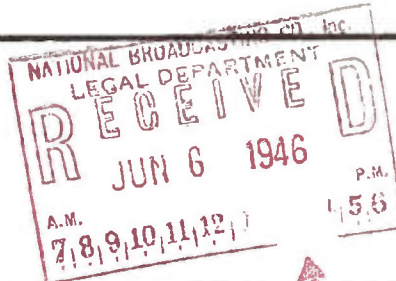


# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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No. 1729

*June 5*

*y's LRP*

June 5, 1946

ATLASS BRINGS IBEW TO TERMS; UNAUTHORIZED STRIKE DISOWNED

Ralph L. Atlass, General Manager of WIND, Chicago, has added another scalp to his fighting trophies by a complete victory in a jurisdictional dispute between members of the International Brotherhood of Electrical Workers and WIND.

Three weeks ago the IBEW technicians of the local union at WIND ignored the arbitration and no strike provisions in their contract and walked off without the approval of the International. Mr. Atlass, who had fired two IBEW operators, continued operating the station with an entirely new crew.

Now after those three long weeks off the payroll, the ex-employees are back at work at WIND considerably wiser than they were at the beginning of their walkout. As a disciplinary measure, they have agreed to forfeit six months' seniority for payroll purposes. The two temporary employees used by WIND during the technicians' absence will be admitted into the Union and continue to be employed by WIND. The station agrees to have its own technicians handle all local exclusive WIND remotes and the Union agrees that no standbys or duplicate coverage will be required. To avoid a repetition of the walkout, or similar instances, the local union has agreed that all grievances will be handled directly by the International.

Negotiations were handled for the station by Mr. Atlass, and its attorney, William J. Friedman; for the Union by Mike Boyle, International Vice-President, Walter Thompson, Local Union Vice-President, and Lester Ascher of Dan Carmel's office. The Local Union President, Eugene J. Kreusel, who ordered the walkout, did not participate.

WIND's technicians walked out May 20th in a demand for the hiring of a stand-by engineer during the period when WIND was using the studio of WBEM (CBS outlet in charge of H. Leslie Atlass, CBS Western Vice-President, and a brother of Ralph) to put on the air two of its Sunday sustaining programs. This arrangement resulted from dimout restrictions, which made it necessary to originate the shows from the broadcast studio. Under the arrangement with WBEM, that station's engineer was provided to pipe the shows to the WIND studio, where a WIND engineer would send them on to the WIND transmitter in Gary, Indiana.

The Union, Local 1220 of the IBEW-AFL, demanded that WIND provide a standby engineer at WBEM, contending that the station must use its own engineer for programs piped in from other points.

Mr. Atlass refused the demand, pointing out that this would require a doubled engineering staff on certain programs with half of

them merely standing by doing nothing. He also emphasized that the station's current contract with the Union contains a no-strike clause, also that it permits the station to accept remote programs without using its own engineer.

Mr. Atlass and members of his family recently sold a 42% interest in Station WIND to John S. Knight, publisher of the Chicago Daily News for \$818,958.

Mr. Atlass has defied the labor unions on numerous occasions and as far as this writer knows, is, with a possible exception, the only broadcaster in the United States who, single-handed, has had the courage to stand up and fight James C. Petrillo, President of the American Federation of Musicians.

In 1944 before Mr. Atlass sold Station WJJD to Marshall Field, when Mr. Petrillo ordered WJJD to hire additional and unneeded musicians, Mr. Atlass decided to go direct to headquarters. He telegraphed William Green, President of the American Federation of Labor to reconcile the musicians' walkout with the no-strike guarantee. Mr. Green replied with the following sharp rebuke to Petrillo:

"Regret to learn of strike of musicians employed in your radio station. Such strike cannot be authorized by the American Federation of Labor. It is in violation of the no-strike pledge. Grievances should be taken up for settlement through agencies created for settling controversies which may arise between employer and employee. Will call upon officers of the musicians' international union to instruct musicians to return to work and settle grievance as herein suggested."

Following this the War Labor Board in Washington ordered the Chicago local to direct their members to return to work immediately. The case was referred to the Regional War Labor Board in Chicago for disposal.

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WORLD FREE INFORMATION URGED BY STANTON; RECEIVES LAW DEGREE

The free flow of information as a fundamental goal of education and basis for intelligent democratic action was emphasized by Dr. Frank Stanton, President of the Columbia Broadcasting System, last Sunday, in an address before the graduating class of Birmingham-Southern College. Dr. Stanton received the degree of Doctor of Laws at the college commencement exercises in Birmingham, Alabama, and delivered the Commencement address.

Pointing out the increasing importance of effective communications in the period immediately ahead, Dr. Stanton said, "Our civilization desperately needs an uninterrupted period of accelerated intellectual growth to catch up with the advances of science, as well as to make up for what we have been through in the recent past; and to prepare itself to meet the critical problems growing out of the war."

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THURMAN ARNOLD BACKING FCC "BLUE BOOK" SWATS BROADCASTERS

"The purpose of the great advertisers who support the radio is to sell goods. The Federal Communications Commission knows the importance of selling goods. But it also knows that power to determine what the American people should hear must not be delegated to men with a private financial axe to grind."

That was the gist of the argument advanced last Saturday night over the Columbia Broadcasting System by Thurman Arnold, former "trust busting" Assistant Attorney General, speaking on behalf of the American Civil Liberties Union. Judge Arnold was given this time by Columbia to answer the address by Carroll Reece, Chairman of the Republican National Committee, who recently attacked the Federal Communications Commission's report (now known as the "FCC Blue Book") setting forth rules and regulations for radio station licensees with regard to programming.

"The broadcasters say that unless they have the power to determine the proportion of advertising programs they are being censored. If so, then every magazine is censored today", Mr. Arnold, who served for a time on the U. S. Court of Appeals for the District of Columbia, which handles radio appeals for the FCC, said. "As a condition to obtaining its second class mailing privilege the law requires that a magazine be principally devoted to public information, science, art or literature. The Post Office, not the magazine, lays down the proportion of advertising to non-advertising matter required to meet that condition. This is not censorship; it is sense.

"Two weeks ago the Honorable Carroll Reece, Chairman of the Republican National Committee, threw the entire G.O.P. at the Commission's head. He called their action typical of the bureaucratic state where the private citizen is pushed around with arrogant contempt. He said:

"In the name of the 70 million listeners we resent the arbitrary actions of seven self-appointed guardians of the listening public. For the benefit of the individual as well as for the benefit of the nation American radio must be kept free."

"What kind of freedom did he mean? He meant that if A, B, and C are asking for a quasi-monopoly grant over the air, the Commission should not take into consideration which one of the three would spend a part of his great profit in making the forum of the air a place of public discussion and educational advancement.

"What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio. Can anything be less American than to put the power to decide a public question in the hands of men who have a financial interest in the way the decision goes?

"Suppose you owned a broadcasting station and had your choice of selling a valuable hour of time for money or giving it away for the public good. Suppose your stockholders were demanding the maximum dividends. Would you act like a hard-headed American business man or would you play Santa Claus? The answer is found over and over again, with example piled on example, in the report of the Federal Communications Commission."

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G.E.'S RADIO ALARM WAKES YOU UP TO MUSIC

General Electric electronics engineers have designed a bedside clock-radio set that automatically wakes you up with your own brand of music. And for heavy sleepers, the set has an auxiliary resonator that sounds a few minutes after your "wake up" music comes on.

Developed by the company's Receiver Division engineers at Bridgeport, Conn., the set is now in production there. G.E. expects to be able to make it available to the public about June 15th at a cost of \$27.35 except in the far West where the price will be \$28.70.

Here's how the "wake up" feature works. Before retiring, you tune in your favorite radio station, adjust the volume as desired, set the clock in the receiver as you would the ordinary alarm. Finally, you turn the alarm selector control. This turns the radio off for the evening. The clock continues to operate. At the appointed "wake up" hour the clock turns the radio on and you are supposed to awaken. If it's been a tough night and you decided before retiring that you will need the resonator and have set that too -- well, you get the double-barreled effect a few minutes after the radio music has been turned on.

The clock-radio operates on regular house current. It has four tubes, comes in a plastic case, and weighs about 5 pounds. It's about the size of a small loaf of bread.

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BYRD SEES IN PETRILLO'S METHODS "TAXATION WITHOUT REPRESENTATION"

Senator Byrd (D) of Virginia, discussing the labor situation in the Senate said:

"The Revolutionary War was fought over the issue of taxation without representation. The new Republic was founded on the basis that only the duly elected representatives of the people, functioning in a governmental capacity, should have the right to levy taxes. Through a century and a half of our national history that fundamental principle of our democracy was never challenged. Then Mr. Petrillo, President of the Musicians' Union, exacted a royalty from the manufacturers of phonograph records, and he still collects it from them."

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DURR SEEN "WEEPING" OVER FM "CRIPPLING" CAUSED BY FCC

The following has been received from a subscriber to this service:

"In your May 22nd letter you mention that Commissioner Durr shed crocodile tears at the Ohio State radio meeting at Columbus because, as he says, only 9% of the production indicated is to contain FM bands. It's interesting to see the Commissioners weeping over a condition that they are responsible for having caused, through cipling FM.

"Not only is this crippling measure a factor, but also I don't suppose it has occurred to Commissioner Durr that automobile radios do not contain FM, nor do portables and most table models and it would have been nice of Commissioner Durr to have indicated also that he did not hear from some of the largest manufacturers."

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ADMIRAL ELLERY STONE DECORATED FOR HIS SERVICE IN ITALY

Rear Admiral Ellery W. Stone, Chief Commissioner Commissioner of the Allied Commission, received the United States Navy Distinguished Service Medal from Rear Admiral Jules James, Commander of the United States Naval Forces in the Mediterranean, at a ceremony in Naples last week.

The citation attributed the Presidential award to "exceptionally meritorious service to the Government of the United States in a duty of great responsibility as Chief Commissioner of the Allied Commission for Italy and chief civil affairs office of occupied territory under the Allied Military Government in Italy from May 1, 1945, to May 1, 1946."

Admiral Stone was formerly Vice President of Mackay Radio & Telegraph Company, All Americ Cable & Radio, Inc., and President of the Postal Telegraph Company.

