

# HEINL RADIO BUSINESS LETTER

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J. H. MacDONALD

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December 5, 1945

OPA BLAMED FOR FALL-DOWN IN XMAS RADIO SET PRODUCTION

(Not to be Released until 2 P.M. EST, Thursday, December 6, 1945)

If you don't find that new radio receiver that you're expecting, in your stocking on Christmas morning, don't blame Santa Claus; he's had problems with the O.P.A.

That's the word brought by R. C. Cosgrove, President of the Radio Manufacturers' Association, to members of the Radio Executives' Club of New York at a luncheon meeting in New York Thursday (Dec. 6).

"Instead of the millions of radio sets which were promised by Christmas, we will be fortunate, indeed, if a few hundred thousand are actually manufactured before Christmas", asserted Mr. Cosgrove, who is also Vice-President and General Manager of the Manufacturing Division of The Crosley Corporation, Cincinnati, and Vice-President in Charge of Sales of The Aviation Corp. which controls Crosley.

"I know of one company that set up for the production of 40,000 radios in September; 60,000 in October, 80,000 in November; and 100,000 in December but this company will not get out more than 30,000 sets before Christmas.

"This company was all ready with designs, facilities, people - everything, in fact, except material. Material has not been available mainly because the O.P.A. would not approve prices to the manufacturers of radio components, which would permit them to recover their actual production costs. This has been deplorable and it is going to take some time to clear it up."

Mr. Cosgrove declared that months have elapsed without any price determination acceptable to many parts manufacturers and that, as a consequence, the radio industry has lost so far about three months of production.

"This inexcusable waste of time and money is deplorable because the O.P.A. is arriving, by slow stages, at what the parts manufacturers needed in the beginning", Mr. Cosgrove said. "As of today, a fairly satisfactory program has finally developed which could have developed more than three months ago had the O.P.A. made a determined effort to arrive at an equitable solution."

Radio set manufacturers, according to Mr. Cosgrove, are now facing a problem with O.P.A. somewhat similar to that experienced by the radio parts people, and are having difficulty in getting prices approved because component prices are changing almost daily as modifications are made in them by the O.P.A.

"It is almost impossible to get radio receiving sets properly priced and you are not going to be able to get radio sets when you should because the O.P.A. is pricing every single set and it is necessary to have a price tag, containing the approved OPA ceiling price on the set before it leaves the factory", Mr. Cosgrove said.

"In spite of these obstacles, we are going to get out radio sets but most of the early sets will be table models in small wood or plastic cabinets. It is almost impossible today to get console cabinets as the manufacturers who formerly made these cabinets are now making furniture, since furniture is a more attractive business than radio, due to price limitations established by OPA."

Some persons in the radio industry have expected, Mr. Cosgrove said, that radio receivers would be in free supply by the middle of 1946 but, because of delays caused by the OPA, this will not be true until the latter part of 1946, and then only if there are no additional delays.

Delays in obtaining console cabinets will mean that production of the new frequency modulation receivers will be delayed, as these come in the larger sets and console models, Mr. Cosgrove pointed out.

"Some manufacturers are aggressively pushing their television production and some television sets, in small volume, should be available about the middle of 1946", he said. "Public acceptance of these sets will depend largely upon the amount of television programming that will be available, and some companies are working vigorously along programming lines."

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#### ASCAP JEROME KERN MEMORIAL TO BE BROADCAST

The American Society of Composers, Authors and Publishers (ASCAP) will pay tribute to the late Jerome Kern in a coast-to-coast memorial concert over the Columbia Broadcasting System on Sunday, December 9th, Deems Taylor, President of the Society, announced. Mr. Kern, who died on November 11th, was a charter member of the Society.

The program, presenting the familiar and beloved Kern melodies, will feature Bing Crosby, Nelson Eddy, Judy Garland, Hildgarde, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith, Earl Wrightson, and the orchestras of Robert Armbruster and Al Goodman.

The hour-long program, given in cooperation with the Electric Hour and the Prudential Family Hour, will be heard at the time that these programs are usually broadcast: 4:30 to 5:30 P.M., N.Y.T.

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JETT ENJOYS ARMY-NAVY GAME TELECAST; EVEN SAW NAVY GOAT

Federal Communications Commissioner E. K. Jett, who, finding himself unable to secure tickets for the Army-Navy Football Game at Philadelphia, made the trip from Washington to the RCA Laboratories at Princeton, N.J., to see the game by television last Saturday, said that he felt well repaid for the effort.

"I enjoyed the game thoroughly", Commissioner Jett replied when asked for his impressions in seeing the famous football classic in the first long distance transmission of television by coaxial cable since Pearl Harbor. "Princeton from where I looked at the contest is about 50 miles from New York City from which point the pictures were broadcast by radio after they had been relayed from Philadelphia to New York over the cable. I'll not go into technicalities but can say that from the standpoint of popular interest, nothing in the game was lacking.

"You could plainly see the numbers on the backs of the players and could follow the plays. You could also see the various side events, such as the cadets and midshipmen parading in the Stadium. And hear the bands playing, the cheers of the boys from West Point and Annapolis and, of course, the roar of the spectators. You could see the Army mule and even the Navy goat when they brought them in.

"The new Image Orthicon tube used at the Philadelphia Stadium for the first time made it possible to view the game with sufficient brightness at all times. Naturally it was darker in Philadelphia at the fourth quarter than at the first, but you couldn't tell the difference in the telecast. In fact, the only way you knew whether the sun was in, out or had gone down was by the shadows of the people. If there were shadows, the sun was out. If no shadows, no sun.

"I was in a position to judge the game by television with seeing it in person because last year I saw it at Baltimore by being present. This year by television and the latter did not suffer by comparison."

Seeing the contest from New York, a United Press reporter wrote:

"While 100,000 persons shivered in the icy, wind-swept Municipal Stadium at Philadelphia, I sat in a pastel-tinted studio on the eighth floor of Rockefeller Center and watched the Army-Navy game in luxury.

"It was better than being in the grandstand - and much warmer. The view was as good as you could have had from the 50-yard line. It was like watching a clear newsreel but without the jerky loss of continuity.



"Army and Navy both were a little too deceptive for the television cameraman at times, but there was an announcer to fill in the confusing places when the screen missed the ball carrier.

"The National Broadcasting Company transmitted the broadcast, with cameras both atop the stadium and on the field to give an over-all picture and a close-up of backfield and individuals in action. Almost 200 persons huddled around 10 receiving sets in the NBC studio here.

"The pictures were transmitted by coaxial cable from Philadelphia to New York for an estimated 3,000 set owners. The classic also was broadcast by the Philco station in Philadelphia and the General Electric station in Schenectady - probably the biggest audience for a single broadcast in the history of television.

"When it was all over, the television audience filed out easily onto Fifth Avenue. No jam, crowded highways - no pneumonia."

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#### LaGUARDIA PUTS ON BIGGEST RADIO ACT SIGNING WITH ABC

If Mayor LaGuardia is as good on the air as he was last Sunday in staging the signing of the juicy \$50,000 to \$100,000 a year contract with the American Broadcasting Company, he will have no difficulty finding a sponsor to sweeten up the ante. Although the newspapers got wind of it in advance, Mayor LaGuardia didn't crack the big story until his regular broadcast last week over WNYC, the Municipal Broadcasting Station, to the large local Sunday afternoon audience which he has built for himself.

On this great occasion he had as his guests at City Hall his two new bosses, Mark Woods, President of ABC, and Edward J. Noble, Chairman, but he didn't even allow that to cramp his style. And here at the radio party the newspapers got their first confirmation that Mayor LaGuardia was making the big jump as a regular radio news commentator. Mr. Woods said Mayor LaGuardia, whose 15 minute talks on Sunday night over WJZ net will be between those of Louella Parsons and Jimmy Fidler, would be on subjects of his own choosing and entirely free of censorship. Mr. Woods added:

"Mayor LaGuardia will be a great asset to American radio because of his long experience as a public servant and his vigorous, forthright personality. I feel sure that his forceful and freely expressed analysis and discussion of current national problems will prove to be one of the most interesting features we have ever presented and a real service to America."

Hailing radio's newest news commentator, the New York Times said:

"It was fairly certain that when Mayor LaGuardia retired from public office he would not hide his light under a bushel, or even under a hat. Now comes the announcement that with the new year he will shine forth as a radio star of the first magnitude. He is bound to have an eager audience, for it is already well established over the municipal station that he knows how to concoct a telling program of wisdom, spice and showmanship.

"It is equally certain the radio executives would not be offering him a reported \$100,000 a year unless they were confident of his drawing power. His talks on the air have had a range few other commentators could span and his manner is unique. He is equally at home interpreting a speech by the President on our foreign policy, assailing loan sharks and "tinhorn" gamblers, or telling the housewife how to cook a turkey.\* \* \* \*

"Mayor LaGuardia will be following his former Police Commissioner, Lewis J. Valentine, into the commercial radio field but with his broadcasting technique already perfected. His rich store of experience, information and observation will enable him to broaden his programs for the national ear. He could not make them dull if he tried. We wish him every success with his new venture."

Mayor LaGuardia starts his regular series over the ABC coast-to-coast network on Sunday, January 6 at 9:30 P.M., EST.

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SCOTT RADIO TO SPEND \$350,000 IN ADVERTISING

Approximately \$350,000 will be spent nationally in the forthcoming year by the Scott Radio Laboratories, Inc., of Chicago, to advertise postwar Scott radio models, it was announced by Walter S. Darr, President.

This figure includes local advertising placement in newspapers set up on a cooperative basis with regular Scott franchised dealers. The models are expected to be available to consumers some time in early February.

Nearly \$130,000 will be spent for advertising in consumer media, such as, Time, National Geographic, House Beautiful, New Yorker, Fortune and the magazine section of the New York Times.

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Mayor Fiorello LaGuardia, who has been New York City's mayor from 1934 through 1945, will be heard on WOR-Mutual's "Meet the Press" along with four newspapermen on Friday, December 7, from 10:30 to 11 P.M. The subject of the discussion will be "The Press and Radio."

Beginning Saturday, December 15, "Meet the Press" will be heard weekly in recorded broadcasts over WOR from 2:30 to 3 P.M.

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FCC MUM ON ANY FM COMPROMISE; FURTHER REPORT PROMISED

There was considerable comment at the Federal Communications Commission over a report made in Martin Codel's "Television Digest and FM Reports" that FCC engineers now admit that they were wrong in relying on projected curves instead of awaiting definite tests in the heated FM controversy between the Zenith Radio Corporation and Major Howard Armstrong, inventor of FM, on the one side and the Commission on the other. Furthermore, Mr. Codel asserted that due soon are results of FCC's FM tests and that they would bear out the conclusion of Zenith and Dr. Armstrong that the new FM upper band fails to provide acceptable coverage.

When asked about this an FCC official said:

"FCC engineers are not in possession of all the facts with respect to the relative claims regarding the range of the low FM band versus the high (old vs. new). It is true that a report will be released as soon as the facts are established. For example, the Federal Communications Commission engineers do not know the exact amount of radiated power of the Raytheon transmitter operating on 107 megacycles - therefore it would be impossible in the absence of such data to make a comparison of the tests made on the low band.

"The Raytheon transmitter was used in the Andelusia, Pa. 70 mile tests on 107 megacycles which were made by the FCC and which Major Armstrong claims will confirm the results of the Zenith tests."

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FOREIGN BROADCAST MONITORING FINALLY CLOSES DOWN

The Foreign Broadcast Intelligence Service of the Federal Communications Commission, which has been acting as the ears of Uncle Sam since 1940, will cease monitoring foreign broadcast stations today (Wednesday, December 5.)

The suspension of service was ordered by the Commission after the House reduced the Commission's national defense funds to \$465,000.00 Monday.

The FBIS has been serving 15 agencies in Washington by teletypewriter and has been sending a daily mimeographed report to 25 agencies.

Monitoring stations are located in Guam, Kauai, Portland, Ore., and Silver Hill, Maryland. A staff of 25 has maintained liaison with the British Broadcasting Company in London. There are 170 employees in Washington and 105 in the field. They are being notified that their employment is being terminated effective December 10 when the liquidation of the FBIS is to be completed.

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RFC DECLARES RADIO SURPLUS SMALL; MUCH UNUSABLE

Radio and electronic war surplus so far declared is small, according to William L. Foss, Chief of the RFC Electronics Division, in a discussion of the situation with the Radio Manufacturers' Association. About 100 million dollars' worth, on the basis of original price, has been made available to RFC.

The RFC Electronics Division has received its first supply of radio receivers, the SX-28. These receivers, while equipped to tune in the broadcast and international shortwave bands, are not likely to be converted into home sets though they may be adapted for use by communications operators.

Radio tubes, both transmission and receiving, are moving well from the surplus stocks to consumers through manufacturer-agents. The transmitter tube market has been flooded, he said, and a large number of the receiver tubes are being used in civilian homesets.

