

# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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No. 1508

NATIONAL BROADCASTING COMPANY, INC.  
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March 2, 1943

## BAN ON MANUFACTURE OF HOME RADIO TUBES LIFTED

Resumption of the manufacture of radio tubes for home receivers has been ordered by the War Production Board. Frank H. McIntosh, Chief of Foreign and Domestic Broadcasting, said that the firms cooperating in the project, which calls for 11,000,000 tubes by July 1, are: RCA, Harrison, N.J.; Sylvania Electric Products, Inc., Emporia, Pa.; Hytron Corp., Salem, Mass.; National Union Radio Corp., Newark, N.J.; Raytheon Production Corp., Newton, Mass.; Ken-Rad Tube & Lamp Corp., Owensboro, Ky.; Tung-Sol Lamp Works, Newark, N.J.

The factories, beginning production immediately, expect to get into full stride by July on a goal of 45,000,000 tubes a year.

Manufacture of home receiver tubes was stopped last year to allow plants to fill the large demands of the armed services. Efforts have been made since the manufacturing freeze order to determine the number of tubes available, but it was said the Government was no more successful in getting an inventory than it was in getting an inventory of the large broadcast tubes used in transmitting stations. The nearest thing it learned was that 87,700,000 tubes were manufactured last year for all purposes. Of this number it was estimated that approximately 35,000,000 were for replacements. The normal manufacture of home receiver tubes for a year, according to Mr. McIntosh, is 135,000,000 tubes.

The number of tubes authorized to be manufactured, it is figured, is sufficient to keep only one home receiver in each household in operating condition. Just how this will be policed is being studied by the Board at this time, but it is hoped that a form of rationing can be prevented, and that there will be full cooperation on the part of the public.

Furthermore, the resumption order does not provide for the manufacture of all types of tubes which were on the market for home receivers prior to the war. But the 114 essential types which have been authorized, it was said, will take care of about 90 percent of the home receivers. So-called "luxury" tubes, such as the miniatures used in the small, camera-type sets and in the all-wave sets, will not be included in the new authorization, it was said. Therefore, these types of tubes will be "out" for the duration.

The tubes now being manufactured will not bear a maker's name but will be of pre-war quality and meet the specifications of the American Standards Association.

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## ELMER DAVIS NOT TO BROADCAST SPOT NEWS

When Elmer Davis, Director of War Information, made it known that he was going back on the air, he emphasized the fact that he would follow these three rules:

1. The broadcasts will not carry news which has not already been available to the press and radio.
2. The broadcasts will be factual and will attempt to summarize and clarify important war developments in order to promote clear understanding of the nation's wartime problems.
3. Every effort will be made to make each broadcast responsive to the questions uppermost in the minds of the public.

The series will begin Friday evening, March 12th, will be fifteen minutes beginning at 10:45 P.M., EWT, over NBC, CBS and Blue. Mutual will put on the talk by transcription Saturdays at 4 P.M.

Explaining why the former CBS ace commentator had decided to return to the microphone, an OWI press release said:

"Mr. Davis stated that he receives many letters each week from people who write that they want someone in the government to sum up each week what is being done and why - and how it affects each individual. Recently a group of important radio station operators informed the Office of War Information that people in their communities were eager to get a clarification of important issues of the war such as Mr. Davis might make."

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## SAY ONLY RADIO COULD LINK ALL OUR FRONTS

In connection with the report last week that the gross income of the Radio Corporation of America amounted to \$197,024,056 in 1942, as compared to \$158,695,722 in 1941, Gen. James G. Harbord, Chairman of the Board, and David Sarnoff, President, said in a joint report to stockholders that while most of the uses of radio in wartime are military secrets, the importance of radio is emphasized by the fact that the armed forces of the United States are stationed at more than sixty places on the international battlefronts. Only by radio can all these outposts be coordinated quickly in communication. In addition, radio has the global assignment of maintaining contact with the battle forces of the Navy on the high seas. Radio travels with the convoy carrying supplies, and with the airplane in combat, as well as in land transport and reconnaissance.

The report continues:

"The war calls for everything radio can muster to outwit and outspeed the enemy. Only by superior equipment, scientifically efficient, mechanically rugged and built to operate under all conditions of weather on land, on sea and in the air, can radio fulfill its great responsibilities to the fighting forces. Only when victory is won, and the full story of radio's vital part in the war is released, will the world learn how American ingenuity in radio electronics was a powerful factor in overcoming the enemy on the land, in the skies and on the oceans.