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PHILCO TV STATION WPTZ PRESENTS PROGRAM SPONSORED BY STORE

Philco Station WPTZ and Gimbel Brothers made television history last week by presenting the first regularly scheduled telecast sponsored by a department store, a lively half-hour show starting at 8 P.M.EDST, that featured radio comedian Uncle Wip and a dozen children in a "Gay Nineties Revue", plus a fashion show and tips on gardening.

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## CRAVEN DENIES REP. LEA PUT JUSTIN MILLER OVER AS NAB PRES.

Commander T. A. M. Craven, Vice-President of the Cowles Broadcasting Company, and recently Chairman of the National Association of Broadcasters' Committee to select a President, was quick to deny the assertion of James C. Petrillo, President of the American Federation of Musicians, in St. Petersburg, Fla. that Representative Clarence Lea (D), of California, author of the so-called anti-Petrillo law had hand-picked Judge Justin Miller, former Associate of the U. S. Circuit Court of Appeals for the District of Columbia, to head the NAB.

Petrillo accused Representative Lea, who is Chairman of the House Interstate Commerce Committee, through which all radio matters clear, of fixing things so that Judge Miller, a fellow Californian, would get "a job at \$50,000". Then, according to the pugnacious little labor leader, Representative Lea "went to work on the American Music Federation".

Characterizing the Miller charges as entirely untrue, Commander Craven declared:

"Representative Lea never was consulted with regard to the proper man to head the NAB nor did we receive any advice or any suggestion from Mr. Lea with respect to any man or any name."

Mr. Petrillo made other charges. He asserted that Rep. Eugene Cox (D), of Georgia, had received \$25,000 for interceding with the Federal Communications Commission on behalf of a Georgia station, that the son of Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Radio Committee, was operating a broadcasting station in Spokane, and was a member of the NAB, that William H. Davis, former Chairman of the War Labor Board, was a member of a firm which received \$100,000 for doing patent work for the Columbia Broadcasting System, that Paul A. Porter, former FCC Chairman was an ex-CBS lawyer, that Elmer Davis, who had assailed Petrillo, was a highly paid commentator, and that Sam Rosenmann, former FDR advisor, had joined a law firm now representing CBS.

The first one to reply to Petrillo's threat to halt all radio network broadcasts if the Supreme Court upholds the Lea Act, was Representative Dondero, (R), of Michigan, who said:

"I think something can be done and something will be done if Petrillo carries out this threat."

Representative Dondero, one of the chief supporters of the Lea bill, said he will confer with members of the House Interstate Commerce Committee to determine what action to take if Mr. Petrillo carries out his threat.

"We can go further if necessary", he said, "but offhand, I do not know just how we can proceed. It's time we found out if a labor leader is greater than the Government. If we can't pass a law to curb this kind of thing, we might as well quit."

To which Petrillo retorted:

"Oh that bum! Under what law can they make us go to work? The more labor laws they pass, the more labor troubles they are going to have."

Petrillo even attacked President Truman, saying: "I would gamble every dollar I own today that President Roosevelt would never have signed the Lea bill."

"If the President doesn't veto the Case (strike control bill) it's going to strangle all labor."

He was quoted as saying he had two friends in Washington - Secretary of State Byrnes and Secretary of Treasury Vinson.

An important topic scheduled for discussion at St. Petersburg is the disposition of \$1,000,000 collected by the Union in the form of royalties on each phonograph record. This is now personally controlled by Petrillo but the handwriting is seen on the wall that there eventually may be joint control as in the coal miners' welfare fund which John L. Lewis attempted to corral. This is expected to be bitterly fought by Petrillo.

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

In connection with a story, "Heslep Corners Whitney For MBS Exclusive Strike Comment", in last week's issue of the News Service (Page 3, May 29th) the following letter has been received:

MUTUAL BROADCASTING SYSTEM, INC.

Charter Heslep  
Washington Representative

712 Jackson Place, N.W.  
Washington 6, D. C.

May 31, 1946

Mr. Robert D. Heinl,  
Heinl Radio News Service,  
Washington, D. C.

Dear Bob:

Your intentions were swell but unfortunately embarrassing for me. Actually, I stayed on the sidelines throughout and this outstanding job was done largely by WOL's news staff, with Al Warner and Jack Paige deserving special kudos.

I hope you can find a way gracefully to give credit where it is deserved.

Cordially yours,  
(Signed) Charter



With pleasure, Charter!

We were subsequently informed that we had only partially covered the story and should have given credit to numerous others. We regret very much that this was not done. Here, then, is the account which was kindly furnished to us by the Cowles station WOL, the MBS outlet in Washington:

"On Thursday morning, May 22, the WOL-Mutual Broadcasting System Newsroom was alerted with Albert Warner, WOL-MBS Washington newshead co-ordinating all activities to insure complete coverage of the impending rail strike.

"Jack Paige, Director of Special Events for WOL-MBS, immediately threw special lines into all points with special events crews assigned to Mayflower Hotel in Whitney and Johnson, railheads, suite; the Hotel Statler Presidential suite, which was focal point of all conferences; Union Station; Bus Station; and National Airport in Washington. Warner assigned newsmen to all points with William Hillman, Mutual commentator, handling White House. All were instructed to stand by on 24-hour watches.

"Thursday at 3:45 P.M. EST, quarter hour before announced time of strike, WOL-Mutual newsroom swung into action and presented full half-hour round-up as a part of Mutual Network's complete coverage. Heard on this program, speaking directly from Capitol Hill, was Senator Ed Johnston of Colorado, former railroad man, and pickups from Union Station were featured.

"On Friday with the strike in full swing and events moving rapidly, Warner presented at noon from the Senate Radio Gallery, Senators Reed of Kansas and Wiley of Wisconsin, concerning the Senate's feeling toward labor legislation, and a half hour later, Senators Pepper of Florida and Lucas of Illinois presented their opposing views with Ray Henle, WOL commentator, presenting from the House Radio Gallery, Representatives Clarence Brown of Ohio, and Karl Mundt of South Dakota. Mundt came directly from the floor of the House where he had finished an impassioned speech favoring speedy labor legislation. Immediately following the President's speech at 10 P.M. Friday, Albert Warner, William Hillman and Ray Henle presented a forum with Representative Francis Case, of South Dakota, author of the Case Bill, and Senator Pepper of Florida, on their reactions to the President's speech. Senator Pepper came directly from the Senate which was still in session and presented exclusively over the WOL microphones his plan for rail strike peace.

"During Saturday the WOL Newsbureau was reporting directly throughout the entire day to the Mutual Newsroom in New York with correspondents in all locations standing by for news breaks.

"Saturday at 3:45 P.M. quarter hour before President's address to joint session of Congress, WOL reporters reported directly from Senate and House Radio Galleries, Statler Hotel, and White House; with strike negotiations rapidly approaching a climax as the President spoke, WOL-MBS reporters Russell Turner and

Macon Reed, at the Statler Hotel, seized opportunity to bring A. F. Whitney, head of striking unions, to Mutual microphones in Statler Hotel and three minutes after President finished, Whitney reported exclusively over the WOL-MBS microphone to the nation and striking brotherhoods.

WOL Washington coverage for Mutual was achieved by Albert Warner, William Hillman, Ray Henle, Russell Turner, Macon Reed, Loren Pope, Lou Brott, Dale Morgan, Bill Brundige, Jack Paige, Myra Wilkins and Helen Keller."

June 5, 1946

R. D. H.

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PRESS AGAIN JUMPS PETRILLO; CONDEMNS GOVERNMENT DEFIANCE

In one of the many editorials it has printed against labor dictators in general and Petrillo in particular, the New York Times said today (Wednesday, June 5th):

"In recent months the signs have become increasingly plain that some labor leaders in this country now feel themselves to be not only stronger than any employer, or than employers collectively, but stronger than the Government itself. This has been illustrated within the last few weeks by the action of the engineer and trainmen leaders in calling a strike against the award of the President's emergency fact-finding board and by the arrogant tone of their letter to the President. It has been illustrated even more clearly in the last few days by the actions of union leaders in several different fields. \* \* \* \*

"James C. Petrillo, President of the American Federation of Musicians, to cite an example, warns the Supreme Court that if it holds the Lea Act constitutional he will strike against the national radio networks and order a complete stoppage in the manufacture of phonograph records and transcriptions. Meanwhile he announces: 'I'm now waiting for a marshal of the United States to arrest me because I intentionally violated the Lea Bill (law) in Chicago last week.'\* \*

"What Mr. Petrillo and some other labor leaders persistently fail to mention in their public statements is that their own present power has been to a major extent conferred upon them by Federal law and court decisions. If Congress wished to do so, it could reply to Mr. Petrillo's simple little letter by a few simple little changes in existing law. For it is the Wagner Act, as it stands at present, which makes Mr. Petrillo's power possible. Under that Act he is not obliged to deal with anybody, but everyone who employs musicians is compelled to deal with or through him. Because of this, individual musicians are as much victimized as employers. They are compelled to join his union and to obey his dictates if they hope to make a living. Mr. Petrillo, who is so free in his defiance of Federal laws, is himself the creature of one of them. He will tolerate no restrictions on unions or on himself; but he has forgotten, as Congress itself seems to have forgotten, that his present power exists only because

of the restrictions that Congress already imposes, and that the executive arm enforces, against employers."

Says the Washington Post today:

"\* \* \* \* \* Mr. Petrillo will be making a mistake if he believes that, once the Lea Act is out of the way, he will have a clear path for whatever new bludgeons he cares to bring forth. Public reaction to the insolence, intimidation, autocracy and uneconomic philosophy characterizing the operations of Mr. Petrillo and other leaders whose power has distorted their perspective will continue to grow until there is really constructive, broad labor legislation on the books applicable to all unions. In this sense, Mr. Petrillo, by the very annoyance he creates, is performing a valuable service in needling the public and Congress. He is the symbol of a major ill which needs to be healed. Legislation that will help smooth out our ruffled labor relations is not something for ill-considered enactment in anger. Instead, as President Truman has indicated, it is a project for long-term study of top priority. Along with union privilege must come a clear definition of union responsibility to the public and of what constitutes legitimate union practice. Until unions assume their proper place in our economic system by law, that system will continue to suffer the disruptions of the new Petrillos that arise to plague it."