While RFC expects a large assortment of surplus handie-talkies and walkie-talkies, Mr. Foss said that no practical disposition of them has been developed. Contrary to general public belief, he said, these famed war products cannot be used in the proposed FCC citizens community services due to the fact they were made to transmit and receive on frequencies assigned to and held by the military services.

Some handie-talkies were put on the market several months ago, but Mr. Foss said he stopped the sales when he discovered that they were of little use to civilians.

Practically all radar equipment declared surplus to date, Mr. Foss said, is of an early and now obsolete character. The equipment itself has practically no civilian use although some of the parts may be salvaged.

Immediate, blanket revocation of the RFC-agent contracts with 230 radio manufacturers for the disposal of war surpluses has been formally recommended to RFC by the Surplus Property Administration, but RMA has secured a delay in action until an RMA-industry conference with RFC and SPA officials is held in Washington Tuesday, December 11th. Temporarily at least the RFC has turned down, as unsupported, the SPA recommendations for outright revocation of the management-agent contracts and a compromise, by revision of the contracts, appears in prospect.

It is reported that two groups, or syndicates, of Chicago and New York speculators, with large financial backing, are endeavoring to break into the radio surplus situation, bringing pressure on officials and also members of Congress to secure the war radio surpluses.



A preliminary RMA-RFC conference was arranged last week when the activities of the "syndicates" and also the SPA recommendations for revocation of the 230 manufacturer-agent contracts became known. Among those attending the conference were Director Husbands and J. Wendell Coombs, RFC administrative assistant; Chairman A. S. Wells of the RMA Industry Reconversion Committee, Chairman Ernest Searing of the Parts Division Subcommittee; Arthur Milk, representing receiving and transmitting tube groups; and RMA Executive Vice-President Bond Geddes. Also attending were Herman Krissman of Belmont Radio Corporation, Chicago, Ill.; Gerald Mayer of The Hallcrafters Co., Chicago, Ill., and James D. Secrest, RMA Director of Publications

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PULLIAM, WIRE, INDIANAPOLIS, HOST TO 700 AT VICTORY DINNER

Eugene Pulliam, President of Station WIRE in Indianapolis, Indiana, and Editor and Publisher of the Indianapolis Star, was host to 700 guests at a Victory Dinner given in Indianapolis last week.

Mr. Pulliam explained that the Victory Party was a resumption of the appreciation dinners he tendered prior to 1942, and promised another next year.

Guests, most of whom spoke in gridiron fashion, included Ham Fisher, creator of Joe Palooka; Will H. Hays, former Postmaster General and former Republican National Chairman; Robert E. Haggegan, present Postmaster General and National Democratic Chairman and Herbert Brownell, Jr., National Republican Chairman. Daniel J. Tobin, International President of the Teamsters' Union was another guest, as was Governor Ralph F. Gates.

The Postmaster General brought a greeting and a word of praise from President Truman to Mr. Pulliam who has headed the Indian War Bond sales organization throughout the war and on into the Victory Bond drive.

"After the Cabinet meeting last Friday before I left Washington, President Truman instructed me to express to Mr. Pulliam his appreciation for the work he has done as leader of the war bond drives in Indiana", Mr. Hannegan said.

At the speakers' table were Representative Charles A. Halleck, of Indiana; Mayor Robert H. Tundall of Indianapolis; Senator Raymond E. Willis of Indiana; Senator Homer E. Capehart of Indiana.

Others included C. Walter McCarty, publisher of the Indianapolis News; Joseph Bryan, President of radio station WBT, Charlotte, N. C.; Sheldon Hickox of New York, Vice President of the National Broadcasting Company; Walter Leckrone, editor of the Indianapolis Times; William F. Kiley of Station WFBM, C. Bruce McConnell of Station WISH; George C. Biggar of Station WIBC.

The Star was represented at the speakers' table by William A. Dyer, General Manager, and James A. Stuart, Managing Editor. WIRE was represented by Rex Schepp, Manager.

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JETT CLARIFIES SITUATION REGARDING FM MOVE UPSTAIRS

Commissioner E. K. Jett of the Federal Communications Commission, during the past week went on record in several cases having to do with the FM situation, which continued to be the liveliest topic of discussion at the Commission. In connection with correspondence he had had with Dr. O. H. Caldwell, of New York, well-known editor and former member of the old Radio Commission, Mr. Jett said:

"Mr. Caldwell wrote to me on November 8 and urged that the Commission 'delay ordering the complete shutdown of the 44 mc channels for some time or possibly a year or so - until FM experience and development has fully progressed on the new channels, - and television really needs this 44-50 mc band.' He stated that 'such a course would parallel the Commission's recently very wise action with respect to television wherein you authorized its continued operation on the present familiar television channels while permitting experimentation in the higher frequencies.' In my reply I advised Dr. Caldwell as follows:

"As you know the Commission has granted about 125 applications for new FM stations in addition to providing new assignments for existing licensees and permittees. Since there are about 500 more applications it is reasonable to assume that several hundred will be approved by the end of 1945. This should result in the construction of a large number of stations during 1946, which will enable the Commission to determine whether the existing frequencies should be continued or turned over to television. At any rate I can assure you that we do not intend to close the present band until service is generally available in the new band."

"In this connection it will be noted that the foregoing conforms with the Commission's public notice of September 4, 1945:

"The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated."

"Insofar as I am aware, there is no thought of continuing the band 44-50 mc for FM after FM receivers are generally available to the public in the upper band - 88-108 mc. Moreover, the Commission announced as recently as last week that the band 44-50 mc would be assigned to Television (Community) stations."

Mr. Jett stated that the correspondence with Mr. Caldwell had nothing to do with the question of two-band FM sets as reported by the trade paper Retailing (Nov. 29). This publication construed Mr. Jett's statement as giving the green light to the manufacture of two band sets.

In connection with a report in Billboard (Dec. 8) that Commissioner Jett had admitted there was more than an even chance that FM stations would be shifted back to just where they were before the new 88 megacycle band was announced, Mr. Jett said that nothing could be further from the truth, that he made no such statement nor had he talked to anyone on the subject of changing the FM allocations.

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BERMUDA COMMUNICATIONS CONFAB ENDS; PORTER BACK THIS WEEK

The Anglo-American Telecommunications Conference closed Tuesday after 12 days' sessions with the eight countries participating accepting the principle that economic profit should be secondary to the increasing flow of information between the countries. Paul F. Porter, Chairman of the Federal Communications Commission, is expected to return to Washington sometime during the present week.

The United States and the Governments of the British Commonwealth signed an executive agreement cutting international communications rates, abandoning communications monopolies in other countries and giving the United States the right to maintain direct radio circuits with the United Kingdom, Australia, New Zealand and India.

As soon as possible and not later than April 1, 1946, a ceiling rate of 30 cents a word will be applied on all full-rate messages between the nations of the British Commonwealth and the Empire and any point in the United States. Lower ceilings were applied for messages in other categories: 20 cents a word for code, 15 cents for deferred and 10 cents for night letters.

A ceiling rate of 6½ cents a word is established for press messages between any part of the British Commonwealth and any part of the United States. Where press rates are under 6½ cents a word, they must not be increased.

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A high-altitude bombing radar set, designed by the Signal Corps to spread destruction in enemy countries, has now been adapted to peaceful meteorological use in detecting the approach of storms.

Developed at the Signal Corps Engineering Laboratories at Bradley Beach, N. J., and originally installed in B-29 bombers, these sets are being dismantled and mounted in observation stations. There they foretell the direction, intensity and other characteristics of imminent weather disturbances.

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## OPA MOVES TO BRING RADIO PARTS CEILING NEARER TO 1941

To make manufacturers' ceiling prices for radio parts more uniform and to bring their ceilings more in line with 1941 prices plus the previously announced industry increase factors, the Office of Price Administration Monday announced four changes in the pricing provisions covering radio parts manufacturers.

No change in the previously announced retail prices for radio sets will be caused by this action, OPA said.

Monday's action, effective December 3, 1945, also established a new increase factor of 16.5 percent for variable condensers. This factor is based on financial data recently submitted by producers of variable condensers.

When increase factors for the various radio parts were announced last October 11th, this segment of the industry had not furnished OPA with a satisfactory sample of financial data. At that time, OPA announced an increase factor of 13.5 percent for variable condensers which was figured by adding to the interim price increase factor (9 percent) for variable condensers the smallest increase allowed on any radio part.

The four changes made in the pricing provisions covering radio parts manufacturers are as follows:

The last price charged for any particular part during the six months' period prior to October 1, 1941, is to be considered the radio parts manufacturer's established price on the base date.

Previously, three sales of any one part were required to establish a base date price.

OPA recently has been informed by the industry that many manufacturers had no published list prices and while they may have sold large numbers of a particular part during the six months' period preceding the base date, these sales often were made on one order constituting a single sale.

To facilitate the use of the so-called "modified item" provision, it now applies to comparable parts having the same function and made of practically the same materials. Prices for such parts must be reported to OPA together with the method used in arriving at them. In each case, the price must be at the general level of prices for similar parts.

Furthermore, OPA will make any decisions regarding a "substantial" change in a part causing it to require a price higher than the ceiling price of the comparable part made in the base period.

In cases where a manufacturer does not have an established price for a part, making it impossible for him to use either of the pricing methods given above, he may figure the price by using the

1941 hours for labor and 1941 costs to which he adds the established increase factor. The manufacturer must have OPA permission to use this formula and he must file and get OPA approval on his prices. All such prices must be in line with the general level of prices for similar parts.

These pricing provisions do not apply to manufacturers who were not in business in 1941 unless they have price lists which have been approved by OPA. Manufacturers who were not in business on the base date (April 1, 1941-October 1, 1941) and who do not have approved price lists, use the formula given in the regulation under which such manufacturers can establish ceiling prices but they must not use the increase factors.

The changes in the pricing method, the Office of Price Administration said, affect not only prices being established from now on but also previously established prices for parts not delivered on the effective date of the amendment.

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#### HIGH COURT RULES OPPOSING RADIO APPLICANTS MUST BE HEARD

The Supreme Court last Monday in the case of the Ashbacker Radio Corporation versus the Federal Communications Commission ruled that when there are conflicting arguments the FCC must hear both sides before granting either. The court had to reconcile two provisions of the law. One allows the Commission to issue a license without a hearing. The other requires a hearing before an application is denied.

The opinion in the case was written by Justice Douglas. There was a dissenting opinion by Justice Frankfurter in which Justice Rutledge joined.

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#### MISS TRUMAN FIRST IN LINE AT WRC'S CHRISTMAS DOLL HOUSE

Miss Margaret Truman, daughter of the President, launched the "Doll House" of WRC in Washington to provide Christmas dolls for needy District youngsters, Monday morning when she presented the twin dolls to Carleton D. Smith, WRC General Manager and to Bill Herson, WRC "Timekeeper", who is conducting the campaign. Mrs. Carl A. Spaatz, wife of General Spaatz, AAF, and Milton Berle, star of "Spring in Brazil" also gave the Doll House a send-off by appearing on a special Dedication broadcast from the Doll House Monday evening.

The campaign, which will continue through Saturday, Dec. 22, will aim to collect hundreds of dolls and toys so that every underprivileged youngster in the District will have a new toy for Christmas. Dolls, of all shapes, sizes and color will be welcomed.

Along with the Doll House campaign another Christmas feature, "Broadcasts to Santa Claus", is also being revived. Each morning two Washington youngsters are the guests of Bill Herson to broadcast their Christmas "list" to Santa.

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## GLOBE WIRELESS BUYS IBM RADIO; LEMMON NEW GLOBE V-P

Globe Wireless, Ltd., operating a radio communications system in the Pacific area, has acquired from the International Business Machines Corporation its interest in the radio-type developments of Walter S. Lemmon and associates, and Mr. Lemmon will become a Vice-President of Globe, R. Stanley Dollar, its President, announced in San Francisco.

Mr. Dollar, who also is President of the Robert Dollar Company, operating steamship, communications and commercial enterprises in the Pacific area, said the transaction included United States and foreign patents which will give Globe Wireless the benefits of high-speed automatic radio-typewriter operation.

Brig. Gen. Walter P. Boatwright, recently retired from the Army, will become a Vice-President of Globe Wireless, in charge of production. A factory will be established on the Pacific Coast.

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## APPLICATIONS FOR BROADCAST SERVICES RECEIVED BY FCC

The following applications have been received by the Federal Communications Commission and accepted for filing:

WADC, Allen T. Simmons, Tallmadge, Ohio, construction permit to change frequency from 1350 to 1220 kc., increase power from 5 kw to 50 kw, install new transmitter and new directional antenna for day and night use and change transmitter location from north of Akron, Ohio, to Granger, Ohio (facilities of WGAR requested); Amalgamated Broadcasting System, Inc., Philadelphia, Pa., (P.O. 11-15 Union Square, New York 3, New York), Construction Permit for a new FM (Metropolitan) broadcast station to be operated on frequency and coverage as determined by the FCC; Courier-Journal & Louisville Times Company, Louisville, Kentucky, construction permit for a new commercial television broadcast station to be operated on Channel #9, 186-192 megacycles with ESR of 1425; KFDM, construction permit to increase power from 1 KW to 5 KW, install new transmitter and directional antenna for night use and change transmitter location from Beaumont, Texas to 1.6 miles west and 2.2 miles south of Orangefield, Texas; Balaban & Katz Corporation, Chicago, Ill., construction permit for a new FM (Metropolitan) Broadcast station to be operated on frequency to be determined by FCC and coverage of 10,700 sq. miles.