"The airplane and fast-moving mechanized units have greatly multiplied the demands upon radio, for it is the only means of communication which can keep pace with them no matter how fast, or where they go. When the enemy is out-radioed, it may be as decisive as if he were outmanoeuvred and out-fought.

"Substantially all RCA facilities and manpower in research, engineering, manufacturing, communications and administrative work, have been devoted entirely to the war effort. Under the impetus of war, new inventions and wartime adaptations of older radio-electronic apparatus are being rushed into service. New devices, which in peacetime might require years to find their way into practical usefulness, are harnessed in wartime within a short span of months."

The report contains much evidence that radio research and engineering no longer are confined solely to communications. The radio tube has become a master key in opening new fields for scientific exploration. As the heart of the science of electronics, the radio tube is expanding the services of radio and the usefulness of its products in science, industry and the arts.

Radiothermics is one of the new fields which reveals great promise, according to the report. Application of radio-frequency heating to speed and improve industrial processes, reduce costs and produce better products, is rapidly coming to the fore.

Radio broadcasting is referred to in the report as "the voice of the nation at war". It is affording the Government and the armed services a direct and simultaneous contact with the people and with other nations, which was not available during the first World War. It rallies the Nation, releases vital information, aids civilian morale and unites the American people in the single purpose of winning the war.

During 1942, new direct radio circuits were established by R. C. A. Communications between the United States and Iran, New Zealand, Bermuda, New Caledonia, and Kunming, China. Additionally, direct service with Iceland was resumed after a suspension of more than a year.

In addition to the radiophoto circuits in operation between New York and London, Buenos Aires and Moscow, RCA in 1942 opened new radiophoto circuits between the United States and

Melbourne, Australia; Cairo, Egypt; and from Hawaii. A large number of photographs from war sectors is being handled over these circuits, the volume in 1942 being nearly thirty percent greater than in 1941.

Throughout 1942 the Radiomarine Corporation of America devoted its entire facilities to the design, development and production of radio war-equipment for use at sea. Large quantities of all types of marine radio instruments were produced for the armed forces. For the Liberty ship program a compact radio unit was designed, capable of being installed within a few hours. It comprised a complete radio-telegraph station, including automatic alarms. Lifeboat transmitters and receivers also were produced.

During 1942 RCA Institutes had the largest registration of students in its history, with its radio courses devoted to training of enlisted personnel as well as civilians studying to become operators and technicians.

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#### NEW OWI RADIO CHIEF BEGINS MARCH 15

Donald D. Stauffer, new OWI Radio Bureau head, will take over March 15th. Mr. Stauffer succeeds William B. Lewis, former CBS Vice-President, recently boosted upstairs to be Associate Director of OWI.

Mr. Stauffer has made quite a reputation for himself. Entering radio in March, 1931, with BBDO, he was in charge of the "March of Time" series. He joined Young & Rubicam in March, 1933, where he became a Vice-President in charge of radio operations. In March, 1939, he joined A & S. Lyons, New York talent agency, as a partner, remaining until he joined Ruthrauff & Ryan in May, 1942, where he is now Vice-President in Charge of Radio.

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#### HONOR ROLL OF RADIO WAR REPORTERS

Mutual's overseas correspondent Frank J. Cuhel, who was not rescued from the ill-fated Yankee Clipper that crashed and exploded February 22, brings to seven the number of radio war correspondents who have been either killed, captured or are missing since Pearl Harbor.

The roll of honor of radio newsmen who have been casualties from the various networks as compiled by Lester Gottlieb of WOR follows:

Killed: Don Bell (NBC); Ed Beaudry (CBS)

Captured: Bert Silen (NBC); Ed Ward, Eric Davis (CBS); Royal Arch Gunnison (MBS)

Missing: Frank J. Cuhel (MBS)

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## FCC HEAD ASKED MANY QUESTIONS AT PRESS CONFERENCE

Quite a few questions were asked of Chairman James L. Fly of the Federal Communications Commission at his regular weekly press conference yesterday (Monday). They were:

Q. Mr. Chairman, I am wondering if there is anything new or news-worthy in the Commission's investigation of personnel of foreign language stations.