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#### RMA TO CONCENTRATE ON SPEEDING UP PEACETIME PRODUCTION

Hundreds of radio industry leaders will participate in discussions of peacetime reconversion problems at the twenty-second annual convention of the Radio Manufacturers' Association next Monday in Chicago. In marked contrast to previous RMA "war production conferences", the June industry meetings will concentrate on peacetime production, and there will be numerous committee and group meetings during the three days of the RMA convention.

There will be two meetings of the RMA Board of Directors, the first of the present retiring governing body and a reorganization meeting of the new Board, including new Directors to be elected from all five divisions of the Association.

There will be no radio exhibits nor meetings of the trade. A "Victory" banquet had been planned but was cancelled in deference to the request of President Truman to avoid mass banquets because of the foreign famine situation and also because of the food shortages at home.

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FIRST WAA CONTRACT GOES TO RCA INTERNATIONAL DIVISION

The first contract to establish agencies for export sale of surplus electronics material in over-supply has been signed by War Assets Administration and the International Division of Radio Corporation of America, WAA announced today (June 5th).

The RCA International Division will receive from WAA only material which has been declassified as non-secret by the Army and Navy and material for which there is no demand in this country. Under terms of the contract, the agent will inspect, test, and when necessary, rework the material prior to sale.

Sales will be made for cash, and title will pass to the foreign purchaser before the material is exported, according to contract terms. The contract requires the agent to "keep complete, accurate and detailed records and accounts of all transactions covered by this agreement."

The contract is subject to cancellation by WAA or RCA at any time on short written notice.

RCA International Division has nine foreign subsidiaries as part of a world-wide distribution system, through which it will export the material to foreign countries.

The contract was signed for WAA by Frank R. Creedon, Deputy Administrator for General Surplus Disposal, and for RCA International Division by Edwin N. Clark, Managing Director.

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MOVIE BALLYHOOS BBC TV; LADY ANNOUNCERS TO BE BEAUTIES

If there are no postponements, the British Broadcasting Corporation will make a fresh start in television next Saturday June 8th by televising the great London victory procession direct from the West End. It will be the first time the British will have seen any television since the war closed down the transmitters in 1939.

Tremendous preparations are under way for a grand reopening. Six hundred feet above sea level the television aerials on the great tower at Alexandra Palace have recently been renewed.

To whet the appetites of the scanning and listening public a new motion picture film entitled "Television Is Here Again" has just been made in the BBC Television studios at Alexandra Palace and at various places "on location".

Running just over one hour, it is designed for transmission by television each morning for the benefit of the radio trade, both in servicing television receivers and in demonstrating them to potential customers.

It is not, of course, intended as entertainment for viewers, who already possess television receivers, but, despite this, the film will have very considerable entertainment value in that it takes the audience back-stage at Alexandra Palace and at outside broadcasts, and also gives them a pot-pourri of some of the main types of television program - both past and future. All the members of the production were in the Services during the war.

Miss Winifred Shotter, who has been appointed as the new BBC Television woman announcer, was chosen from among 119 applicants who underwent camera tests. Miss Jasmine Bligh, pre-war television announcer, is resuming her work as before. The 119 applicants were selected from nearly 600 people of both sexes. Twenty-one - twelve of them women and nine men - were given a second camera test, and, of those, four women and five men were picked for the third and last round.

Miss Shotter has played leading lady in many London stage shows, and has also acted in films, both in British studios and in Hollywood.

Outlining the British television plans in London Calling, Maurice Gorham, head of the Television Service said:

"We mean to give increased emphasis to actuality broadcasting. We are assembling our two mobile units - each made up of four vehicles - carrying transmitter, generator, aerial, and scanning apparatus - and with their aid we hope to take into viewers' homes every event of importance in the London area.\* \* \* And we shall make full use, too, of the resources of film - an indispensable ingredient of the television service - using it not necessarily as an alternative to "live" production, but as its complement and supplement.\* \* \*

"The main programme transmissions will be in the afternoon and evening - two periods each of ninety minutes in length.

"The television mast at Alexandra Palace, 600 feet above sea level, looks over London, sprawling massively, endlessly, away from the foot of the hill. Soon, maybe, the H-like aerials that television requires will be sprouting in uncountable number all over that ragged panorama of London's roofs. And to see beyond the London area. . . That is both a duty of today and a hope of the future."

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Recordings of the Columbia network broadcast of the historic ceremonies returning the Magna Charta to England have been presented by WTOP-CBS, Washington, D. C. to 400 schools in WTOP's primary listening area. The first album was presented by Carl J. Burkland, General Manager, to Dr. Hobart M. Corning, District of Columbia Superintendent of Schools. The great charter, exacted of King John at Runnymede near Windsor, England, in the Summer of 1215, was kept in the Library of Congress for safekeeping throughout the war.

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HIGH COURT OVERRULES CONGRESS IN FIRING FCC EMPLOYEES

Congress finally met with defeat in its efforts to discharge three Government employees, charged with subversive activities when the Supreme Court held the action unconstitutional Monday.

The three were Robert Morss Lovett, Government Secretary of the Virgin Islands and afterward Executive Assistant to the Governor of the Islands; Goodwin B. Watson and William E. Dodd, Jr., both attached to the Foreign Broadcast Intelligence Service of the Federal Communications Commission.

In its opinion the Supreme Court accused Congress of passing a "bill of attainder" against the three. This, as defined by the Supreme Court in the past, is "a legislative act which inflicts punishment without a judicial trial".

The Congressional fight against these men started when the Dies Committee charged in 1943 that various subversives were in Government service. On the floor of the House Martin Dies of Texas attacked thirty-nine individuals as "irresponsible, unrepresentative, crackpot, radical bureaucrats" and affiliates of Communist-front organizations. He named Messrs. Lovett, Watson and Dodd.

Subsequently Congress attached to an appropriation bill a prohibition on payment of salaries to the three men. President Roosevelt, James L. Fly, Chairman of the Federal Communications Commission and Secretary of Interior Ickes protested this action as unconstitutional and an unwarranted encroachment upon the authority of the executive and judicial branches of the Government. Despite the action, the employees remained at work. They sued for back pay for this work and the Court of Claims awarded them \$2,158.

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OFFICIAL WASHINGTON TO SEE LOUIS-CONN BOUT BY TELEVISION

Plans have been completed by the National Broadcasting Co. for a special television demonstration in Washington of the Joe Louis-Billy Conn prize fight to be held in Yankee Stadium on the evening of June 19th, according to an announcement made last week by Frank M. Russell, NBC Vice-President.

The demonstration will be witnessed by high Government officials, including members of Congress, to show recent advances in the television art as well as the special technique developed in programming, particularly sporting events. The telecast will be brought to Washington by means of the A. T. & T. coaxial cable which inaugurated service between Washington and New York on February 12th. The event will be staged at the Statler Hotel.

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::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::  
::: SCISSORS AND PASTE :::

Presidential Train Radio Duplicated In Plane "Sacred Cow"  
( "Army and Navy Journal" )

During the V-2 rocket tests at White Sands, New Mexico, a special long distance radio teletype set was installed at the Signal Corps Engineering Laboratories at Bradley Beach, N.J. to keep Signal Corps technicians in immediate touch with important scientific developments.

The radio set used in this installation is a complete high powered station designed to provide two-way teletype communication by high frequency radio over distances of several thousands of miles. It handles a continuous flow of incoming and outgoing traffic at the same speed as provided by commercial wire circuits, 60 words per minute.

Similar equipment has been used with conspicuous success in two special installations. One such installation was made in the communication car of the communication car of the President's train by civilian engineers. Two-way teletype communication was provided at all times, whether the train was in motion or at rest. By connecting to the War Department Station WAR in Washington, it was possible to reach similar machines anywhere in the world. The train was at times in communication with Guam; Frankfurt, Germany; and Washington while speeding along at 60 miles per hour. After this installation proved satisfactory, a similar installation was initiated for the President's private transport plane.

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"Operations Crossroads" Called A Radio Triumph  
( Jack Gould in "New York Times" )

In "Operation Crossroads", the hour-long documentary consideration of life in the atomic era, the Columbia Broadcasting System last Tuesday evening (May 28th) expanded the horizon of American radio more than any other single broadcast has done in recent years. With courage, with judgment and with responsibility the network performed a service of true greatness to the public. For an evening radio was of age and listening to it was an ennobling and enriching experience.

Here was a demonstration of broadcasting using its vast potential to stimulate on a national scale a greater awareness and understanding of what atomic energy means to each listener. Cast off was radio's own cloak of indifference and preoccupation with the money marts and donned was the mantle of leadership and vigorous participation in the resolution of mankind's most pressing problem. "Operation Crossroads" was an exercise in citizenship of significance to more than the world of the kilocycles.

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Wants "The Hucksters" Read Into The FCC Records

(From a review of the book "The Hucksters" dealing with broadcast advertising by Frederic Wakeman in the "New York Times" Sunday, May 26, by Russell Maloney.)

Pity and terror are what you get in "The Hucksters" - pity and terror and a lot of fascinating dope about the radio end of the advertising business. \* \* \*

"The Hucksters" is, in fact, a story that should be read by every literate adult who has ever suffered through a radio "commercial announcement". If it does not explain the process which results in the contemporary radio program, it at least presents a faithful description of the process itself. \* \* \* \*

The radio industry at this moment is on its best behavior, for the good and obvious reason that it wants to lull the government into maintaining the old hands-off policy in the new fields of FM and television broadcasting. Programs abounding in culture and what is loosely called "public service" are lavishly tucked into all possible crevices of the day's schedule - anywhere where they won't interfere with the bread-and-butter sponsored programs, that is. As for the sponsors voluntarily improving the quality of their programs - well, I offer in evidence "The Hucksters", with the humble request that it be read into the FCC records.

Quite a book, quite a book!

\* \* \* \* \*

(Orville Prescott in the daily "New York Times, May 27)

As a furiously bitter satire of the lunatic fringe of a business which is eccentric enough even when normal, "The Hucksters" is effective. It is a scathing and contemptuous account of cheap and snoddy people and of incredible business practices. Such venomous satire must, one believes, be grossly exaggerated caricature. But then, Victor Norman, Mr. Wakeman's hero, says: "There is no need to caricature radio. All you have to do is listen to it. Or if you were writing about it, you'd simply report with fidelity what goes on behind the scenes. It'd make a perfect farce." Whether he speaks for himself or for his creator is hard to determine.