Woodrow Miller, San Bernardino, Calif., construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation - amended to change frequency from 1240 to 1450 kc. and omit request for facilities to be relinquished by KFXM; Walt Disney Productions, Los Angeles, Calif., (P.O. Burbank, Calif.) construction permit for a new commercial television broadcast station to be operated on Channel #5, 76-82 megacycles and ESR of 12,000; American Broadcasting Co., Inc., San Francisco, Calif., construction permit for a new commercial television broadcast station to be operated on Channel #7, 102-108 megacycles and ESR of 3950.

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::: SCISSORS AND PASTE :::  
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Television Slow-up Foreseen; No New Sets for Year or More  
(Joseph M. Guilfoyle in "Wall Street Journal")

Television men are reluctantly rewriting the timetable which will determine when most Americans may expect to have sight-and-sound radio.

They realize now that they were too optimistic and won't be able to live up to previous predictions. Television was expected to move into high gear soon after the end of the war. Instead, the industry today is bogged down by a shortage of materials and parts for receiving and transmitting equipment.

Here's the latest schedule on when the majority of Americans can reasonably hope to see as well as hear their favorite comedians from the comfort of their living room chairs:

If you live in one of the six cities which now have tele-casting stations - New York, Chicago, Philadelphia, Washington, Schenectady, N.Y., and Los Angeles - and don't own one of the 7,500 sets now in use, it will be late 1946 or early 1947 before you'll be able to buy a receiving set.

If you're living outside these six cities, it will be anywhere from 1948 to 1950, at least, before you'll have television. That's how long it is expected to take to install telecasting facilities in most of the major cities.

"If television expands beyond the present six cities where it is now available by the latter part of 1947, I'll be very much surprised", says Allen B. duMont, President of the Allen B. DuMont Laboratories, Inc.

The prediction that probably only 20 cities will have television in five years is made by Dorman D. Israel, Vice-President in charge of Engineering for the Emerson Radio & Phonograph Corp. Mr. Israel says the wartime ballyhoo of television was "unrealistic".

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Truman As Sincere As Roosevelt But Not As Good On Radio  
(Drew Pearson)

Roosevelt had the gift of going on the radio and swaying the public over the heads of Congress. Truman lacks the radio technique, the theatrics, the ability to make that appeal. He is just as sincere as Roosevelt - perhaps more so. He is desperately trying to do a good job. But he can't whip Congress into line by mobilizing public opinion. That was the powerful weapon Roosevelt had.

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Porter Presidential Trouble Shooter?  
(Leonard Lyons in "Washington Post")

Paul Porter, Chairman of the Federal Communications Commission, who is receiving high offers from big industry for his rare, expert talents, may become Truman's assistant to help iron out so many of the problems which have been plaguing the President of late.

Charges British Govt. Owns 177,000 Shares RCA Stock  
(William Moore in "Washington Times-Herald")

The inside story of a secret 425-million dollar loan made to the British by the late President Roosevelt in July of 1941 was made public by Senator Moore (R), of Oklahoma.

It was disclosed that the British government, now veering to the left under the labor party, owns vast holdings in 80 of the largest American industrial corporations.

Moore asked that the British be required to liquidate the loan by selling Americans the American securities in a letter to Assistant Secretary of State Clayton, in charge of foreign economic affairs.

The present principal balance is 242 million dollars. So, Moore told Clayton, the man with whom the British are dealing for a new loan, the British could sell their collateral, pay off the loan, and still have a half billion dollars left. Moore added:

"As an example of this British government ownership in American industry, the following companies and the number of shares owned are listed as follows:

General Motors . . . . .	434,000 shares
Radio Corp.. . . . .	177,000 shares
Amerada Petrol.. . . .	133,000 shares
Chrysler . . . . .	36,000 shares
Stand. Oil (N.J.). . . . .	198,000 shares
Stand. Oil.(Ind.). . . . .	315,000 shares
Socony-Vacuum Oil. . . . .	130,000 shares
Am. Tel. & Tel. . . . .	70,000 shares
U. S. Steel (pfd.) . . . . .	21,000 shares

Management Delegates at Truman Labor Confab Anger Sarnoff  
(Drew Pearson)

Eric Johnston, astute president of the United States Chamber of Commerce, and usually mild-mannered David Sarnoff, President of the Radio Corporation of America, both are storming mad at the more conservative block of management delegates who just don't want to get along with labor.

Johnston and Sarnoff believe unions are here to stay. Also they feel that industrial harmony is essential to reconversion prosperity. So they want to see the conference get somewhere, have carefully refrained from union-baiting.

On the other side of the fence are Almon E. Roth, head of the powerful National Federation of American Shipping, Inc.; Ira Mosher, President of the Tory-minded National Association of Manufacturers, and Charlie Wilson of General Motors.

The first issue facing the management delegates was on the broad principle of general cooperation with labor. Johnston urged full cooperation. So did Sarnoff. However, Mosher and Roth spearheaded the conservative management group, which wants repressive labor legislation from Congress. They feel that if the conference ends in failure, anti-labor legislation is certain.

The No. 1 Split was over a resolution to enforce existing labor-management contracts. The Unions had agreed that all grievances arising during the life of a contract be arbitrated. The Johnston-Sarnoff group strongly favored the proposal. However, Roth and Mosher opposed arbitration.

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: : : : TRADE NOTES : : : :  
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The annual meeting of members of the Television Broadcasters' Association, Inc., will be held in New York City Friday, Dec. 7 at 10 A.M. J. R. Poppele, President of the Association, will present a report on TBA accomplishments during the year.

Election of three Directors is listed on the agenda. Directors whose terms expire include J. R. Poppele, G. Emerson Markham and Lewis Allen Weiss. Following the business session a luncheon for members will be held.

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Byron Price, wartime censor, has been appointed Vice-President of the Motion Pictures Producers of America, right-hand man of Eric Johnston, at a reported salary of \$75,000 a year.

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The Federal Communications Commission has been advised by the Office of Foreign Liquidation Commissioner, War Department, that the following radar stations in French North Africa have been declared surplus by that Department:

Radar Station No. 531 - Cap Coaxine; Radar Station No. 532 - Fleuris; No. 534 - Cap Carbon; No. 535 - Tenes; 536 - Siglia; and 547 - Azib.

Any persons or companies interested in acquiring this surplus property, or desiring further data, should communicate directly with Col. S. Grunecck, Director of Fixed Installations Division, New War Department Building, 21st and Virginia Ave., N.W., Washington 25, D. C.

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A report on the development of radio during the war "Radio and Radar; Equipment and Major Components, 1939-1945" has just been issued by the U. S. Census Bureau. It was prepared by the WPB Radio and Radar Division from reports received from radio manufacturers.

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Among approximately 225 letters received weekly by the Commerce Department from service men interested in new business, GIs planning to open radio or electrical shops lead the list, RMA reports. Other principal business interests in order of their interest are restaurants, filling stations, apparel stores, groceries, real estate and insurance offices.

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When Prime Minister Atlee was in the United States he was asked if the British Broadcasting Corporation intended taking commercials, and he replied, "I hope not."

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Col. Robert H. Freeman, recently of the Army Air Forces, has been appointed Sales Manager of pulse time modulation radio equipments and systems of the Federal Telephone and Radio Corporation. The PTM system is a revolutionary radio technique by which multiplex telephone conversations or radio and television programs can be transmitted over the same radio frequency. Colonel Freeman, who received his commission in the Air Forces in 1942, formerly was Chief Engineer of the Radio Division of the International Telephone and Radio Manufacturing Corporation.



# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

RECEIVED

DEC 21 1945

J. H. MacDONALD

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No. 1709

NY, Inc  
1709, N. Y.

December 12, 1945

LETTERS STILL COMING PRAISING ABC GALA "MET" BROADCAST

Although the better part of a month has passed since the American Broadcasting Company made radio history by broadcasting for the first time the entire opening performance of the Metropolitan Opera, congratulations continue to be received from the vast unseen audience. This broadcast of "Lohengrin", occupying four hours in the most desirable evening network time, Monday, November 26th, and by its mechanical excellence marking a new milestone in broadcasting, far from tiring listeners by the length evidently whetted their appetites for more.

When this news service inquired from the American Broadcasting Company exactly what the country wide response was, Harold A. Strickland, Music Editor of ABC, replied:

"From oldsters, some of whom recalled the days when they attended performances at the opera house, from students in elementary and high schools, have poured literally thousands of letters into the offices of the American Broadcasting Company congratulating this youngest of networks on its enterprise in broadcasting for the first time in the company's history the 'opening night' of the Metropolitan Opera season.

"From the Christmas Day in 1931 when the Metropolitan first went on the air until the inaugural on November 26 last, no 'first night' performance had ever been brought to radio listeners, although the Saturday matinees each week during the season have become so well known that, in every poll, the Metropolitan Opera ranks overwhelmingly first as the top musical attraction on the air and boasts the largest listening audience of any radio musical program.

"Through the cooperation of the Metropolitan Opera management, the Texas Company and the American Broadcasting Company, it was decided this season to yield to the requests that the 'first night' be brought to those who could not otherwise 'attend'. It meant a revamping of broadcast schedules, not only of the principal network stations, but also of those who have their own local sponsored programs but who wanted to join the hook-up for this important event.

"From Michigan, Minnesota, California, Colorado, Florida, Utah, Kentucky, Missouri, Indiana, Washington, Oklahoma, the entire Eastern seaboard as well as from Ontario, Quebec and other Canadian cities, letters of congratulation have poured in. Many say briefly 'thank you', but they took the time to say it.

"From Denver, comes word that a high school class gathered to 'attend' the opera opening as a group. From other cities the mail is still flowing in expressing how to some it was the 'event'

of their lives. Stations along the transcontinental network are still getting reports and forwarding them to New York. The Metropolitan itself received hundreds of letters and wires."

And no reference to Metropolitan Opera broadcasts would be complete without mention of the one and only Milton Cross, dean of announcers. To hundreds of thousands of listeners he is the Metropolitan. In fact, recently an admirer concluded a letter by saying: "I am again looking forward this Winter to you and the Opera."

Observing that radio as entertainment reached a new level of achievement when the opening of the Metropolitan was put on the air, the Washington Star said:

"Among those listening, there undoubtedly were at least a few persons who could and did remember the beginning of broadcasting just twenty-five years ago this month and who, with that advantage of experience, were prepared to appreciate to the full the marvelous progress which the industry has accomplished since 1920.

"Much of the miracle of radio has been the essential democracy of it. No other form of communication, unless it be the press, is so distinctively of the people, by the people and for the people. It goes directly into the homes of the Nation and draws its *raison d'etre* from that circumstance. At one extreme it offers programs which admittedly are popular because they make no pretense of culture, at the other it furnishes a demonstration of artistic excellence which theoretically appeals to a minority only.

"Yet inquiry discloses that a very large public responded to the opportunity afforded Monday evening. The premier broadcast of a Metropolitan opening, with the First Lady of the land attending, was in itself a news event, notably attractive as a fragment of current history. But Wagner's 'Lohengrin' likewise proved to possess all the traditional magic which has kept it alive through nearly a century of drastic change. The beauty of the music required no explanation. Neither did the skill and the grace of the singers and the orchestra need to be pointed out. The excitement of the whole occasion came over the ether in a manner that will not be forgotten soon. Everybody who shared in the performance deserves congratulation."

Listeners who missed "Lohengrin" the opening night will have another opportunity when it will again be broadcast by ABC with the same splendid cast plus Lauritz Melchior Saturday, December 22nd, at 2 P.M., EST.

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Heading the list of those urging Congress to prompt action on President Truman's national health plan are David Sarnoff, President of the Radio Corporation of America; Gardner Cowles, of the Cowles Broadcasting Company, and Gerard Swope, President of the General Electric Company.

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## WAR SECRETS TO ADD INTEREST TO RADIO ENGINEERS' MEETING

Final plans for the Institute of Radio Engineers' 1946 Winter Technical Meeting and Radio Engineering Show to be held January 23-26 in New York have been completed by Edward J. Content, Chairman of the Committee arranging for the meeting.

This meeting is expected to be the most important as well as one of the largest in the annals of the Institute. "The crowded calendar of professional and social events", Mr. Content declared, "gives members of the Institute an unprecedented opportunity to orientate themselves in the postwar pattern of the electronics and radio fields, to gain an understanding of the industry's reconversion program and to catch up on the newest developments and future prospects in the field."

Space in the Radio Engineering show - a display four times the size of any former I.R.E. Radio Engineering Show - has been fully spoken for by more than 120 firms.

