, engineering consultant. Special programs analyzing the propaganda will be broadcast under the direction of George Cremeens, special events head for KRNT.

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Engineers at Station WCAE, Pittsburgh, Have hung up what is believed to be an all-time high in maintaining a cathode ray monitoring tube in continuous operation for more than 50,000 hours, according to H. C. Vance, of the RCA Tube and Equipment Department. The RCA type 904 cathode ray tube, used for monitoring radio programs, was installed in the station's transmitter in August 1939 and is still visibly providing the same clear monitoring picture as it did five and a half years ago. It is reported that the tube shows no perceptible depreciation in sensitivity or definition.

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Press Wireless, Inc. announced Monday that its communications circuit between the Philippines and the United States, discontinued December 31, 1941, after the Japanese operation, was resumed Sunday morning.

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A meeting of the RMA Special Committee to promote equipment of public schools with sound systems was held recently in New York City. L. A. King of St. Charles, Ill, Chairman, is cooperating with a similar committee of the U. S. Office of Education. Specifications for central sound systems in schools and other educational institutions are being developed.

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The Canadian international short-wave broadcasting service call letters CHTA at Sackville, New Brunswick, was officially opened last Sunday. The cost of the station was paid by the Canadian Government, but the construction work was done by engineers of the publicly-owned Canadian Broadcasting Corporation, which will operate the station. For the present it will be used exclusively for sending news and programs to Great Britain and to the Canadian troops overseas.

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Announcement of "excellent progress" in three critical programs - cotton duck, dry cell batteries, and field wire - was made by Hiland G. Batcheller, Chief of Operations of the War Production Board at a meeting of the Production Executive Committee Monday, WPB reported today.

Dry cell battery production in February will exceed the 197,600,000 cells of January, in spite of a shorter production month, and as the new facilities get into operation, it is hoped to get the rate up by May or June to within five per cent of the monthly requirement of 311,000,000.