Sees TV "Radio's 20-year-old-infant Facing Big Obstacles"  
( "Life" May 27)

For 20 years a confused but patient public has awaited television's coming of age. This year the infant industry began making noises that sounded adult. It bid for bigname talent. It arranged for drama producers to test their Broadway-bound plays on television instead of on the road. Manufacturers prepared to flood the market with receiving sets selling as cheaply as \$130. But last week, back in full swing after two months off the air while adjusting to new wave bands, television was proving itself still an infant industry.

It boasted its first network, on the DuMont stations linking New York and Washington. It had its first regularly sponsored weekly variety show, "Hour Glass", coming over NBC's new Empire State Building antenna. But it also had a crying need for good scripts, better direction and the kind of camera virtuosity now monopolized by Hollywood. It was still hog-tied by rules forbidding use of music taken from movies or published by firms in which film concerns have financial ties. Worst complication is a ban on "live" music by James Petrillo's musicians' union, which forces singers to make records, then to indulge in pantomime before cameras as their records are played for broadcasts. X X X X X X X X X



TRADE NOTES

In an attack on former Secretary of the Treasury Henry Morgenthau, Representative Rankin (D), of Mississippi, revealed the tremendous response that President Truman received following his broadcast at the conclusion of the railroad strike.

"President Truman has received more than 14,000 telegrams up to last night with reference to his speech of last Saturday, and of that number more than 13,000 were in commendation of his courageous, patriotic stand", Representative Rankin told House members.

The full text of the broadcast of Judge Thurman Arnold defending the "FCC Blue Book" was published in the Congressional Record of June 3 (Page 3292) at the request of Senator Hugh B. Mitchell of the State of Washington.

Emerson Radio & Phonograph Corp. merger with General Instrument Corp. has been approved by Directors of both firms.

Thomas S. Lee television station W6XAO will show its first outside telecast from the top of Mount Lee beside the swimming pool, Saturday, June 22, in connection with Alumni Day at Occidental College. Although built at the W6XAO site before the war, the pool and its scenic surroundings will be used as background for a television program for the first time in the June 22nd performance.

Dr. Goodwin B. Watson of New York City, formerly of the Federal Communications Commission, a Professor of Education at Teachers College of Columbia University there, received a divorce in Reno last week from Mrs. Gladys Hipple Watson, a former Wisconsin educator who now is an instructor at Brooklyn College in New York City.

The Electromatic Manufacturing Company, 88 University Place, has acquired an additional plant in Yonkers. The new plant will increase the active floor area of Electromatic over fourfold and is the fifth expansion move since its inception in 1938. The plant will start making deliveries of radio-phonograph combinations by July 1.

The demand for trained radio operators and other Signal Corps specialists throughout the Army has resulted in the continuing expansion of the Enlisted Men's School at Fort Monmouth, N.J. To make full use of the space and equipment which the school now has at its disposal, classes are running on a day and night basis, accommodating many more students in the laboratories, workshops, and classrooms. Originally planned for about five thousand students, changes in the training setup have increased the tentative maximum complement to 7,000 students, whose courses range in length up to six and seven months in duration.

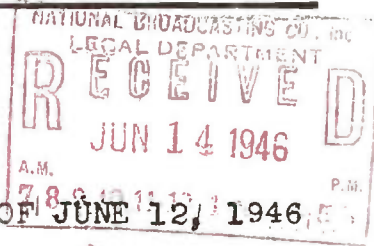
Some listeners believe in perfect timing. With WOL-MBS Washington newsroom bedlam while President Truman was speaking in connection with the railroad strike recently, Helen Keller, news secretary answered the phone to hear pleasant voice say, "I hope you can help me. If I hum a tune over the phone, do you think you could identify it for me?" The newsroom will never know what time was bothering the lady.

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

*A & All Arts*



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*By ARP*

No. 1730

*using no - June 12*

June 12, 1946

## NEW U.S. RADIO STANDARDS LAB ALL SET FOR IMPORTANT WORK

After having taken a month to get organized, the newly created Central Radio Propagation Laboratory of the National Bureau of Standards in Washington is now ready to begin some of the important projects for which it was established. The new laboratory is in fact an enlargement and continuation of the work of the Radio Section of the Bureau which has been so successfully carried on for many years by Dr. J. H. Dellinger so well known to the radio industry. It is reassuring to the industry that Dr. Dellinger has been designated Chief of the new laboratory and that his old assistant Dr. Newbern Smith has been appointed Assistant Chief. The new work will be carried on with the advice and guidance of the Radio Propagation Executive Council made up of representatives of interested Government agencies.

Although the Central Radio Propagation Laboratory will be responsible for all radio work in the Bureau, except the electronics work of the Ordnance Development Division, the emphasis will be on ionospheric research, as the name implies. The ionosphere is the upper atmosphere from 50 to 250 miles above the earth through which short-wave radio communications pass. The troposphere is the lower atmospheric level up to seven miles above the earth.

For the past four years the Radio Section has operated the Interservice Radio Propagation Laboratory for the Joint Communications Board of the Joint Chiefs of Staff. This laboratory developed research methods for the study and forecasting of ionospheric conditions, based on data obtained from a chain of stations throughout the world. Some of these stations were operated by the Army and Navy, others by contract for the National Defense Research Committee. The new laboratory will take over certain Army and Navy activities as well as some from the Carnegie Institution and private industry.

The new Laboratory is made up of the following sections:

1. Basic Ionospheric Research.
2. Basis Microwave Research.
3. Regular Propagation Services.
4. Frequency Utilization Research.
5. Experimental Ionospheric Research.
6. Experimental Microwave Research.
7. Regular Propagation Measurements.
8. Ionospheric Measurement Standards.
9. Microwave Measurement Standards.

It has now been revealed that a group of experts working in the greatest secrecy under the general supervision of Dr. Dellinger and Dr. Smith made amazing progress during the war in predicting radio transmission conditions between any two places on the earth's surface. These predictions were made three months in advance.

This information was particularly needed by the military services because of the widespread use of radio in the far corners of the world, the necessity for efficient utilization of frequencies in the crowded radio spectrum, and the importance of knowing just where radio waves were going and how to insure their arriving at their destination. To this end the laboratory prepared monthly world-wide charts of predicted ionospheric data, from which usable frequencies for any path could be calculated; distributed all available ionospheric and radio propagation data to the armed services, commercial users, and scientific laboratories; sent out warnings of expected radio disturbances associated with "storms" in the ionosphere; carried on research in radio wave propagation and in the technics of prediction; developed methods for solving high-frequency radio propagation problems; studied radio wave absorption in the ionosphere; analyzed radio traffic data from the propagation viewpoint, and correlated high-frequency direction-finder errors with ionosphere conditions.

Dr. Dellinger joined the National Standards Bureau's staff in 1907 and has headed the radio work since 1919. He received his Ph. D. from Princeton University in 1913 and the Sc. D. from George Washington University in 1932. He is a past-president of the Institute of Radio Engineers, and a recipient of its Medal of Honor. He has represented the United States at numerous international conferences on radio and telecommunications affairs.

Dr. Smith received his Ph. D. from the University of Pennsylvania and has gained a world reputation for his work on determination of radio propagation conditions from ionosphere data.

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HISTORY REPEATS ITSELF IN FACSIMILE BROADCAST

The first facsimile message to be received over VHF transmission on a speeding railroad train has been accomplished using the standard Bendix railroad radio equipment now in use on the Baltimore & Ohio Railroad. The event which marked anew forward step in communications was staged last week with a simple ceremony in the same room of the Capitol Building from which the first telegram was sent to Baltimore 102 years ago by S. F. B. Morse, inventor of the telegraph.

Miss Margaret Truman, daughter of the President of the United States, reiterated the original Morse message as she carefully penned in her own handwriting, "What Hath God Wrought". It was reproduced on a speeding B. & O. passenger train upon leaving Baltimore for a scheduled run to the nation's capitol.

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SARNOFF HAILS LARGE GI COLLEGE REGISTRATION; ZEST TO LEARN

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, said in an address to the graduating class of Bethany College, in West Virginia, last Sunday that it is an encouraging sign for the future of the United States that so many young men and young women have returned from the armed services to attend college.

General Sarnoff, who received an honorary Doctor of Laws degree at the graduation ceremonies, continued:

"These students from the armed services bring with them a new zest for learning. Their travels, their experiences on the battlefields, on the seas and in the air, have impressed them with the great importance of education in world affairs. They know that from science spring social and political implications. They have observed that invention does not find its place in the world within the walls of laboratories. Not until the work of the scientists is brought into the field to test its social aspects can the real value of discovery be established.

"We have an outstanding example in radio, for it was during the First World War that the radiophone began to talk. Suddenly it was realized that this device was not merely a new voice for use in war but a voice for service to people everywhere regardless of race or creed. The great industry of broadcasting became a new outlet for the liberal arts. Speech and music found new avenues of appeal and expression. Here was a new medium of communication - a new instrument of culture. Wisely the educators of America took up the microphone so that those who listened might learn.

"Similarly, out of the Second World War, television has emerged greatly improved by wartime research and development. Now, science offers the liberal arts a new extension in communication that appeals to both ear and eye. Television intensifies the responsibility of the educator, the theologian and the broadcaster."

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WGN GETS FIRST POSTWAR FM TRANSMITTER FROM G.E.

The first postwar FM broadcast radio transmitter to come off General Electric production lines has been delivered to WGN, Chicago Tribune station. It was placed in operation this week.

G. William Lang, Chief Engineer, said the 250-watt unit is the first of three GE transmitters ordered for WGNB, FM sister station of WGN. When all three are installed, they will bring WGNB's full-rated power to 20,000 watts.