The total of 168 exhibits occupying two floors and foyer space in the Hotel Astor will represent a comprehensive cross-section of the industry's newest and most important postwar products and should provide members with much information of value and interest to them in their particular fields.

At the annual I.R.E. banquet to be held Thursday, January 24th, the principal speaker will be Dr. Frank B. Jewett, President of the National Academy of Sciences. Edgar Kobak, President of the Mutual Broadcasting System will act as toastmaster.

At the President's luncheon, honoring the Institute's incoming president, Dr. Frederick B. Llewellyn, to be held on Friday, January 25th, Paul Porter, Chairman of the Federal Communications Commission will be the speaker and Lewis M. Clement, Vice President in charge of Research and Engineering, the Crosley Corporation, will act as master of ceremonies.

Also at the banquet the annual I.R.E. awards will be made: The Institute Medal of Honor given in recognition of distinguished service in radio communications; and the Morris Liebmann Memorial Prize, made to a member of the Institute who has made public during the recent past an important contribution to radio communications. Fifteen fellowships given by the Institute are also scheduled to be awarded.

The backbone of every technical meeting, the array of important technical papers on vital electronics and radio subjects, will this year take on added significance with discussion of the many remarkable war developments and newly released information on hitherto restricted items.

The subjects of the technical sessions give some hint of their importance. They include: Military Applications of Electronics; F.M. and Standard Broadcasting; Circuits and Theory; Television

Radio Navigation Aids; Vacuum Tubes; Microwave Vacuum Tubes, Antennas; Radar; Microwave Technique; Industrial Electronics; Communication Systems and Relay Lines; Radio Propagation; Broadcast Receivers; Quartz Crystals and Crystal Rectifiers.

This year, as has been previously reported, the Institute of Radio Engineers will be host at a joint meeting with the American Institute of Electrical Engineers, scheduled to be held in the Engineering Society's auditorium on Wednesday evening, January 23rd. To accommodate any overflow attendance such as occurred last year, arrangements have been made to install a public address system and to reserve another large meeting room in the same building. Dr. Bailey, in charge of arrangements for the joint meeting, further reported that there will be a timely address at this gathering by a speaker prominent in the electrical and electronics field.

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BROADCASTERS' MUSIC COMMITTEE SIZES UP PETRILLO SITUATION

Regarded as another approach to breaking up the Petrillo stranglehold and maybe to pave the way to a meeting with Petrillo himself, the new Music Committee of the National Association of Broadcasters met at the call of Justin Miller, President, in Washington last week.

In viewing the relations between the broadcasters and the musicians, Judge Miller, President of the NAB, declared he was confident that harmony can prevail "in all our relations if we adhere to a policy that is fair and equitable to the listening public, the musician and the broadcaster".

A list of Committee members in attendance follows:

Frank White, Vice-President, CBS; Frank Russell, Vice-President, NBC; Keith Kiggins, President, American Broadcasting Co.; Robert Swezey, MBS; E. E. Hill, WTAG, Worcester, Mass.; Theodore C. Streibert, President, WOR, New York City; Paul Morency, General Manager, WTIC, Hartford, Conn.; T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Harold Ryan, Vice-President, Fort Industries, Toledo, O.; Clair McCullough, General Manager, WGAL, Lancaster, Pa.; Marshall Pengra, General Manager, KRNR, Roseburg, Ore.; Wayne Coy, WINX, Washington, D. C.; John Elmer, President, WCBM, Baltimore, Md.; Walter Damm, Vice-President, WTMJ, Milwaukee, Wis.

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At the annual meeting of the Associated Press to be held in New York next April, the Board of Directors intends to declare the eligibility of radio stations as associate members.

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FORT INDUSTRY STATIONS ADD TO NEW WASHINGTON OFFICE STAFF

The newest of Washington offices is that of the Fort Industry Company, of which Commander George B. Storer, USNR, is President, and J. Harold Ryan, former President of the National Association of Broadcasters, is Vice-President and General Manager, and which now has stations WSPD in Toledo, WGBS, Miami, WAGA, Atlanta, WWVA in Wheeling, WHIZ, Zanesville, WLOK, Lima, Ohio, and WMMN, Fairmont, West Va. The company has grown to such an extent that it was deemed necessary to have permanent representation in the National Capital.

As Manager, the company has selected Lieut. Commander John Koepf, USNR, who will take over early in the new year. Commander Koepf has been station in the Special Devices Division of the Office of Research and Inventions in the Radar and Communications Section of the Navy, located in Washington. Prior to his tour of duty with the Navy, Commander Koepf was associated with Proctor & Gamble, WLW, Cincinnati, Keelor-Stites, advertising agency, and the Cincinnati Post.

In the Washington office, which is located at 1245 - 31st Street, N.W., in historic Georgetown, with Commander Koepf will also be Maj. Glenn Boundy, chief engineer of the Fort Industry. It is expected likewise that both Commander Storer and Mr. Ryan will make frequent trips to the Capital to keep in touch with the national situation.

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PRESIDENT TRUMAN PAYS TRIBUTE TO JEROME KERN

President Harry S. Truman joined the American Society of Composers, Authors and Publishers and millions of music lovers in paying tribute to the late Jerome Kern Sunday afternoon in the ASCAP memorial service broadcast over the Columbia Broadcasting System.

The President, in a wire to Oscar Hammerstein II, said:

"I am among the grateful millions who have played and listened to the music of Jerome Kern, and I wish to be among those of his fellow Americans who pay him tribute today. His melodies, surviving him, will live in our voices and warm our hearts for many years to come for they are the kind of simple, honest songs that belong to no time or fashion. The man who gave them to us has earned a lasting place in his nation's memory."

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FARNSWORTH HAS CAPACITY BUSINESS BOOKED FOR 1946

Farnsworth Television & Radio Corporation has already booked orders sufficient to utilize the company's production capacity throughout 1946, E. A. Nicholas, President, reported in a letter to stockholders.

The company recently acquired an additional plant at Huntington, Indiana, and is now arranging for the erection of a new administration and engineering building in Fort Wayne.

The report showed net profit for the six months ended October 31, after estimated taxes, of \$500,845. This figure subject to possible renegotiation, compared with \$592,921 reported for the corresponding period the preceding year. The decline, Mr. Nicholas stated, resulted from the termination of substantially all of the company's war contracts following the end of hostilities.

Despite the sudden end of the war with Japan, reconversion of the company's facilities was started without delay. By the end of the month following V-J Day, a new line of Farnsworth radio receivers and radio-phonograph combinations had been introduced to distributors. Additional production has been held up somewhat by inability to obtain material and parts from certain suppliers whose activities were delayed incident to the establishing of OPA price formation and as a result of strikes. Initial production, however, will be on the market before the end of the year.

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ABC BROADCASTS GIVE LABOR AND MANAGEMENT AN EVEN BREAK

The American Broadcasting Company, Inc., again in 1946 will donate a half hour listening period each week to current labor and management problems.

"We feel that by extending these public service features, we can help to keep America fully informed on one of the most crucial issues of our time", Charles C. Barry, National Program Manager for the American network said in announcing the continuation of the series.

"LABOR, USA" will continue to present labor news, dramatizations and interpretations at its regular time from 6:45 to 7 P.M., EST on Saturdays. During the first 26 weeks of the series the CIC will present their views while the second half of the 52-week series will be taken over by the A. F. of L.

Immediately following the "LABOR, USA" broadcasts, a new management program, "It's Your Business" will make its debut over the American network on January 5th, from 7 to 7:15 P.M., EST. This program will present news reviews of business headlines by well-known authorities in the business field.

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REGARDS RADIO GAG BILL INSULT TO INTELLIGENCE OF CONGRESS

Chances still seem to be pretty slim for the bill of Representative John S. Wood (D), of Georgia, which would gag radio stations and commentators, to get anywhere. Another spike was driven into it by the Washington Post, the editor of which is Eugene Meyer, owner of WINX, which speaking editorially, said:

"The bill which Representative Wood has introduced 'to regulate subversive and un-American propaganda' is just about the sort of legislation which one would expect to see emerge from the House Committee on un-American Activities. It would be insulting to the intelligence of the House as a whole to suppose that it means to treat his proposals with any degree of seriousness. \* \* \*

"Mr. Wood's bill declares all radio stations shall 'by proper and frequent announcements clearly separate and distinguish programs consisting of news items from those programs based upon, or consisting of, personal opinion or propaganda.' \* \* \*

"He would make matters as difficult as possible for those who broadcast 'opinions or propaganda'. He would require radio stations to 'describe and identify' them and 'to keep on file for public inspection a sworn statement of facts, setting forth the place of birth, name, nationality and political affiliation of such persons.' The relevance of such statistics is difficult to discern. He would also require stations to maintain in each State within 500 air-line miles of the transmitter 'a legal agent upon whom legal process may be served'. It seems to us that this goes far beyond reasonable protection against libel or abuse and invites harassment. What Mr. Wood and his committee seem to want, characteristically, is to regulate by suppression. It would be hard to devise a more un-American approach to the problem of propaganda."

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CALLS HALT ON BROOKLYN RADIO CO. FOR HAIR GROWING CLAIMS

Max L. Guthartz, also known as Max Guthart, trading as Guthart Laboratories, Guthart Lbs., Guthart Chem. Co., B. M. Guthartz Mfg. Co., Engineering Radio Co., and Eng. Radio Company, 2872 West 29th Street, Brooklyn, selling and distributing sundry commodities, has stipulated with the Federal Trade Commission to cease and desist from certain misrepresentations concerning his products.

The respondent is engaged in the mail order sale of his commodities and has adopted and used as designations for his business the trade names Guthart Laboratories, Guthart Labs., and others, and represents his address to be the "Guthartz Building" or "Guthart Building". The respondent does no manufacturing of any kind and conducts no laboratory, chemical plant or engineering business as represented by his use of such trade names, and there never has been a "Guthartz Building" or "Guthart Building", the premises he occupies consisting of a two-family dwelling house, in the basement of which he rented a small space for the conduct of his business.

The respondent agrees to cease using the words "laboratories", "chemistry" or "manufacturing" or their abbreviations as a part of his trade names or as descriptive of his business; describing the premises where he carries on his business as "Guthartz Building", or "Guthart Building", or in any other way representing that he owns or occupies an industrial or office building as dimplied, or that his mail order business has the magnitude and stability thus indicated.

He further agrees to cease representing that the preparation offered by him for use on the scalp is a competent treatment or effective remedy for baldness, loss of hair or dandruff or that it will promote the growth of hair; representing that his "Amazing New Vitamin" tablets have favorable effect on the grayness of hair or that such method has proven successful in 92 percent, or any proportion of cases tested and representing that his radio devices will have any favorable effect whatsoever on radio receptivity.

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#### MORE PERMITS FOR DISPATCHING TAXIS AND BUSSES BY RADIO

Applications were granted this week by the Federal Communications Commission to additional transportation companies throughout the country for the purpose of testing and developing radio communication systems in connection with taxicabs and busses. The Commission acted favorably upon the request of the Yellow Cab Company of Missouri to establish a land station in Kansas City and a mobile unit installed in a taxicab operating in that vicinity. Both stations will use the frequency of 156.17, the land station operating on 50 watts and the portable with 25 watts.

The Transportation Communications Service, Inc., of North Carolina was granted authority to construct five portable and portable mobile stations for the purpose of developing a radio communication system in the proposed Urban Mobile Service, in the general vicinity of Guilford, North Carolina. Frequencies 156.17 and 156.20 megacycles will be used; 10 watts power; A3 emission.

The Transportation Communication Service, Inc. was organized for the purpose of engaging generally in a program of research in the proposed General Mobile Radio Service and the units authorized are to be installed in taxicabs of the Blue Bird Cab Company of High Point, N.C., and the equipment will be under the control of the Transportation Communications Service.

Granite Stages of New Hampshire was granted applications for authority to construct one land station and one portable mobile station with six units, in the Class II Experimental Service for the purpose of developing a radio communication system in the Highway Mobile Service. The land station will be located in Peterborough, New Hampshire, and the portable mobile units are to be installed on motor coaches operating in the vicinity. All units will use frequency 39.14 megacycles; land station operating with 50 watts power.



Experiments are now being made with radio dispatched taxicabs in Washington, D. C. Two such vehicles of the Yellow Cab Company here have been authorized by the FCC to conduct the experiments for 90 days. Alden T. Keating, General Manager, said that if the experiments are a success as many of the company's 610 taxis as are necessary to serve the public will be equipped with two-way dashboard radios so that they can be dispatched anywhere.

Under the system, when the cab company's office receives a call for a taxi the vehicle nearest the locality of the request will be dispatched. Each cab driver will periodically report his position to the dispatcher.

Mr. Keating said that cabs No. 480 and 292, the vehicles used in the experiment, will respond only to emergency calls to the company's office. However, while the two cabs are cruising or awaiting radio orders they will pick up passengers in the ordinary way.

The radio-dispatched cabs are expected to play an important part in providing transportation to outlying districts. A similar system for taxicabs has been in use in Cleveland for some time, Mr. Keating said.

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APPLICATIONS GRANTED BY THE FCC

KLCN, Harold L. Sudbury, Blytheville, Ark., granted authority to determine operating power by direct measurement of antenna power, upon condition that no operation of the station may occur between local sunset and local sunrise; W2XCS, Columbia Broadcasting System, Inc., New York City., granted license to cover construction permit which authorized a new experimental television broadcast station, on an experimental basis only, conditions, and subject to changes in frequency assignment which may result from proceedings in Docket No. 6651. Power 1 KW (peak) Vis. and 1 KW Aur.; WINS, Hearst Radio, Inc., New York City, granted modification of construction permit for extension of completion date to 2/28/46, subject to conditions as the Chief Engineer shall deem necessary to determine that the DA pattern is obtained and maintained, and subject further to the express condition that permittee herein shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation;

Also, WATX, The Regents of the University of Michigan, Ann Arbor, Mich., granted modification of construction permit authorizing a new non-commercial educational broadcast station, to change frequency from 42.1 mcs. to "to be determined" by FCC", change power from 50 KW and type of transmitter to "to be determined", change transmitter location a distance of 420 feet and for approval of antenna, and extension of completion date to 6/16/46.

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RCA TO SHOW PRESS LATEST THING IN TELEVISION

Outstanding developments in television will be revealed to radio and news editors by the Radio Corporation of America tomorrow (Thursday, December 13). The demonstration will take place at the RCA Laboratories at Princeton, N. J.

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MITCHELL, JOLLIFFE NEW RCA V-Ps; ABC PROMOTIONS ALSO

Pre-Christmas advancements were the order of the day last week at both the Radio Corporation of America and the American Broadcasting Company. At RCA, Lieut. Col. Thompson H. Mitchell, at present Vice-President and General Manager of R. C. A. Communications, Inc., was elected Executive Vice-President of R. C. A. Communications.

E. W. Engstrom was made Vice-President in Charge of Research of RCA Laboratories Division and E. C. Anderson as Vice-President in Charge of the Commercial Department of RCA Laboratories Division. Dr. C. B. Jolliffe, Vice-President in Charge of RCA Laboratories, was elevated to Executive Vice-President in Charge of RCA Laboratories Division.

At the same time, five officials of the RCA Victor Division were elected Vice-Presidents in charge of their respective Departments of RCA Victor. They are Joseph B. Elliott, Vice-President in Charge of the RCA Victor Home Instruments; Meade Brunet, Vice-President in Charge of the RCA Victor Engineering Products; L. W. Teegarden, Vice-President in Charge of the RCA Tubes; J. W. Murray, Vice-President in Charge of the RCA Victor Records, and J. H. McConnell, Vice-President and General Attorney of RCA Victor.

At the American Broadcasting Company Fred M. Thrower, Jr. was elected Vice-President in Charge of Sales, a position he held before going into the service.

John H. Norton, Jr., Manager of the Station's Department, was elected Vice-President in charge of Stations.

C. P. Jaeger, who has been serving as Vice-President in Charge of Sales during Mr. Thrower's service in the Navy, has been appointed to the newly created position of Vice-President in Charge of Creative Sales, reporting to Mr. Thrower. Mr. Jaeger's duties will include the sale of programs, and the providing of merchandising and promotional help for ABC advertisers.

Murray Brabhorn, formerly Assistant General Sales Manager, has been appointed to direct the activities of a newly created Station Sales Department.

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METROPOLITAN TV SUPPORTS CBS ON COLOR IN HIGHER CHANNELS

Direct support of the Columbia Broadcasting System&s consistent efforts in behalf of high-frequency, full color television was seen Tuesday in the decision of Metropolitan Television, Inc., to withdraw its application for a commercial television license in the lower frequencies. Metropolitan Television is jointly owned by Abraham & Straus and Bloomingdale's, New York City department stores.

Informing CBS of his company's decision after many months of engineering research, I. A. Hirschmann, Metropolitan Vice-President, submitted a copy of the letter he had sent to T. J. Slowie, Secretary of the Federal Communications Commission.

In the letter Mr. Hirschmann wrote that Metropolitan concurred in the Commission's view that the present band was not adequate for a nation-wide and competitive television system. He added that he believed television would have to follow the course of frequency modulation broadcasting in moving to a higher band where there was a greater number of frequencies.

Mr. Hirschmann further advised the FCC that Metropolitan intended to continue its present experimental activities and upon their completion expected to conduct similar experimentation between 480 and 920 megacycles.

Commenting on the action, Lawrence Lowman, CBS Vice President in Charge of Television, said:

"Ever since the Columbia Broadcasting System first proposed full color television in the higher frequencies we have felt that department stores in particular would be quick to appreciate the tremendous merchandising potentials of this new medium. Clear pictures in full color, for instance, will show the consumer at the television receiver, not only the pattern of a garment, but the color and texture of the fabric, reveal the detail and design to optimum advantage. Metropolitan Television is to be congratulated on its accurate appraisal of color television as, in Mr. Hirschmann's own words, 'the ultimate objective for public service.'"

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It might be well for broadcasters who contact any of the following members of Congress to know their Bible:

Representative Luther Patrick (D., Ala.) was the high scorer on a week ago Sunday's Bible Quiz broadcast over WWDC in Washington with 400 points. Four other Congressmen participated. Representative John R. Murdock (D., Ariz.) was second high scorer with 366 points.

Remainder of the points were divided among Representatives Max Schwabe (R., Mo.), Joseph R. Bryson (D., S.C.) and Sam M. Russell (D., Tex.).

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BIG FANFARE FOR HARRY BUTCHER'S EISENHOWER STORY

No author ever had better publicity than Capt. Harry C. Butcher, USNR, former Washington Vice-President of the Columbia Broadcasting System, in his book about General Eisenhower, the first installment of which appears in the Saturday Evening Post of December 15th, now on the newsstands. The Post was reported to have paid a record price of \$175,000 for the serial rights alone and this week is carrying full page newspaper advertisements announcing the series as "The Intimate Diary of the Man Who Lived With Eisenhower". There is a large picture of the General and Captain Butcher under which is the following caption:

"Recognize the man with Eisenhower? You've probably seen him many times in newspaper photographs - standing unobtrusively behind General "Ike".

"His name is Captain Harry C. Butcher, USNR. He was General Eisenhower's naval Aide and close companion during the most dramatic years of the European war. He lived with 'Ike', sharing his triumphs and frustrations.

"Almost every day 'Butch' wrote down all the things he saw and heard that had to do with running the greatest war in history. Into this diary he poured not only the day-to-day business of the Supreme Commander, but hundreds of fascinating personal anecdotes about 'Ike' and other important Allied figures.

"From his own observations and from countless intimate talks with General Eisenhower, Captain Butcher has set down what we believe is the war's most revealing document. It comes to you first in - The Saturday Evening Post!"

Captain Butcher will be heard on "We, the People" over CBS Sunday evening at 10:30 P.M. EST. His book based on the now famous diary titled "My Three Years With Eisenhower" is expected to be on sale by Christmas and has already been chosen for distribution by the Book of the Month Club.

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AMERICAN BROADCASTING COMPANY CLEARS ITS TITLE TO USE "ABC"

Mark Woods, President, American Broadcasting Company, and Leonard A. Versluis, President, Associated Broadcasting Corporation, have made a friendly out-of-court settlement of their differences in the use of the ABC symbol to designate their networks. A suit filed by Associated against the American Broadcasting Company to enjoin it from the use of the letters ABC has been settled with the stipulation by Associated that the American Broadcasting Company is now free to use ABC. In the future Associated will be known as the Associated Broadcasting System and will use the letters ABS as the symbol to identify its transcontinental network.

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::: SCISSORS AND PASTE :::  
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L.B.S. Advises Publishers Not To Be Too Complacent

(From an interview with Louis B. Seltzer, editor of the "Cleveland Press")

Mr. Seltzer is concerned over the tendencies of some publishers to anchor their newspaper properties in "Snug Harbor" and believe they are safe from the competitive storms ahead. \* \* \*

Developing his point about the need for more young blood in the newspaper business, Mr. Seltzer, who is a vigorous editor in his own right, though in his late forties, explained:

"Newspapers, as distinguished from radio, magazines and the movies, are owned in the main by men who are fairly well along in years. The same condition is true of the railroads as compared with the air lines. This is a natural situation, but a dangerous one to publishers inclined to be too complacent."

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American Zone Radio Programs Displease Germans

(Kathleen McLaughlin in "New York Times" from Frankfort on the Main)

Radio broadcasts in the American zone also came in for villification, with the assertion that the programs were feebly powered and inane. The Germans added that the British and Russian zones were broadcasting far better news and musical entertainment and that as a result many turned to them.

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Asks If House Knew What It Was Doing Cutting Off FBIS

("Washington Post")

Congress, engrossed as it is at present in an expose of the inadequacy of this country's prewar intelligence system, has acted summarily to cut off funds for one of the most vital units in a sound postwar intelligence operation. It has forced the Foreign Broadcast Intelligence Service to cease the monitoring of foreign radio broadcasts - one of the most fruitful keys to understanding of the trend of events in foreign lands. The suspension was motivated by the most reckless sort of pennywise economy in the House of Representatives. And one may reasonably wonder whether many members of the House had any real understanding of the effect of what they did\*\*\*

Paradoxically, in the same bill, money was allowed to the State Department to take over from OSS and OWI personnel whose precise function it is to analyze the broadcast material provided by the FBIS. These analysts will now have no material to work on. Similarly the State Department's new Information Division preparing overseas broadcasts will be deprived of knowledge concerning the foreign ideas about America which their programs are intended to correct. \* \* \*

President Truman should propose such a service to Congress without delay and should request funds for the operation of all units needed to make it genuinely effective. We think it beyond question that the FBIS is one such unit; and we hope that the Presi-

dent will act before the agency's highly skilled personnel is permanently lost to the Government. In the meantime, one of the regular operating departments of the Government which makes use of FBIS material ought to be able to find funds to keep it in being. We cannot frame a sound foreign policy without eyes and ears to learn what is going forward in the world around us.

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Preparing the Listeners  
(Leonard Lyons in "Washington Post")

Edna Ferber, the Nation's No. 1 parlor-gamster, was at a party last week where she asked the guests this question: "If you were standing in front of a radio microphone which was ready to carry your voice into every house in America - and at the same time you knew that an atomic bomb, large enough to destroy the whole world, was on its way down by parachute, what would you say? What would be your one brief message before the bomb destroyed us all?" . . . "I would say into that microphone", said Russel Crouse, "Ladies and gentlemen, the next voice you hear will be that of Franklin D. Roosevelt."

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Fiorello Hailed As First Innovation Since the Quiz Kids  
("Terre Haute Star")

A serious deficiency in the country's radio diet is about to be remedied. Come Jan. 6, the Sunday broadcasts of Fiorello H. LaGuardia, hitherto restricted to the range of New York City's municipal station, will be heard on a countrywide network.

People who have listened to and liked Mr. LaGuardia's "Talks to the People" during his years as New York's mayor will tell you that this is a good thing. \* \* \*

The simple reason for this is that Mr. LaGuardia is unique. He is politician, statesman, administrator and clown. He is guide, philosopher and Dutch uncle. Dignity is not for him. He is as uninhibited as a cage full of monkeys, and frequently is amusing. A complete and unabashed ham, he bellows, whines, wheedles and coos. Not for him are the pear-shaped tones of the unctuous radio announcer, or the carefully prepared script of the deep-dish commentator. His Honor's voice is high, and his choice of subjects wide and handsome. Everything is strictly off the cuff.

If Mr. LaGuardia preserves his present radio personality - and he has indicated that his wife has orders to shoot him with an old Army .45 if he should change - the national radio audience is due for the first ether innovation since the quiz kids.

As a radio entertainer, Mr. LaGuardia is a combination of Gabriel Heatter, Lou Costello and Mary Margaret McBride. He is, to say the least, vigorous and positive. To him a spade is a spade and a scoundrel is a skunk, and he doesn't mind saying so. His vocabulary is picturesque and his irony elaborate. And he's versatile. It is not out of character for him to turn from a castigation of horse betting as a disrupter of domestic bliss, to give the housewife a recipe for potato knishes.

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TRADE NOTES

The first station sale in which competitive bids were advertised for as per orders of the Federal Communications Commission, KOIN, Portland, Ore., for \$934,967 to Marshall Field, is now up for consideration by the FCC.

Balaban and Katz in Chicago, operators of television station WBKB have signed a contract with the Chicago Coliseum for exclusive television coverage of all events taking place in the Coliseum for the next five years.

Howard S. Frazier has resigned as Director of the National Association of Broadcasters. Mr. Frazier will continue as Acting Director of Engineering in order to complete certain projects now under way in the Engineering Department. Mr. Frazier will open offices as a Radio Management Consultant at 1730 Eye Street, N.W., Washington, D. C.