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SUBMARINE RADIO FORMALLY MERGED INTO RAYTHEON

The merger of Submarine Signal Company into Raytheon Manufacturing Co. has now been consummated. The new Board of Directors of Raytheon consists of eleven members, as follows:

Amory Coolidge, Executive Vice-President of Pepperell Manufacturing Co.; H. J. W. Fay, former President of Submarine Signal; Ralph Hornblower, Hornblower & Weeks; William H. Raye, former member of Executive Committee of Submarine Signal. The preceding four Directors were Directors of Submarine Signal).

Also, Charles Francis Adams, Jr., whose father was a Director of Submarine Signal prior to the merger; Ralph D. Booth, Engineer, of Jackson & Moreland, Boston, Mass., and member of Executive Committee of Raytheon; William Gammell, Jr., First Vice-President of Providence Institution for Savings, Providence, R.I., and member of Executive Committee of Raytheon; George L. Langreth, Financial Consultant, Wood Struthers & Co.; Laurence K. Marshall, President and member of Executive Committee of Raytheon; Harold C. Mattes, Vice-President, Belmont Radio Corp., a subsidiary of Raytheon. (The last five named were Directors of Raytheon prior to the merger). Another Director is James V. Toner, President, Director and General Manager, The Boston Edison Company.

Upon the merger becoming effective, the capital stock of Submarine Signal Company was converted into common stock of Raytheon Manufacturing Company at the rate of 5½ shares of common stock of Raytheon Manufacturing Co. for each share of capital stock of Submarine Signal Co.

J. P. Morgan & Co., Inc. was designated as agent for the exchange of Submarine Signal capital stock for Raytheon common stock.

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BOOK CRITIC LOSES RADIO SUIT

Supreme Court Justice Morris Eder in New York denied a temporary injunction to Martin Stone, author of the radio program, "The Author Meets the Critics", to restrain Station WHN, New York, from broadcasting a similar program entitled "Books on Trial".

Mr. Stone told the court that until recently his program had been broadcast over WHY from 8 to 8:30 P.M. on Mondays, and that on May 13, he terminated relations with WHN and arranged to broadcast over WQXR, the New York Times station. He then learned that WHN planned to broadcast "Books on Trial" at the time previously occupied by his program. Mr. Stone charged the Marcus Lowe Booking Agency and owners of the station with trying to confuse the public.

Justice Eder said he was satisfied that the defendants had taken necessary steps and that their program would not result in confusion.

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DON LEE SHOWDOWN RE FCC NET JURISDICTION JUNE 17

Everything is all set for the inquiry by the Federal Communications Commission next Monday, June 17th, into possible option time violations by the Don Lee Network.

In a petition filed by Dempsey and Kaplovitz, Washington attorneys, Don Lee challenged FCC's authority over networks and questioned the Commission's right to jeopardize licenses of the Don Lee owned stations for acts of omission or commission by the net organization itself.

The Pacific Coast network's petition made the point that Don Lee can't be guilty of violating the anti-monopoly rules, since the rules do not apply to networks but only to licensees. FCC has no jurisdiction over networks and therefore if it suspects any overt violation, it should have Don Lee affiliated stations on the carpet and not the chain or Don Lee owned stations themselves, the petition argued.

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NEW MODEL RADIO CEILING PRICE REGULATION REVISED

Radio set manufacturers introducing new models may now calculate ceiling prices of these new models by in-lining them with sets they are already producing, the Office of Price Administration said June 7th.

In fact, sets now in production, and with established ceiling prices, must be used whenever possible for purposes of comparison and price alignment, OPA said. Comparison may be made with models last sold in 1941 and not now in production only when the manufacturer is introducing a model entirely unlike any he is now selling.

The OPA said that the radio regulation is also being amended to incorporate into the regulation certain price increases which heretofore had been authorized by order; however, OPA emphasized that the level of ceiling prices at all levels of production and distribution will not be affected by the June 7th action.

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Beaches that were in total darkness to enemy observers were made clearly visible to U. S. Navy forces through the use of infra-red-sensitive electron telescopes and infra-red floodlights and markers developed by scientists and engineers of the Radio Corporation of America.

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## ARMSTRONG DISCOUNTS CLAIM THAT RUSSIAN INVENTED RADIO

Commenting upon an Associated Press dispatch quoting an article in the Soviet Periodical "New Times" headed "Russia Now Claims Inventor of Radio" to the effect that Alexander Popov, a Russian physicist, and not Marconi was the real inventor of wireless telegraphy, Dr. Edwin H. Armstrong, noted radio authority, wrote:

"While Marconi's position as the inventor of wireless signaling as a practical reality is so well established that it needs no defense, it may be of interest to set down once again the facts of his real accomplishment for the benefit of a new generation. They should be of particular interest to a generation which hears so much about science "and" invention, for Marconi's achievement is a precise illustration of one of those far more important cases of science "or" invention.

"Prior to Marconi, of course, experiments had been carried on with electromagnetic waves and their effects investigated in several countries. Marconi, in his early search for a practical wireless signaling system, proceeded along conventional lines in the use of these waves, and by the exercise of great ingenuity in the design and operation of the equipment succeeded in increasing the distance over which the waves could be detected from a matter of a few hundred feet to several miles. Optimistically, for Marconi was by nature an optimist, he hazarded the opinion that he hoped to extend this range to the hundreds of miles.

"This statement was severely criticized by men who were quite sure they understood the laws of nature which applied. Marconi, they said in effect, if he knew the first principles of the electric waves with which he was working, would know that they had the same properties as light rays and so traveled in straight lines; hence, once beyond the horizon, transmission would be cut off. Had Marconi been more of a scientist and less of an inventor he might well have agreed, concluded that his quest was hopeless, and stopped where he was.

"He did not do this. Instead, in the face of the 'scientific knowledge' of the day he went forward with a painstaking series of experiments which resulted in the discovery of a new principle. In effect, what this principle enabled him to do was to attach his radiated electric waves to the surface of the earth by the connection of his transmitter to an elevated and to an earthed conductor, and so to guide them around the curved surface of the earth and on to undreamed-of distances.

"Not for many years thereafter did Marconi or the scientific world realize exactly the principle which he had discovered, although Marconi understood very well how to apply it and how to practice it usefully. It was this discovery, made in the face of all the rules as set up by 'science', that placed Marconi's work in that more difficult-to-achieve realm which we label 'invention'.



"Marconi made the discovery because he was able to divine the limits of his own knowledge, to reject the easy path of arm-chair science, and to follow, instead, the hard road of laboratory and field experiment that led him, and him alone, to the invention of the wireless telegraph."

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McCOSKER, WOR CHAIRMAN, LAUDED FOR CARDIAC HOME FOUNDING

Judging from the praise bestowed upon them at the dedication of the McCosker-Hershfield Cardiac Home at Hilburn, N.Y., last Sunday, Alfred J. McCosker, Chairman of WOR in New York, and Harry Hershfield, radio commentator, have unknowingly built a great monument to themselves.

Inspired by the generosity for which they are both so noted, Messrs. McCosker and Hershfield have founded the first institution in the United States - if not in the world - providing convalescent care for needy adults suffering from heart diseases. Testimonial from 28 patients would indicate that though the first patient was admitted only last December, it is the biggest kind of a success.

Operated on a non-sectarian basis, it has a capacity of thirty-eight patients and provides convalescent care in an attempt to return them to an active, productive life.

The ceremonies attended by 300 persons opened with the raising of a flag by Col. James C. DiGiacomo, Chairman of the Dedication Committee. The speakers included State Supreme Court Justice Ferdinand Pecora, Thomas J. Curran, New York Secretary of State; Fannie Hurst, the writer, Mr. McCosker and Mr. Hershfield.

After the ceremonies, the visitors, including Mayor O'Dwyer, were taken on a tour of the three-story stone building and the grounds, covering eleven acres.

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G.E. SCIENTISTS FIRST "HAMS" ON 21,900 MEGACYCLES

Two scientists in the General Electric Research Laboratory at Schenectady have, for the first time in radio history, successfully completed operational tests with the highest amateur band ever allocated to "hams" in the ultra-high-frequency field - that of 21,900 megacycles.

One way communication also was established between the laboratory and the studios of General Electric television station WRGB, about a half mile away.

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PAUL PORTER MAY - OR MAY NOT - RETURN TO FCC IF OPA KILLED

If Congress fails to extend OPA this week, obviously Paul A. Porter, Price Administrator, will be out of a job or if the OPA is hamstrung or mercilessly slashed, he may resign. In either contingency his old job awaits him as Chairman of the Federal Communications. The vacancy still exists since Commissioner C. R. Denny, Jr continues as Acting Chairman.

Whether Mr. Porter returns to the FCC, however, remains to be seen. It was the impression at the White House that President Truman could be expected to ask both Porter and Chester Bowles, Stabilization Director, to remain in Government service, possibly with other appointments. It was said that Mr. Truman might want them to fill two of the three posts of economic advisors who may take over much of the work John Snyder performed as Reconversion Director.

There is still another report that though Paul Porter is supposed to have an eye on the Kentucky senatorship several years hence, he may return to a more lucrative position in the broadcasting field.

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1946 RADIO PARTS SHOW PINS UP NEW ATTENDANCE MARK

Figures released by Kenneth C. Prince, General Manager of the Show, reveal that 7,562 individuals registered for admission at the 1946 Radio Parts and Electronic Equipment Conference and Show in Chicago recently, and of these almost 2,500 were affiliated with distributing firms. This number included no radio servicemen or amateurs. The largest previous attendance at any trade show in this industry was 4,400 exclusive of radio servicemen and amateurs.

More manufacturers exhibited their products than in any previous show. There were 169 manufacturing lines and 14 publications occupying booths. This represents an increase of 40% over the largest prior year.

There is no estimate available of the volume of business which was done during the Show because of the serious questions raised about material shortages, price controls and delivery stumbling blocks. However, conservative estimates indicate that 90% of the dollars of radio parts distributor purchasing power in the country was represented at this Trade Show.

Foreign representation was significant. Canada had the largest number, with Mexico a fairly close second. Other foreign countries represented were England, France, Belgium, South Africa, China, Sweden, Denmark, the Philippine Islands, Argentina, Cuba, Siam, and the Territory of Hawaii.

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RMA HEAD SEES TROUBLES STILL AHEAD FOR SET MANUFACTURERS

Slowdowns are in sight notably because of shortages in copper wiring, condensers and tube bases, R. C. Cosgrove, President of the Radio Manufacturers' Association, told the radio manufacturers assembled in Chicago this week.