National Union Radio Corporation - Nine months to Sept. 30: Net loss, \$725,986, after application of the carryback provisions of Internal Revenue Code, estimated net loss was \$84,386.

J. R. Poppele, Secretary and Chief Engineer of Station WOR, was reelected President of the Television Broadcasters' Association, Inc. last week. F. J. Bingley of Philco Radio & Television Corp., was reelected Vice-President, and Will Baltin, Secretary-Treasurer of the Association was reelected to his office. O. B. Hanson, Vice-President in Charge of Engineering at the National Broadcasting Co. was reelected Assistant Secretary-Treasurer.

WEW, The St. Louis University, St. Louis, Missouri, has filed an application with the Federal Communications Commission for a construction permit to increase power from 1 KW to 50 KW, hours of operation from Daytime to Unlimited Time, install new transmitter and directional antenna for night use and change transmitter location from St. Louis, Missouri, to Blackjack, Missouri.

James H. Carmine, Vice-President in charge of merchandising of Philco Corp., presented the first postwar radio off Philco's assembly lines to Clinton P. Anderson, Secretary of Agriculture, at a meeting of the Philadelphia Rotary Club.

The radio, a battery operated farm table model, was the first radio produced on Philco's assembly lines since the war cut off civilian radio production.

Mayor LaGuardia didn't have to wait very long for a sponsor for his \$100,000 a year ABC broadcasts. It will be Liberty Magazine and the series will start January 6th

The United Electrical Workers-CIO asserted in Washington that the General Electric and Westinghouse Electric Companies were "abandoning" fifteen Government-built war plants costing \$132,000,000 and erecting new factories in small-town, low-wage areas.

James J. Matles, director of organization for the union, declared that the plants being abandoned, located in industrial areas where the union was strong "could have been converted speedily and have produced tens of thousands of radios, refrigerators, washing machines, and other electrical appliances for an appliance-hungry public".

Among the government-owned industrial units which the union contended were being abandoned, the cost and products of each, were listed as follows:

General Electric: Schenectady, N.Y., \$2,400,000 and \$3,500,000, radio equipment; Syracuse, N.Y., \$30,000,000 turbine and general superchargers, \$1,600,000 and \$3,600,000, radar equipment; Westinghouse: Fairmont, W. Va., \$5,100,000, radio tubes; Homewood, Pa., \$700,000, auxiliary turbo generators.

Among the new projects reported by the Union was that the General Electric in Indiana and Kentucky had purchased all assets of Ken-Rad Tube Company, several plants making radio tubes.

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Collins Radio Company - Year to July 31: Net income, after taxes and all charges including special reserves, was \$766,261, equal to \$2.29 a common share on net sales of \$43,517,795, compared with \$870,884, or \$2.63 a share, after \$896,585 provision for special reserves in preceding fiscal year when sales totaled \$47,310,851. Current assets on July 31, last, were \$19,732,424 and current liabilities, \$14,725,894.

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Miss Helen A. Cornelius, former Assistant Director of Broadcast Advertising, has been named special counsel on retail broadcasting advertising to the National Association of Broadcasters. Miss Cornelius has been with the Association since September, 1944.

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RCA has declared the following dividends: on the outstanding shares of First Preferred stock, 87½ cents per share, for the period from October 1, 1945, to December 31, 1945, payable in cash on January 2, 1946, to holders of record of such stock at the close of business December 17, 1945.

On the outstanding shares of Common Stock, 20 cents per share, payable in cash on January 29, 1946, to holders of record of such stock at the close of business December 21, 1945.

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The Federal Trade Commission has accepted from Hugo Gernsback, former radio magazine publisher, trading as National Plans Institute, P.O. Box 26, New York, a stipulation to cease and desist from certain misrepresentations concerning a booklet on mail-order selling plans entitled "Cash In".

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*Walt*

NATIONAL BROADCASTING COMPANY, INC.  
CENTRAL BUILDING  
30 ROCKWELL PLACE, NEW YORK, N. Y.

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December 19, 1945

## PORTER SEEN PREFERRING FCC TO WHITE HOUSE SECRETARIAT

Whether or not Paul A. Porter, Chairman of the Federal Communications Commission, leaves that position to become one of the White House secretaries is believed to hinge on a conference Mr. Porter had with President Truman on Monday. Presumably Mr. Porter called on the President to make a personal report on the recent communications conference at Bermuda participated in by the United States and the British Commonwealth.

However, it is definitely known that President Truman offered Chairman Porter the secretaryship sometime ago. Also it is known that Mr. Porter desired to remain at the FCC. Furthermore, it was intimated that he might be interested in some lucrative commercial offers which have been coming his way. In addition to all this, he has been mentioned for Governor of Kentucky and later Senator.

The persuasive powers of President Truman, however, are well known and if he really has need for Mr. Porter, it is a foregone conclusion that he will draft him. The writer thus far has seen no speculation as to just what duties President Truman has in mind for Mr. Porter but one niche he would fit into would be the press secretaryship if, as reported, Charley Ross should resign. Mr. Porter, a former newspaper man, served as Director of Publicity of the Democratic National Committee in the 1944 campaign, having succeeded that past master of publicity, Charles Michelson. In that contest Mr. Porter was the right-hand man of Chairman Robert Hannegan, now Postmaster General.

Another supposition was that Mr. Porter, being a lawyer, might be in line to succeed to the spot vacated by Judge Rosenman.

If Mr. Porter should leave the FCC either temporarily or permanently, the question immediately arises as to who would be his successor. The Vice-Chairman of the Commission is Paul A. Walker (same first name and initial as Porter, oddly enough). Mr. Walker, a Democrat, is the only one left of the original appointees to the FCC in 1934 and his term expires next July. Mr. Walker has concerned himself more with public utilities and is credited with having brought about the big A. T. & T. investigation some years ago.

If Mr. Walker didn't succeed automatically to the chairmanship, another likely candidate would probably be Commissioner Charles R. Denny, also a Democrat, and the newest member of the Commission. Considerably younger than Mr. Walker, who is 64, Mr. Denny is only 33, and made a name for himself as General Counsel for the Commission. A native of Baltimore, Mr. Denny is a graduate of Amherst and Harvard and was formerly an attorney in the Justice Department.

It is, of course, possible if Mr. Porter leaves the Commission permanently that President Truman might appoint an entirely new Chairman but it is believed at the Commission if the President asked Mr. Porter's advice, the latter would favor Mr. Denny as Porter and Denny are known to be very close.

The most vocal member of the Commission, Clifford J. Durr, a Democrat, and brother-in-law of Supreme Court Justice Black, who has been active along certain lines - too active to suit some of the broadcasters - might have to be reckoned with. In fact, the only member of the Commission who could probably be definitely counted out would be Commissioner E. K. Jett, who has never wanted to be Chairman, and who at his own request was specifically exempted by President Roosevelt in November 1944 when Jett was temporarily appointed Chairman to succeed James L. Fly and to sit on the lid until Mr. Porter was appointed in the Fall of 1944.

Stating that the visit to the White House by Paul Porter renewed speculation that he might be named as an assistant to President Truman, Edward T. Folliard of the Washington Post wrote:

"The idea that Porter be given a White House post appears to have originated on Capitol Hill. Liberal Democrats in Congress felt that he would be a valuable aide to President Truman, especially in the role of a coordinator.

"Porter, according to his friends, would much prefer to remain as Chairman of the FCC, which now is engaged in making allocations for new FM and television stations. It has been reported that he made his feelings known to President Truman a couple of weeks ago. Thereafter the word was passed in radio circles that he would not join the White House staff.

"Then came Porter's call at the White House yesterday to fan the speculation anew. On leaving President Truman's office, he said he made a report on the recent conference at Bermuda, where delegates of the United States and the British Commonwealth of Nations discussed postwar communications rates. Porter said Mr. Truman was very much interested in the Bermuda conference, but others observed that the matter might very well have been covered in a memorandum."

Like the Chief Executive, Mr. Porter is a Missourian, though he is generally thought of as a Kentuckian, having been born in Joplin 42 years ago. He began his career as a reporter on the Lexington (Ky.) Herald, but later turned to law. He came to Washington in 1933, intending to remain only three months. However, he became an ardent New Dealer and served for four years as a special counsel to the AAA in the Department of Agriculture.

In 1937 he became Washington counsel for the Columbia Broadcasting System. When the United States got into war, he became a Deputy Administrator of OPA under Leon Henderson, and it was he who set up the Nation-wide system of rent control. Thereafter he served under Fred Vinson in the Office of Economic Stabilization, where he handled matters of price policy.

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## ONLY 5% OF RADIO SETS PRICED; MEANS BIG PRODUCTION DELAY

Despite a rising rate of radio set price approvals, OPA at the end of the third week of weekly reporting had priced only a small proportion, probably less than 5 percent, of the expected number of 1946 models of radios and phonographs, according to the industry estimates, the Radio Manufacturers' Association reports.

Altogether between 2500 and 3000 models are expected to be priced by OPA.

The latest report, which covered prices approved only through the week ending December 7th, brought the total price approvals to 90 radios, chiefly table models, and 36 phonographs. The third week's report included radio-phonograph combinations and consoles for the first time.

With Christmas almost here, radio set production is rising as larger companies obtain price approvals, but manufacturers believe there is not enough time to change their gloomy predictions of relatively few radios, probably under 250,000, for the Christmas trade.

A threatened shutdown of radio parts manufacturers, which came abruptly following an OPA announcement of a new regulation which would require the rollback of many parts prices, was apparently averted last week when OPA agreed to postpone the effective date of the order from December 3rd until January 15th, except on new orders and orders on unpriced products.

The regulation, when issued, was made effective immediately on December 3rd, and made it illegal for parts manufacturers to deliver shipments to their buyers at previously-approved prices after that date if they were "out of line". Protests from the parts manufacturers and notifications to set manufacturers that they were halting production brought quick action from OPA.

What effect this rollback on parts prices may have on set prices already approved was not immediately apparent, but OPA officials expressed confidence that manufacturers would lower their own prices if their costs for parts are cut. Parts manufacturers, on the other hand, indicated they may try to upset the rollback order before January 15th. A hearing may be demanded by the OPA Radio Parts Manufacturers' Industry Advisory Committee.

Meanwhile, one large parts manufacturer is shut down by a prolonged strike, and strikes are threatening to halt the production of receiving sets by some of the larger set manufacturers.

Large volume production is not expected before the Summer or Fall of 1946 if current deterrents continue, and it may be delayed longer if they increase.

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## RCA GIVES EDITORS RINGSIDE TV SEAT; CBS QUICKLY COUNTERS

In a surprise move the Radio Corporation of America assembled the radio editors of New York and Washington at the RCA Laboratories at Princeton, N.J., and shot the works on what the RCA had accomplished in television since the beginning of the war. The demonstration included both black-and-white and color pictures. More later about the big rise the color part of it got out of the Columbia Broadcasting System.

For the RCA black and white display the visitors seated in a small theatre were able to see the same picture at the same time (a) on a pre-war set, about 6 x 8 inches, (b) on a console, about the same size, (c) on a table model 4½ x 6 inches and (d) on an enlarged screen, almost the size of a newspaper page. Thus the observer could make an instant comparison between the pictures all of which were being transmitted by radio from WNBT, the National Broadcasting Company's station atop the Empire State Building in New York a distance of 47 miles.

The outstanding difference between the prewar and present pictures were their brightness. In fact, the prewar picture which we thought was so wonderful at the time looked like an old faded photographic print in comparison.

Then the RCA showed some color pictures broadcast from RCA Laboratories to the Princeton Inn, two and a half miles away. These, however, they damned with faint praise and that was what got the quick comeback from the Columbia Broadcasting System which has been majoring in color. Also it was said Columbia wasn't any too happy about RCA springing a television show at this particular time as CBS had planned a little surprise along those lines themselves.

It was stated by Gen. David Sarnoff, of RCA, that no progress had been made in color since before the war, that no real progress would be made until the mechanical methods now in use could be supplanted by an electronic system and finally that it would be at least five years before anything could be expected along this line. Paul Kesten, CBS Executive Vice-President, countered by saying that that was a safe estimate inasmuch as it was about three or four more years than Columbia thought it would take.

Although the pictures reproduced by the mechanical color system show promise, RCA engineers pointed out that color television is still distinctly in the laboratory stage of development, with obvious shortcomings. There is much technical development, they said, that needs to be completed before a practical color television system will be ready for the home service to the public. They estimated that this will require about five years.

On the other hand, the demonstration of the RCA black-and-white all-electronic television system, they said, clearly showed that it is now ready for the home. They presented sharp pictures on a screen as large as a newspaper page, with brilliancy, definition

and contrast equal to motion pictures. The pictures were bright enough to be seen in a fully lighted room.

"Eventually, coast-to-coast network television will be made possible by automatic radio relay stations, coaxial cable and stratovision", said Niles Trammell, President of the National Broadcasting Company. "Each may supplement the other in linking television stations into networks.

"Unattended radio relay stations, spaced from 20 to 50 miles apart, can transmit television programs from city to city.

"A regional New York-Washington television (coaxial cable) network is planned to link those two cities and intermediate points in 1946. Another link, New York-Boston, is planned for 1947. Gradually regional networks may be expected to develop around key cities such as Chicago, Cleveland and Los Angeles. And the coaxial cable will be extended from Washington through the South and Southwest, toward Dallas. Ultimately, it will connect with regional networks in the Middlewest and West to provide national coverage."

"Interesting as the color pictures which you have seen have been, we are convinced through our achievements in all-electronic black-and-white television that any mechanical color system is outmoded", said Dr. C. B. Jolliffe, Executive Vice-President of RCA Laboratories. "The objective of RCA is to create an all-electronic color system equal in clarity to that of our present black-and-white all-electronic method, and to give to the American public the finest television system in the world."

Dr. Jolliffe called attention to the fact that today's color demonstration employed a directional beam transmitter and parabolic antenna. The power was 1/20 of a watt, which is infinitesimal compared with the 50,000-watt transmitters used by standard broadcasting stations. A new electron tube developed during the war made this accomplishment possible on a carrier frequency of 10,000 megacycles - a frequency twenty times higher than any used heretofore in television. The wavelength at such a frequency is only three centimeters.

A new method of transmission used in the demonstration permits sound-and-sight signals to be carried on the same wave. The sound is transmitted during the very brief periods when the scanning beam is inactive and insures high fidelity reproduction.

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FCC AUTHORIZES RADAR TO BE USED ON FERRYBOAT

The Federal Communications Commission has granted its first approval for the civilian use of radar. Radar equipment will be used experimentally on a ferry operating in Puget Sound, Wash. The agency authorized the Raytheon Manufacturing Co., New York, to install on the SS Kalakala such experimental radar equipment. The company plans to develop radar in connection with radio aids to commercial marine navigation.

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"OBSCOLESCENCE MEANS PROGRESS", SARNOFF DISCUSSING TELEVISION

Addressing radio editors at the television demonstration in the RCA Laboratories at Princeton, N.J., David Sarnoff, President of the Radio Corporation of America, said:

"This is the first of a series of postwar progress reports on the advance of television. What has been accomplished in today's demonstration is the result of years of research and the expenditure of millions of dollars in pioneering and development.

"Our research men and engineers have built a practical all-electronic television system for the transmission and reception of excellent pictures in black-and-white. There is every reason why television should go ahead as a service to the public.

Warning that obsolescence in television is a necessary part of its progress, General Sarnoff pointed out:

"In a science, art and industry so vast in scope and possessing possibilities for unlimited growth as television, obsolescence is a factor which the public and the broadcaster must always face as a guarantee of progress.

"There will be obsolescence in television systems, transmitters and receivers. The purchaser of a receiving set, or the licensee of a transmitter, buys his receiver or installs his transmitter with the knowledge that he is pioneering in the development of a new service. Obsolescence will and must take place. When and how soon obsolescence occurs will depend upon the ingenuity and creativeness of the scientists and engineers within and outside of the radio industry.

"Similarly the network operator makes an investment in the new art as part of his obligation to the public.

"We do not fear obsolescence; we welcome it", said General Sarnoff. "That is why American industry continues to research and to make progress. Every new development in radio, whether it be a gadget or a system, involves some obsolescence of former methods. A television receiver or a transmitter is no exception. Every new art or business based upon the technical sciences must deal continuously with the factor of obsolescence.

"Assuming that a television receiver bought for \$250 becomes obsolete in five years, the price the owner pays for obsolescence is less than 2 cents an operating hour, if he has program service from 2 or more stations; for a \$150 receiver, less than 1 cent an operating hour. In New York, for example, there will be seven channels from which to choose programs.

"Research and development in television must not be looked upon as a process of obsolescence. Rather it should be regarded as an evidence of progress through which a new service of sight and sound with constantly improved instruments and programs are made available to the American people."

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## KOBAK OF MBS AT WHITE HOUSE; LIKEWISE SEES WALLACE

Edgar Kobak, President of the Mutual Broadcasting System, called on President Truman at the White House last Saturday. He was accompanied by Charter Heslep, MBS Washington representative. Incidentally, it wasn't necessary for them to bother about a taxi as the MBS Washington office in Jackson Place is the closest commercial office to the White House, just across Pennsylvania Avenue and within a stone's throw of Barney Baruch's famous Lafayette Park bench.

Mr. Kobak, who came to Washington for the Gridiron Dinner, also had a conference with Secretary of Commerce Wallace, primarily on postwar small business development. Kobak discussed the postwar era with Secretary Wallace and offered fullest cooperation of MBS in any way radio could be of assistance.

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## "WHY DOESN'T RADIO USE ITS GREAT VOICE?" McDONALD ASKS

Requested to comment upon an article in the December 1 issue of Billboard titled "Congress Eyes Radio Melon Again", Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, replied:

"The question of government control and taxation of radio all runs back to this simple fact - that the shoemaker's children generally have poor shoes.

"Radio has access to the public ear. It has never told its story. It was not made by the government. It was made by private enterprise.

"The traffic cop at the corner of 5th Avenue and 42nd Street bossing the cars around feels that they are his property. But he only keeps them from bumping into each other. Other people made them and other people own and are driving them.

"FCC and the government no more created radio than the traffic cop at the corner of 42nd Street and 5th Avenue created the automobile.

"Why does not radio raise its powerful voice and tell the world what it has done through private enterprise?"

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In an article in the Dec. 11 issue of Look magazine, John Cowles, Chairman of the Board of Look and President of the Minneapolis (Minn.) Star-Journal and Tribune, and Vice-President of the Cowles Broadcasting Company, makes a plea for unification of the armed forces on the basis of his observations in North Africa, Alaska, England and Army and Navy installations in the Pacific.

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GOVERNMENT MOVE TO DUMP RADIO SURPLUS HALTED

Threatened revocation of 230 manufacturer-agent contracts for the disposal of radio and electronic surplus was halted and arrangements were made to eliminate trouble spots in the RFC-industry distribution and sales plan at an RMA hearing last week before RFC Director Sam H. Husbands and other RFC and Surplus Property Administration officials.

After listening to RMA spokesmen argue for the continuation of the manufacturer-agent system as the only sound and practical plan for handling vast accumulations of radio surplus, RFC Director Husbands flatly declared he favored continuing the RFC-industry program but expressed a desire to improve its efficiency and effectiveness.

Mr. Husbands proposed that detailed complaints of both industry and the Government be examined by committees representing both parties to the contracts who will recommend whatever changes they believe will improve operations. He immediately appointed a committee of RFC and SPA officials who will work with a committee of RMA representatives to improve the efficiency and effectiveness of the radio surplus disposal system.

Operations of the system with respect to specific segments of the industry were explained and defended by M. F. Balcom, Chairman of the RMA Tube Division; Ernest Searing, for the RMA Parts Division; and W. J. Halligan, for the Set and Transmitter Divisions.

Among the other RMA representatives who participated in the conference were: L. W. Teegarden, of RCA; A. L. Milk, Sylvania Electric Products; E. H. Fritschel, General Electric; Fred F. Ball, of Crosley Corp.; F. S. Boland, Federal Telephone & Radio Corp.; and James D. Secrest, Director of Publications, RMA.

Eight reasons why the radio manufacturer offers the best outlet for radio surplus and the greatest protection to the Government and the public were offered by Bond Geddes, Executive Vice-President of the RMA. He also pointed out that radio surplus to date has been small but that it is now starting to move in sizeable quantities and much more is expected within the next year.

"The real test, as well as the greatest threat, will come when this surplus is unloaded in tremendous quantities on the RFC by the military services", Mr. Geddes said. "It is then that a smoothly-working and established organization, such as is provided for in the manufacturer-agent contracts, will prove its worth. To discard the system now would be to waste all the efforts and time devoted to establishing it by the RFC officials and manufacturers.

"We look upon this arrangement as a partnership deal in which both parties stand to profit if they work cooperatively. Without this cooperation and the arrangements which make it possible, both industry and Government will lose and the public will suffer from the chaos that results."

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TOP FLIGHT RADIO PEOPLE GET POINTERS AT GRIDIRON DINNER

The entrance of the world famous U. S. Marine Band, led by Capt. William F. Santelmann, in their bright red uniforms at the first dinner since the war of the Gridiron Club in Washington last Saturday night, would have been a thrilling subject for color television, if indeed the club ever allows any portion of its unsurpassed entertainment televised. Press reports, except those prepared in advance by the club itself, have always been barred, as has radio. However, many connected with the radio industry were present at the dinner. The list included:

Gene Buck, past President, American Society of Composers; Senator Homer E. Capehart; Gardner Cowles, Jr., President Cowles Broadcasting Co.; John Cowles, Vice-President, Cowles Broadcasting Co.; T.A.M. Craven, Vice-President, Cowles Broadcasting Co.; Marshall Field, Chicago Sun; Marshall Field, Jr., Chicago; Earl Gammons, Director, Columbia Broadcasting Company's Washington office; Earl Godwin, Commentator, Washington; Richard L. Harkness, National Broadcasting Company, Washington, D. C.; Merle S. Jones, Washington, D. C.; Samuel H. Kauffmann, WMAL, Washington D.C.; Robert E. Kintner, Vice-President, American Broadcasting Company, New York City; A. P. Kirchhofer, Buffalo Evening News; Willard F. Knowland, KLX, Oakland, California; Edgar Kobak, President, Mubual Broadcasting System, New York.

Also, Eugene F. McDonald, President Zenith Radio Corp., Chicago, Ill.; Eugene Meyer, WINX, Washington, D.C.; Edgar Morris, Zenith representative, Washington, D.C.; Edward J. Noble, Chairman of the Board, American Broadcasting Co., New York City.; Paul A. Porter, Chairman, Federal Communications Commission; Frank M. Russell, Station WRC, Washington; David Sarnoff, President Radio Corporation of America, New York; Carleton D. Smith, Station WRC, Washington; Niles Trammell, President, National Broadcasting Co., New York; Senator Wallace H. White, Jr., Senate Interstate Commerce Committee; and Mark Woods, President, American Broadcasting Company, New York.

Captain Santelmann, as musical director, was able to give the radio people present pointers on how to put on a show. Although the cast was composed of newspapermen with little time to rehearse, they gave a performance under the magic baton of Mr. Santelmann which would have made Broadway sit up and take notice. Even the veteran trouper Gene Buck was quoted as saying: "I take my hat off to you."

There is but one other speaker - a member of the opposite party - in addition to the President at the Gridiron and this year it was Governor Thomas E. Dewey, of New York. The only reference to broadcasting in the skits was the appearance of Mayor LaGuardia (impersonated by Paul Wooton, president-elect of the National Press Club) along with "Harry Hopkins", "Happy Chandler", and others in a sketch, "It Pays to be a Liberal".

The speech of President Truman was a happy one and it was the general opinion that the dinner was one of the most successful in the entire 60 years' history of the Gridiron Club.

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WAYNE COY IS APPOINTED GENERAL MANAGER OF WINX, WASHINGTON

The appointment of Wayne Coy, assistant to the publisher of The Washington Post, as General Manager of WINX Broadcasting Company, effective January 1, 1946, was announced Monday by Eugene Meyer, President of the broadcasting company. The WINX Broadcasting Co., which is owned by The Washington Post, owns and operates two Washington radio stations, WINX and W3XO.

WINX, a standard broadcast station, has been in operation for the past five years as an independent station serving the Washington metropolitan area.

W3XO, recently acquired from Jansky and Bailey, is the original frequency modulation station in this area. It has been in operation in Washington since 1938 as an experimental and developmental station and has been a leader in the development of frequency modulation as a new and much improved radio service.

WINX Broadcasting Co. is an applicant before the Federal Communications Commission for a license to construct a new metropolitan station in Washington.

Officers and directors of the company, in addition to Mr. Coy, are Eugene Meyer, President, and Charles C. Boysen, Vice-President and Treasurer. Mr. Coy will retain his position as assistant to Mr. Meyer.

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LaGUARDIA LANDS SECOND SPONSOR; ALSO JOINS PM STAFF

The average commentator is usually limited to a single sponsor or lucky if he can get one but not the newest of the radio prima donnas - Mayor Fiorella LaGuardia, who in addition to Liberty Magazine on his ABC national hookup, has signed for a Sunday noon local broadcast over ABC key station WJZ with some big butter and egg people, the June Dairy Products Co. Thus Mr. LaGuardia will continue the Sunday broadcasts in New York City which have made him so famous. Furthermore by way of keeping in touch with the home folks, he will contribute a weekly article to Marshall Field's newspaper PM to be used on Sunday.

It was reliably reported that Mayor LaGuardia would receive something like \$50,000 from his newest account, the Dairy people, which of course will be in addition to his time on the air for Liberty Magazine, the latest estimate of which is around \$150,000 a year. This, with the Dairy broadcast, would put him in the \$200,000 class without taking into account the PM salary, the amount of which is not known.