The tube base supply is largely exhausted, he said, because of the long strike at Westinghouse Electric Corporation. The next sixty days will find the tube bottleneck extremely tight, he said.

Radio set production has reached 1,000,000 units a month, almost the level of pre-war production in 1941, Mr. Cosgrove disclosed. About 4,500,000 sets, mostly in smaller models, have been built since V-J Day, and 7,500,000 are expected to be produced in the last six months of 1946. In 1941 a total of 13,000,000 sets was produced.

Mr. Cosgrove held out little hope for early volume production of bigger sets incorporating phonographs and FM because of wood shortages.

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PETRILLO SEEN USING ANTI-PETRILLO LAW AS SPRINGBOARD

An insight into the strategy of James C. Petrillo, President of the American Federation of Musicians, is given by Jack Gould, Radio Editor of the New York Times, who covered the recent convention at St. Petersburg, Florida.

Mr. Gould writes:

"If James C. Petrillo has his way the radio industry is scheduled to be hoist by its own petard. With characteristic cunning, the controversial labor leader has shown no fear of the new anti-Petrillo law which many broadcasters hoped would curb his activities. Instead he has used it as a springboard to launch a spectacular new phase of the campaign which he has had in mind all along - to increase many times radio's annual bill for music.

"Mr. Petrillo's strategy admittedly is unique in industrial labor relations but its sheer novelty is one factor which makes it more difficult for the broadcaster, and possibly Congress, to combat.

"In essence, Mr. Petrillo's threats to close down the national radio networks and paralyze the recording industry, voiced here last week at the union's annual convention, do not represent a possible 'strike' in the generally accepted sense. Rather they

are symptomatic of the beginning of the final stages of the union's prolonged fight against 'canned music'.

"Primarily, Mr. Petrillo is not thinking in terms of such petty matters as wages, hours and working conditions, typical of the usual negotiations with employers. His targets are the radio and recording industries as a whole and the larger share in their profits to which he believes musicians are entitled. The stakes are literally millions of dollars a year and, if Mr. Petrillo achieves his aim, would represent the first successful resistance to the consequences of technological advance. \* \* \*

"Mr. Petrillo himself told the delegates at one point, 'you have too much red blood in your veins to say to Petrillo, "sit there and die."' "

"The delegates agreed in a burst of applause which may echo in radio, in music, and in Congress, for a long time."

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BENDIX RADIO TO PRODUCE COLOR TELEVISION RECEIVERS

The Bendix Radio Division has taken a license to produce color television receivers under patents of the Columbia Broadcasting System, it was announced today (Wednesday, June 12th) by Charles Marcus, Bendix Aviation Corporation, Vice-President in charge of Engineering.

Immediate plans call also for the establishment of an experimental color television transmitter at the research and engineering laboratories of the main Bendix Radio plant in Baltimore, Maryland, said Mr. Marcus. Television development and research will go forward on an extensive scale to permit the manufacturing of television receivers for the home. This will augment the complete line of AM and FM radios and radio-phonographs now in production in the Baltimore and Pomona, California, Bendix Radio plants.

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CONFIRMATION OF COMM. WALKER DELAYED; NO OPPOSITION SEEN

The confirmation of the nomination of Paul A. Walker, Oklahoma Democrat, to another seven year term on the Federal Communications Commission, which was sent to the Senate by President Truman about a month ago, is still pending before the Senate Interstate Commerce Committee. No opposition has been raised against Commissioner Walker's appointment as far as known. It was said at the Committee that the delay was due to press of other matters but that it was certain action would be taken before Mr. Walker's term expires June 30th.

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FURTHER REDUCTIONS IN OVERSEAS RADIOPHOTO RATES BY RCA

Substantial reductions in radiophoto rates to six overseas points were placed in effect on June 10th by R. C. A. Communications, Inc, to cover transmissions between New York and Stockholm, Nurenberg, Berne, Rome, and Buenos Aires, and between San Francisco and Honolulu. Previous rate reductions have decreased the cost of radiophoto service on the New York-London and New York-Paris circuits.

The new rate for the six circuits will be \$20 for the minimum of 150 square centimeters (about 24 square inches) and \$10 for each additional block of 100 square centimeters.

Thompson H. Mitchell, Executive Vice-President, said that additional reductions in the rates for radiophoto service between New York and Cairo and between San Francisco and Melbourne, Australia, are contemplated.

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MANUFACTURERS URGED TO PROD CONGRESS MEMBERS ON PATENT BILLS

The National Association of Manufacturers has sent the following "S.O.S." to its members regarding pending patent bills:

"On May 8 we wrote you concerning the important Lanham Trade-mark bill. Since that time the Senate Committee on Patents has reported out the measure with certain amendments. Up to the present, however, the Senate has taken no action. Consequently, we hope that if you have not already done so, you are planning to advise your Senators of your interest in the bill.

"In addition to this bill, there are certain patent measures designed to improve and strengthen the patent system which have been passed by the House of Representatives after careful examination by its Committee on Patents and by the House itself. These measures are the Boykin Patent Priority bill, H.R. 5223; Boykin bill for recording of patent agreements, H.R. 3756; Henry bill for simplification of accounting procedure, H.R. 5311, and Lanham bill, H.R. 1439.\* \* \*

"Unless prompt action is taken by the Senate, these important measures will die in this session of Congress. All of the time and effort which the members of the House of Representatives have put into these bills will be lost if prompt action is not forthcoming. Therefore, it is hoped that all who are interested in the patent system will write their Senators urging the immediate passage of these measures as well as the Lanham Trade-mark bill."

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MARGARET TRUMAN AGAIN TALKED OF AS RADIO POSSIBILITY

There is again talk that Miss Margaret Truman may yield to some of the numerous radio offers that have been coming to her since going into the White House.

Indicative of this is a story that as long ago as last October Miss Truman while visiting in New York went to the studio of a well known singing teacher and asked for a voice test saying her name was Miss Wallace.

The teacher was busy, and Miss Wallace waited patiently for several hours. Finally, she was admitted, sang a few songs, and was told she had a "lovely voice", much talent and musicianship. On her way out, the flushed girl dropped her scores and the singing teacher noticed they were marked "Margaret Truman". The President's daughter, on an incognito trip, had assumed her mother's family name to get a candid professional opinion on whether she could sing.

There is a report from New York that Miss Truman would appear on "The Great Moments in Music" (Cellophane) program but no confirmation of this could be secured at the White House.

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NEW LIGHTWEIGHT AIRBORNE RADAR INCREASES FLIGHT SAFETY

Lightweight airborne radar equipment, employed on a scheduled transport operation for the first time when a C-54 flew from Westover Field, Massachusetts, to Paris, France, recently, promises to make a considerable contribution to safety in flight, it was disclosed by Headquarters, Army Air Forces.

This trans-Atlantic trip, supervised by the North Atlantic Wing of the Atlantic Division of Air Transport Command, marked the first extended range use of lightweight airborne radar equipment installed and utilized for the purpose of aiding an aircraft to complete successfully a scheduled flight.

The high speeds of modern airplanes have increased the importance of pilots avoiding areas of dangerous turbulence, and lightweight radar is certain to help a pilot to orient himself further to weather conditions, AAF radar officers say. The new development will aid in making flights safe in all kinds of weather.

Also, increased speed has made it even more necessary for pilots to avoid flight path hazards where other aircraft or terrestrial features may be encountered, and lightweight radar will act as a safeguard against a plane entering these areas.

The new equipment was designed and developed for the AAF during the war, under the direction of Dr. Lee Durbidge and his associates at the radiation laboratories of the Massachusetts Institute of Technology.

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::: SCISSORS AND PASTE :::  
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Labor Paper Blasts Government Ownership of Radio  
( "The Labor Union" American Federation of Labor, Dayton, Ohio)

"By comparison of free American radio, or press, to governmental owned and operated radio of other countries, one must only have been subjected to foreign broadcasts, such as the British Broadcasting Corporation, to have them spurned as did our servicemen and women overseas; or to such monuments of propaganda and misinformation as Radio Berlin, Radio Rome or Radio Tokyo.

"In this day of controversy and infiltration of un-American ideals the American press and radio have assumed a sacred obligation toward the people.

"There are those who seek governmental control of American radio under the guise of 'sheltering' the listener of so-called annoying commercial announcements and programs, termed 'unfit' for the listener. \* \* \* \* \*

"Governmental ownership of radio would soon be followed by similar ownership and control of the press; schools would soon become State schools and the church would soon be abolished or become a state church.

"Just as the press and radio have an obligation to the American people so have the American people an obligation to protect the freedom of the press and radio."

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Senator Wheeler Protests Truman Labor Move  
(Jay C. Hayden in "Washington Star")

Senators Wheeler of Montana and O'Mahoney of Wyoming went to the White House Wednesday to warn President Truman of the dire plight in which the Democratic party in the whole Rocky Mountain region has been placed by the President's drastic anti-strike move.

Just what these Senators said has not been revealed, but it is a fair guess that they told the President that unless something is done to repair this situation, and especially the administration's break with railroad unions, no fewer than eight Democratic Senators from the West may be beaten.

Besides Wheeler and O'Mahoney, these are Gossett of Idaho, Chavez of New Mexico, Mitchell of Washington, Carville of Nevada, Murdock of Utah, and McFarland of Arizona.

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St. Louis Mobile Radio-Phone Service Working; \$15 A Month  
( "Editor and Publisher" )

A reporter of the St. Louis Globe-Democrat, on the invitation of the Southwestern Bell Telephone Company, had occasion to try out the new mobile radio-telephone system.

While riding through St. Louis' Forest Park, the reporter reached for the telephone under the dashboard of the specially equipped car and pressed a button. That put him in contact with

the telephone company's mobile service operator in the long distance exchange. She identified herself and said, "Number please?" The reporter said, "Garfield 1212" - and immediately he got the Globe-Democrat's city desk.

In reverse procedure, the city desk, about 20 minutes later, called the long distance mobile service operator and gave her the car telephone number - WJ2-2397. The call went through and caught the reporter out in St. Louis County, some 10 miles away from where he had originally called. The conversation came through clearly.