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NETS ACCUSED OF "ABDICATING" TO PETRILLO TO STYMIE FM

Sensational charges were made against the networks in connection with FM by Ira A. Hirschmann, Vice-President of Metropolitan Television, Inc. in New York Tuesday. He accused the nets of trying to "hold back" the development of FM by purposely "abdicating" to James C. Petrillo, President of the American Federation of Musicians.

Mr. Hirschmann noted, according to the New York Times, that the three networks having FM affiliates in New York took them off the air immediately after Mr. Petrillo issued his demand in October that twice as many musicians be employed if a program were duplicated simultaneously over both standard and FM stations.

"I think the networks have played into the hands of Petrillo by demonstrating his power to force them off the air", Mr. Hirschmann, who is in charge of radio activities for the Federated Department Stores, Inc., continued. "I have no sympathy with Petrillo, but maybe he is not the sinister enemy that he has been pictured. The networks may have used him as a shield against the continuation of FM."

The television executive recalled that in going off the air the networks explained formally that their move was dictated by technical considerations involved in shifting their transmitters to the higher FM band adopted by the Federal Communications Commission.

"A large group of independent FM stations have managed to keep going, however, and they have not had the financial resources of the networks", he pointed out.

Mr. Hirschmann, who directs the operation of FM station WABF, owned by Metropolitan Television, noted that the networks had not specified any date when they proposed to return to the air. He believed that it was time they made a "forthright and bold statement" on their intentions toward FM.

"I want to know when they are coming back", Mr. Hirschmann asserted. "I questioned before the FCC the sincerity of the networks on FM and I still do. If by reaction and frustration they're going to hold FM back they are fighting the demand of the American public for something better in broadcasting.

"The networks don't want to give up something they've now got; they're sitting on the lid of broadcasting. But a better means of broadcasting can't be stopped and neither can new competition."

Mr. Hirschmann suggested that the networks were "afraid" of higher-quality programs that many FM operators proposed to offer.

"Radio has been undersold stupidly and selfishly in not raising its standards, but I don't think they can squeeze much more out of it", he said. "It's time there was competition in excellence and not competition in mediocrity, and that is what FM will offer."

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5 FIRMS NAMED IN FIRST THEATRE TV MONOPOLY SUIT

The Government filed an anti-trust suit in New York Tuesday charging conspiracy which has caused delay in the development of television for use in theatres.

A civil injunction suit by the Department of Justice accused Paramount Pictures, Inc., and others with antitrust violations in the manufacture and sale of "two revolutionary television systems".

"In addition to the usual restraints on competition which flow from illegal cartel arrangements, as a result of this conspiracy commercial developments in this country of an important advance in the television art has been postponed and the opening of a new field of public entertainment and education has been unnecessarily delayed," Joseph Borkin, Department of Justice attorney, said in a statement.

The Government declared that the systems, technically called "supersonic" and "skiatron", involved the use of an outside source of light similar to that used in motion picture projection, thereby allowing television to be shown on screens as large as those in theaters. The images in this way would be enlarged greatly beyond those of the system now commonly in use, the Government added.

The other defendants named were Television Productions, Inc., and its President, Paul Raibourn; General Precision Equipment Corp., and its President, Earle G. Hines; Scophony Corp. of America and its President, Arthur Levey, and Socophony, Ltd., a British concern which took out the basic patents in 1937 and 1939.

The Government charged the defendants divided the world into two non-competitive areas so that Scophony, Ltd. would not compete within the Western Hemisphere; that General Precision & Television Productions would not compete within the Eastern, and that Scophony Corp. of America would not compete in either.

Attorney General Tom Clark, in whose name the suit was filed, said Television Productions was wholly owned by Paramount, and that General Precision was the largest single stockholder in Twentieth Century-Fox Corp. He said stock of Scophony Corp. of America was owned and controlled by General Precision, Television Productions and Scophony, Ltd.

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TAM CRAVEN'S FORBEAR "OWNED" THE WASHINGTON NAVY YARD

Changing the name of the Washington Navy Yard, one of the oldest in the country (which henceforth will be known as U. S. Naval Gun Factory), brought to mind an amusing story about Commodore Thomas Tingey, USN, first Commandant of the Yard, who was the great, great (maybe the great, great, great) grandfather of Commander T.A.M. Craven, Vice-President of the Cowles Broadcasting Company.

Commodore Tingey was thoroughly imbued with the idea that the Washington Navy Yard was not only his to command but that it really was his personal property. And, believe it or not, when he died, he willed it to his daughter.

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LOWEST RADIO-CABLE RATES IN THE WORLD FOR U.S. NEWS

A major step towards making American news available for world-wide distribution at the lowest rates in communications history was made known by Warren Lee Pierson, President of the American Cable & Radio Corporation on Monday. Application for approval of the new service, which will be supplied by the Mackay Radio and Telegraph Company has been filed with the Federal Communications Commission.

This innovation in modern communication will serve to aid materially national policy for the quick and efficient dissemination of news from the United States to important points throughout the world. Under the tariff schedule proposed by Mackay Radio, the cost of press transmission service will be reduced to the level of approximately 1/3 cent a word.

The new service contemplates the use of Mackay Radio's high power transmitters located in New York and San Francisco to blanket the far corners of the world with news and information for simultaneous reception at authorized press receiving points. Predicted upon daily use for eight or more hours during the twenty-four on an annual basis, the new service, according to Mr. Pierson, will make possible the transmission of news to multiple points at the lowest rates in the world.

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INDUSTRY NOT CONSULTED ON RADIO TUBE QUESTIONNAIRE

Following its recent questionnaire to radio set manufacturers for monthly statistics to be turned over to OPA, a questionnaire for similar tube production reports has just been sent by the Census Bureau to tube manufacturers. These overlap the RMA tube statistical reporting service, established several years before the war and in which 100 percent returns are made, similar to the duplication of the set statistics with the RMA set reports. The tube data, however, will not be available to OPA.

The tube questionnaire, like the receiving set reporting forms, were distributed by the Census Bureau without consultation or prior examination by the industry, despite the widely published promises and assurance of the Commerce Department and Secretary Wallace of "cooperation" with industry in the Department's extensive program for securing data from 130 major industries.

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Former Justice Justin Miller of the Court of Appeals, who resigned the judgeship in October to become President of the National Association of Broadcasters, this week was admitted to practice law before the Appellate Court.

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The SRRRL Organizes  
(Jack Gould in "New York Times")

The Society to Return Radio to the Radio Listener has a plan. Under its proposal a listener no longer will have to go to the studio and can once again use a radio at home. As with all progress, it was noted, the scheme involves certain radical innovations but, it was added, the SRRRL believes the plan will prove in the public interest and convenience if not necessity. Herewith a summary:

- (1) Shows using studio audience participants will let us all be devils just once by telling what's happening on the stage.
- (2) Comedians will save their best jokes for when they are on the air and not when the announcer is giving the commercial.
- (3) A soap opera queen will be jilted right at the microphone instead of the announcer explaining how it happened since yesterday's installment.
- (4) Radio wits and promising producers will realize that gestures, uproarious props and funny costumes do not come over the loudspeaker.
- (5) A town somewhere in the world will be mentioned on some program to the accompaniment of absolutely no applause.
- (6) Participation shows will have their victims exploited at the microphone and not down the street.
- (7) The control man at the mixing panel will let the tag line of a gag be heard before turning up the applause from the studio.
- (8) The identity of the murderer in mystery plays will be revealed without keeping the listener on edge through a long spiel in behalf of a commodity with a divine box top.
- (9) Erudite guests on question and answer shows, in addition to sophisticated banter, will give the answers.
- (10) All disk jockeys will play disks, not talk.

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Charges Little Flower With Exploiting Himself By Radio  
(Westbrook Pegler)

Fiorella LaGuardia \* \* \* \* had no excuse to attempt to rate us (the newspapers) below the radio as an avenue of information, because his own present reputation and his consequent earning power as a comedian of the air are the result of his own exploitation of our weakness in his long series of Sunday afternoon antics.

The extent to which he is a creature of publicity was indicated Tuesday, a regular news day, when he got his picture in print two columns wide, biting into an apple. That just wasn't news by any standard. Perhaps LaGuardia was afraid that if he did point out our susceptibility to the dog story we would take the hint and give him the silent treatment which would be very bad for him, because a radio personality who can't keep his name in print, can't survive on radio either.

That is why I think we have been chumps to build up the Eddie Cantors, the Fred Allens and the Charlie McCarthys, not that they aren't nice people but merely that not one word in a thousand that we print about them is news. Meanwhile they work for our business rival, the radio, which takes advertising dollars, most of which otherwise would go to us.

TRADE NOTES

The voting was so light at the election of officers of the National Press Club last Saturday that even though 167 members approved adoption of an amendment which would admit radio news correspondents to active membership, it did not represent a majority of the club roster and therefore failed. This was the third attempt.

Paul Wooton of the New Orleans Times-Picayune was elected President, and Warren Francis of the Los Angeles Times, Vice-Pres.

Hugh M. Higgins, former Sales and Program Promotion Manager for the National Broadcasting Company, Washington, D.C., has been appointed Assistant Director of Broadcast Advertising of the National Association of Broadcasters.

Mr. Higgins entered radio as a sports announcer, newscaster and script writer with the Central States Broadcasting Co., Omaha, Neb., where he became engaged in the promotion of sales and programs. In 1941 he was named Sales and Program Promotion Manager for NBC and the Blue Network in Washington, D.C., leaving that post in 1942 to enter the armed forces.

The report of the American Cable & Radio Corporation and subsidiaries for the first nine months of 1945 shows a consolidated net income of \$1,464,527, after all operating expenses, maintenance, depreciation, and provision for taxes. This compares with a consolidated net income of \$1,487,069 in the nine months to Sept. 30, 1944.

The new RMA Trade Director for 1945-46 will be mailed to RMA members, Government officials, the trade press, and others before the end of the month. It lists 285 members, nearly an all-time high for the Association.

Publication of Capt. Harry C. Butcher's book "My Three Years with Eisenhower" is now set for March by Simon & Schuster. With Book of the Month tieup, it is expected to gross another \$500,000 before the end of 1946, says Variety.

Saturday Evening Post serialization has already brought \$175,000, the biggest figure ever paid out for a serial rights. Negotiations are being made to have book printed in England simultaneously with U. S. release.

The RCA annual Christmas Party will be held in the Rainbow Room, RCA Building, 65th Floor tomorrow (Thursday), December 20th from 4 to 7 o'clock.

DUE TO THE CLOSING OF ALL GOVERNMENT DEPARTMENTS FOR FOUR DAYS, THERE WILL BE NO ISSUE OF THIS NEWS SERVICE ON WEDNESDAY, DECEMBER 26TH.



The United Kingdom Government has approved a plan for the change-over of the radio industry's production from war to peace equipment, according to a report received by the U. S. Department of Commerce. It was anticipated that new sets would be available this Fall, but that they would be in a limited supply until early 1946. The new sets were expected to be similar to prewar models but considerably higher in price. The bulk of the new production was expected to be in the price range of £15 (\$60 United States currency) or under, exclusive of purchase tax.

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RCA Victor has granted a general increase in the rates of salaried employees which sets a new minimum and raises by 10% the earnings of the majority of salaried workers. The increases, effective December 15, apply to all RCA Victor salaried employees to whom such increases could be granted without wage negotiations, according to the announcement. For all such employees the new structure establishes a minimum semi-monthly rate of \$50 and grants a 10% increase to those now earning up to and including \$378 per month.

"The new policy will benefit the great majority of salaried employees of RCA Victor", Mr. Folsom stated. "Designed specifically to raise the income of workers earning up to \$4,500 per annum, the new rates are being put into effect by RCA Victor in consideration of current economic conditions."

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The new Farnsworth 1946 velvet action Type P-50 Automatic Record Changer employs the use of three shelves, instead of the usual one or two shelves, which reduces to the minimum chipping and enlarging the center hole of the record, according to E. S. Needler, Manager of the Special Products Sales Division of the Farnsworth Television & Radio Corporation.

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H. R. Ekins, news commentator of Radio Station WSYR, in Syracuse, said he had received threats of bodily harm unless he stops or moderates his criticism of participants in what he terms, "industrial strife".

Mr. Ekins, who was expelled from Italy in 1939 by the Italian government for his writings as a United Press bureau manager, said he has received both letters and telephone calls threatening himself, his wife and their 4-year old son. Mr. Ekins asserted he had not criticized either labor or management unfairly, nor had he taken sides.

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British radio problems were discussed by Richard W. Cotton, Vice Chairman of the British Parts Manufacturers' Federation at a meeting of the RMA Export Committee meeting in New York. He stated that the official British production quotas for one year from next June were one million sets, 400,000 for export, and 600,000 for the home markets.

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Carl J. Hollatz, General Manager of the Radio Receiving Tube Division of Raytheon Manufacturing Co. has announced the appointment of L. R. O'Brien as General Sales Manager of the Division. He was Director of Sales for the Ken-Rad Tube and Lamp Corp. at Owensboro, Kentucky.

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