The innovation, which links two-way radio with the public telephone system is designed primarily for newspapers, taxicab companies and trucking lines, but telephone engineers say it probably will soon be used from home to car. \* \* \* The receiving and transmitting units are contained in two small field boxes which fit easily into a car trunk. A 2-foot antenna completes the mobile installation.

The cost, subject to approval by the Missouri Public Service Commission, will be \$15 a month, plus installation fee and a charge for each call, based on time and distance within the area 75 miles in diameter.

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High Court Decision Re Alleged FCC Subversives Applauded  
( "Washington Post" )

In its decision in the cases of Watson and Dodd, FCC employees and Lovett of the Virgin Islands, the Supreme Court has reasserted a constitutional doctrine vital to the protection of individual liberty. It has held invalid an act of Congress which, three years ago, proscribed these men by name from future paid employment by the Government of the United States. A little more than three years ago on May 13, 1943, when the proscription of two of these men was proposed in the House of Representatives, The Post declared in an editorial: "If Congress follows such a course, it will be guilty at once of legislation in the nature of a bill of attainder and of a gross usurpation of executive authority."

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Really!  
( "Variety" )

Looks like the fun is just beginning. George Washington Hill, the American Tobacco tycoon who is said to be the inspiration for the central character in Frederic Wakeman's lampooning of the ad agency business, "The Hucksters", is reported to have passed the word along that he doesn't want to catch any employees reading or discussing the book.

Which has cued one agency's gagster's comment : All secretaries at Foote-Cone-Belding agency and American Tobacco Co. have been told to turn in their Womrath cards.

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A phonograph-radio (Model EK-265), one of the first to come off the Farnsworth Television & Radio Corporation's production lines, recently was presented to students of the elementary Riverside School, Fort Wayne, Indiana, by the Parent-Teacher Association of the school, which purchased the instrument. Purpose of the gift, the PTA stated, was to enable the young students to hear educational programs on the air as well as listen to various phonograph selections with educational value.

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The British Broadcasting Corporation has appointed Major-General Edward Ian Jacob, C.B., C.B.E., to be Controller of the BBC's European Services. Major-General Jacob, who is at present Military Assistant Secretary to the Cabinet, will join the BBC and take up his new duties on July 1st.

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A dividend of 87½ cents per share has been declared on the outstanding Radio Corporation of America shares of \$3.50 Cumulative First Preferred Stock, for the period from April 1, 1946 to June 30, 1946. The dividend is payable July 1, 1946, to holders of record at the close of business June 17, 1946.

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It was reported from Eindhoven, Holland, that the Board of Directors of Philips Incandescent Lamp factories will propose a 6 percent dividend on common and preferred stock for the fiscal years 1939-1940, 1940-1941 and 1941-1942 and a similar dividend on preferred stock only for the years 1942-1943, 1943-1944, and 1944-1945, it was disclosed. The proposal will be made to the annual general stockholders' meeting on June 21st.

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Haraden Pratt, Vice President and Chief Engineer of the American Cable & Radio Corporation, and Chairman of the Radio Technical Planning Board which serves United States government departments and military services, has departed for Bikini Atoll in the Pacific as an official guest of the Army and the Navy and a civilian observer at the forthcoming atomic bomb tests.

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The ceiling price on the little 1947 Crosley four passenger sedan has been set at \$749.

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A weatherproof and "foolproof" in-car speaker, terminal box, and speaker-receptacle unit for drive-in theatres, designed for permanent location on the parking ramps, is now in production and ready for distribution by the RCA Engineering Products Department.

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Edwin Seaver in place of John Mason Brown who is ill, will review Frederic Wakeman's "The Hucksters", a story of radio advertising, on "Of Men and Books," Saturday, June 15 (WABC-CBS, 2: P.M. EDT)

Philco has largely overcome the critical shortage of cabinet woods for radio receivers and radio phonographs by acquiring approximately 22,000 acres of standing timber in North and South Carolina. Adjacent logging and sawmill facilities have already been established, the Company advises, and operations are now underway.

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The "Standing Room Only" sign soon will again confront network radio advertisers, following the recent flow of new accounts signed on the Columbia Broadcasting System, William C. Gittinger, CBS Vice-President in Charge of Sales, predicted last week.

"Within the last month, CBS has signed three half-hour periods and one quarter hour period, all scheduled to start new broadcast series within sixty days", Mr. Gittinger said.

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Dancer-Fitzgerald-Sample, Inc., has filed for incorporation of its radio department as a separate entity under the name of Features Productions, Inc. Those in the operation will be the present radio department of Dancer-Fitzgerald-Sample and additional creative show talent. The principal office will be in the agency's quarters at 247 Park Avenue, New York, New York.

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A four weeks' course in television theory and operation, designed expressly for engineers of broadcasting stations, will be conducted this Summer by RCA Institutes, Inc., in cooperation with the National Broadcasting Company and the RCA Victor Division. The course opened June 3rd and will continue in session five days a week until June 28th. It is a repetition of similar courses instituted in 1944 and 1945.

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Col. John A. Holman has been appointed Business Director of Westinghouse Stratovision, the new system of airborne television and FM radio transmission which the Company has under development. Colonel Holman is a veteran radio executive who assisted in organizing the present NBC network more than 20 years ago.

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Intra-store television made its initial appearance in the Mid-South during the Memphis Cotton Week Festival, when the B. Lowenstein and Brother Department Store, in cooperation with the RCA Victor Division of the Radio Corporation of America, presented a series of television shows which were seen during the week by an audience estimated at 75,000.

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Television, broadcast from the Eiffel Tower, was a striking and popular feature of the Paris Exposition of 1937. I. T. & T.'s French associate, whose earlier pioneering of microwaves helped lay the groundwork for television, designed and installed the world's largest television station in the Eiffel Tower. The equipment has been modernized recently for high definition 1000-line television. A special coaxial cable 3 inches in diameter was designed and installed to link the transmitting apparatus at the base with the antenna at the top of the tower.

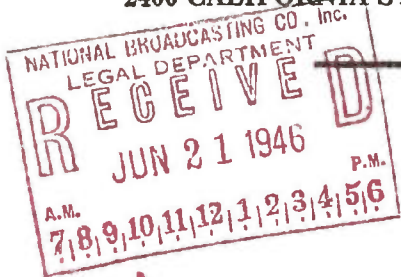
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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1729

*W Y R P*

June 19, 1946

"TELEVISIONARIES", SAYS McDONALD CITING VAST SUMS NEEDED

"Like the movies, television has had many false starts and failures. It will fail again unless it finds a box-office to pay the huge cost.

"The televisionaries are beating their drums again. They don't intend to harm anybody, but they can hurt your pocketbook and disappoint your hopes, just as they have at intervals for the past fifteen years."

Thus Gene McDonald, of Chicago, who himself owns a television station and is a manufacturer of television sets, touched off another blast in his one-man war against what he claims to be the launching of television without first providing a sound plan to finance its development. Commander McDonald's latest expression on the subject is an article "Television Will Cost Big Money" which will appear in Collier's for June 29th, which will be on the newstands this week (Friday, June 21st).

Although McDonald handles the discussion in his usual vigorous manner, he concludes more or less soothingly:

"There is nothing wrong with television that money won't cure. And the sooner we can convince televisionaries that the advertisers haven't sufficient money to pay for the type of continuous programs that will be necessary to make the public buy television receivers by the millions, the sooner the industry will start applying its brains to a technical solution to obtain a box office.

"When this problem is solved, television will become a great industry, and will have fulfilled its promise of bringing new and better entertainment to the American home."

Some of the outstanding paragraphs of the article follow:

"Television enthusiasts talk in terms of five or more stations per city. If there were five stations in one city, the cost of providing each with four hours of daily entertainment produced to motion picture standards would be two billion seven hundred million dollars per year. This is more than American business spends on every form of advertising combined, from direct mail and billboards to radio, newspapers, and magazines."

\* \* \* \* \*

"Since television will be competing with the movies as a means of mass visual entertainment, there is no reason to believe that its production costs can be lower than the movies'.

"And there is one more illuminating comparison between radio and the movies. The motion picture entertainment on which the public spends one and one half billion dollars a year is ridiculously small in quantity when measured against radio's insatiable appetite. The entire production of new motion pictures averages only about two hours of new film per day, enough to fill the hours from 7 to 9 P.M. on one television network. Radio's four major networks alone produce sixty-four hours of new entertainment each day. The public pays five times as much for two hours of new movie entertainment as the advertiser pays for more than sixty-four hours of new radio entertainment."

\* \* \* \* \*

"Here are some significant figures:

"There is no way of determining accurately the number of people who listen to radio every day, but it seems conservative to estimate the audience as at least 100,000,000 people. Radio is supported entirely by advertising, at a cost to advertisers of about \$400,000,000 per year.

"Magazines, weekly and monthly, have a circulation of about 174,000,000, and account for about \$450,000,000 of the nation's annual advertising bill. In addition, the public pays \$310,000,000 a year to purchase magazines to make the total cost about \$760,000,000.

"Daily newspapers have a circulation of about 48,000,000; Sunday newspapers, about 40,000,000. Cost to advertisers who use these papers is about \$660,000,000 a year and the public spends \$766,000,000 a year to buy these papers for a total of \$1,400,000,000.

"Movies have a total of 4,940,000,000 paid admissions per year, for which they collect \$1,500,000,000.

"In spite of their large advertising revenue, newspapers and magazines require income from their circulation in order to operate as businesses. Radio is the only large-scale purveyor of news and entertainment that has been able to exist solely from the sale of advertising. The advertiser pays for everything that goes out over the air, including Presidential speeches, public service programs, sustaining programs, etc., because advertising is radio's only source of income.

"On the other hand, some publications have prospered entirely or largely from their circulation revenue, with little or no income from advertising. The movies are doing nicely without any advertising revenue at all; their box-office income is nearly four times what the advertisers spend for radio, although their daily audience is only a fraction of radio's.

"Radio has succeeded with its present commercial setup because it is cheap, but there is no indication that television will be the same. The eye is much more fickle than the ear. People

can listen to radio with half an ear, can enjoy the same music played over and over again, are even free to do other things while listening to the inexpensive plays presented by radio. They can lay down a newspaper or magazine, pick it up later, and continue reading where they left off (they may even see the same ad four or five times).

"But television, to hold interest at all, must present such superlative quality that it will draw the viewer from all other activity with never an inattentive pause. There can be no backtracking to pick up loose ends. Television producers have already learned that once a viewer's attention wavers, he is lost for that particular show, which means that the advertiser can count him out when the carefully planned commercial is presented."

\* \* \* \* \*

"Various reasons have been advanced to explain these (commercial) failures. Business cycles, technical changes, The Federal Communications Commission and the war have all been successive whipping boys, and it is probable that now some are preparing to put the blame on James Caesar Petrillo, boss of the American Federation of Musicians. The real reason is that the industry has consistently followed a blind alley of illusion instead of studying and finding solutions for the full scope of television's problems."

\* \* \* \* \*

"We are not manufacturing black and white receivers for the wave bands now assigned to television because we know that these sets would become obsolete within the next year or two, but we are building receivers for the new high-definition, full-color television. These sets will not be sold; they will be loaned to our executives and engineers. We have no intention of placing them upon the market until we are reasonably sure that television is on as sound a basis artistically and economically as it is technically."

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DON LEE FCC NET JURISDICTION HEARING GOES OVER UNTIL FALL

The hearing set for last Monday in the case of the Federal Communications Commission versus the Don Lee Network, has been postponed until October 5th. The network had been charged with possible option time violations.

Don Lee had made the point that it couldn't be guilty of violating the anti-monopoly rules since the rules do not apply to networks but only to licensees.

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COMPLAINT AGAINST DUFFY'S TAVERN REACHES FCC AND CONGRESS

Representative Thomas J. Lane (D), of Massachusetts, brought to the attention of the House a complaint Patrick J. Scanlon, a Catholic of Lawrence, Mass., had made to the Federal Communications Commission with regard to the Duffy's Tavern program over the National Broadcasting Company and sponsored by the Bristol Meyers Company of New York. Mr. Scanlon wrote:

"I have written this sponsor regarding their sponsoring of this offensive program, which, in our opinion, is a direct insult to people of Catholic faith and Irish ancestry, but a reply from them states that they are unable to control this person who broadcasts under the name of Ed Gardner, and are, therefore, unable to remedy the situation.

"The Bristol Myers Co. admits that the program is offensive but that they are unable to do anything about it, as this person, Gardner, persists in his weekly insults, with the full knowledge that the program is offensive.

"A letter to NBC brought no satisfaction."

Mr. Scanlon enclosed an editorial from the Pilot, official organ of the Catholic Archdiocese of Boston which read, in part:

"Just after St. Patrick's Day we referred editorially to the radio program Duffy's Tavern, sponsored by the Bristol Myers' products, Minit-Rub and Vitalis. It seemed to us that the Vitalis and Minit-Rub humorists showed poor taste in dragging the revered name of St. Patrick into the whisky-soaked atmosphere of Duffy's saloon. We accused them of nothing worse than bad taste. It was never our thought that Archie, the manager, and his supporting cast intended a deliberate insult to Catholics. But after the program the evening of May 31, we are not so certain that the Duffy's Tavern people are merely having fun.

"The May 31 program opens with Archie's account of a wake he attended the previous evening. The wake was a rowdy, disreputable affair. And as usual the characters were O'Flaherty, O'Rourke, etc.

"So apparently Minit-Rub and Vitalis intend to go on lampooning Americans of Irish antecedents. They know that the humor of the Duffy's Tavern program conveys offense. And while there is no law to punish boorishness, neither is there any law compelling Catholics to make boorishness profitable."

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Nell Daugherty of Station WSTC at Stamford, Conn., was re-elected Chairman of the first district of the Association of Women Directors of the National Association of Broadcasters at the annual business meeting of the group at Portsmouth, New Hampshire.

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## SHOUSE URGES PUBLISHERS "TO LOOK BEFORE THEY LEAP" INTO FM

Addressing the National Editorial Association at Estes Park, Colorado, last week, James D. Shouse, Cincinnati, Vice-President of The Crosley Corporation in Charge of Broadcasting, cautioned the editors and publishers against going into FM broadcasting without carefully considering what they are getting themselves into.

"A great many smart people in our industry", Mr. Shouse said, "have both written and gone on record verbally as to just what is going to happen in broadcasting. They have projected Frequency Modulation in quite specific terms. The Columbia Broadcasting System already has on paper a Frequency Modulation network of two hundred stations, and they propose that Amplitude Modulation - our present form of broadcasting - will rapidly disappear from the picture. They may be right, but I doubt it.

"In 1944, in a talk which I gave before the Radio Executives Club in New York, I said, in substance, that for the past two or three years Frequency Modulation appears to be attracting much more attention than Television. This I could never fully understand. Now we have an experimental Frequency Modulation station in Cincinnati and have applied for one in Columbus. We may apply for additional ones, but I cannot help but feel that a great deal of the impetus, the promotion and the preferential consideration being given to Frequency Modulation arises out of the general problem of allocation of broadcasting facilities, as distinguished from any real need for Frequency Modulation on the part of the public.

"I have never been able to understand why the mere fact of being able to do approximately the same thing, but in a different way, represents an impelling reason to induce a replacement of one form of broadcasting for another. I think that very influential forces in the industry, who are concerned primarily with an equalization of facilities, see in Frequency Modulation a means whereby all broadcasters can be put on a common denominator. American business has not, and I doubt seriously whether it ever will, react to such a desire, no matter how strong it might be on the part of some broadcasters who hope, through Frequency Modulation, to cut all broadcasters down to their level. If the things claimed for Frequency Modulation are as definite and as positive in fact as the claims are in theory, I think it would be well to assume that the people, today, who are big in Amplitude broadcasting will continue to be big in Frequency Modulation broadcasting. Television, on the other hand, does not represent a new way of doing the same thing that has been done before. It does not supplement a coupe with a sedan. I am inclined to believe, therefore, that Television, given a fair opportunity to do so, may cause an appreciable slowing up of the Frequency Modulation movement. \* \* \* \*

"Now the problem which Frequency Modulation prompts is simply this: our present standard broadcast band for Amplitude broadcast stations is about used up. There are today few communities in the country where Amplitude Broadcasting frequencies may



be additionally assigned. There are still some twenty stations in the United States assigned to the exclusive use of 20 frequencies, and the Commission is attempting to formulate a basis for deciding whether or not these frequencies shall any longer be assigned for exclusive use, but shall be duplicated, thus providing room for some thirty, forty or fifty additional stations in the standard broadcast band.

"The real problem presents itself in the economic aspect of broadcasting in a small community. The fact that Frequency Modulation will permit almost anyone in a small town to build a station does not carry with it the assurance, nor in many cases the likelihood, that the station can support itself. As the structure of broadcasting is broken down into smaller and smaller units, the cost of supplying service to the American people is bound to increase, and under our American system these increased costs can not be met by Government subsidy, which I assure you I do not favor any more than you would favor it in the conduct of your newspaper publishing. These costs can only be met from advertising. I know of no one in this industry who is smart enough to tell how far costs can be increased without broadcasting hitting the dividing line between a good advertising buy or a bad one. I, personally, believe that there is room for a great many more broadcasting stations in this country. I equally feel that the big metropolitan markets are already being adequately served and that the best opportunity of increased service to the American people is to provide more stations in smaller towns. \* \* \* \*

"I would not like to see you be sold a bill of goods on Frequency Modulation one way or the other. Frequency Modulation to some of you offers a real potential for increased service; for others of you, there are still some Amplitude broadcasting available. I can only urge that before you leap, you look. Before spending money on applications and transmitters, spend a smaller amount of money for a careful, exhaustive and comprehensive study of your market in its relation to broadcasting. The Commission, I am sure, will supply all possible help to you, and I would additionally urge that those of you who are interested in Frequency Modulation, or Amplitude Modulation, spend a modest amount of money in analysis and investigation. It will save you, I am sure in many cases, a lot of uncertainty, confusion and heartache."

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300,000 TV VIEWERS REPORTED IN LONDON

Opening telecast of the London Victory Parade last Friday after seven years of war-imposed inactivity, was viewed by 300,000 persons, according to dispatches from there.

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NEW CENTER TO DEMONSTRATE TV IN "MIDDLE METROPOLITAN" CITY

Development of an outstanding radio center is nearing completion in Fort Wayne by the Farnsworth Television & Radio Corporation. It is designed to provide Northeastern Indiana with television, frequency modulation and improved regular amplitude modulation broadcasting services, all originating and controlled from newly built central studios in downtown Fort Wayne. Facilities for all three services will be among the most complete and modern in the country, E. A. Nicholas, President, said.

Final touches are now being put on the Center's new studios. Farnsworth's AM station, WGL, already has begun originating programs from the new all-purpose quarters.

As a part of the Fort Wayne Radio Center development program, WGL has applied to the Federal Communications Commission for an increase in power, so that its improved facilities may be made available to a larger public audience.

FCC hearings on Farnsworth applications for an FM broadcasting license are scheduled to begin June 27 in Fort Wayne, Mr. Nicholas said. If granted this license, the company plans to have an FM transmitter of latest design, built in its own engineering laboratories, in operation by early Fall.

Mr. Nicholas revealed that Farnsworth television transmitting and receiving equipment is currently being field tested in the Fort Wayne area, an experimental license for this purpose having been granted by the FCC in May. Application for a commercial license will be made at a later date, he said, with the aim of developing Fort Wayne, a city of 130,000, into one of the outstanding pioneer television broadcasting centers in the United States.

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FCC COMMISSIONER WALKER CONFIRMED FOR ANOTHER 7-YEAR TERM

Paul A. Walker, the only original member of the Federal Communications Commission, was confirmed by the Senate last Saturday for another seven-year term at a salary of \$10,000. Little doubt was expressed that Commissioner Walker would be confirmed but the formal action was delayed by a pressure of other matters on the Hill due to the desire of Senators to get home to prepare for Fall elections.

Commissioner Walker was appointed by President Roosevelt in 1934. He was formerly Chairman of the Oklahoma Corporation Commission having Statewide jurisdiction over common carriers. Commissioner Walker was credited with being the mainspring which activated the FCC's A. T. & T. investigation some years ago.

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