Chairman Fly: I don't think we are planning to do anything spectacular; just do an orderly and persistent job there.

Q. Is there any change in your methods of investigating?

Mr. Fly: No, none that I know of.

Q. What's been the general experience of these things? Just how many doubtful cases in these foreign language stations - when I say doubtful I mean as to loyalty- ?

A. That's a rather serious question you are asking. I don't think that's the sort of thing we ought to kick around and make any public noise about. We are investigating the operation of the stations from the standpoint of national security, and we are not out to do a job on any station nor to question the loyalty of any individuals. I really think it requires an orderly job and the less noise we make about it the better.

Q. Let me put it this way - I understand there is a hearing to be held in the case of one station - would it be true that there is nothing to warrant the ordering of a hearing?

A. Well, you just have to form your own judgment on that. I don't think you can fit it into an arbitrary pigeonhole; the facts will vary from station to station and from case to case. In most cases there is no reason to question the conduct of the stations, and in others there may be, etc., with the various gradations. Unfortunately, they cannot be put in ready-made pigeonholes.

Q. Have you any round figures on these leased wire reductions?

A. I have some guesses here. For example, on the telegraph company leased wires, the users will save another million dollars, and by the way, as heretofore in connection with the telephone rate reductions, a substantial portion of that benefit will go to the press. As I recall, the press got something like one and one-half million from the reductions of the A. T. & T. rates, and I guess they will get a very substantial portion of this million dollars of the reductions in telegraph leased wire services. I might say that it was not an accident that these reductions have been made. We have long since come to the conclusion that the press services are a very essential wartime service. There is a great national public interest in the

free and easy flow of information and publication and distribution of that information by the papers and the press services, so we have done what we could under the circumstances to make that a more economic operation. I hope it helps.

Q. Speaking of the press, what's the status of the newspaper-owned broadcast stations hearing? Did you ever make a report on that? I haven't followed it up.

A. That was not completed. As a matter of fact, it's not a very pressing question at this time in view of the fact that there can't be any construction anyway.

Q. Are the applications still being help up?

A. Most of the applications are controlled by the rules forbidding construction, so most of them have been dismissed without prejudice along with the hundreds of other applications for new facilities. In other words, the question tends to be a bit academic right now.

By the way, we decided not to decide the X and RX messages case the other day. That's the Telegraph Order No. 12, having to do with the X and RX messages, which are used largely by the various commodity exchanges, produce exchange, sugar exchange, cotton exchange, cotton shipper exchange, and grain exchange, etc. The Commission was not entirely satisfied with the status of the problem, as perhaps may have been indicated somewhat at the argument, but we didn't think this was a good time to rock the boat, so we deferred consideration of the matter until January 1, 1944.

Q. Have you made any attempt to tie in the small stations, which we have been discussing at various times, with this rather extensive food advertising campaign, which is being projected by the OWI, the one dealing with consumer education.

A. I don't know. I think it's conceivable that something may be worked out, but I wouldn't know.

Q. Is there anything from the Board of War Communications that can be released?

A. We mentioned the telegraph priorities at one time, didn't we? It may be that the press may have some interest in the priority they can get under one of them when the message has to do with some essential war purpose or the news relates to the public safety. Off hand, I don't know of any. There may be something that we can talk about, but I don't have it before me.

Q. Is there anything further on the financial status of small stations? Are those reports complete?

- A. Yes, I think there is something a little further. We are making some progress. Nothing specific nor concrete, however. I don't think we will have anything definite on that whole picture until we get those reports in that I told you about last week. Perhaps during this month of March, though
- Q. Have you been getting many more requests for suspension of licenses, or fold-ups?
- A. I think a couple have come in. One man came to see me the other day about how to fold up without getting too badly snarled up. I don't know how many have come in, but I know that that one came in here a few days ago.
- Q. If they are getting ready to fold up, they couldn't afford a very long train trip?

"This one happens not to be very far away", Mr. Fly concluded.

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#### WINCHELL SAYS HE HAS ATTACKED FEW CONGRESSMEN

Replying to charges made by Representative Clare Hoffman, of Michigan, and others, Walter Winchell in a recent Blue Net broadcast said:

"Your reporter would like to straighten out a few misrepresentations. I have criticized and attacked about a half a dozen legislators who then use congressional immunity to charge that I have smeared the entire Congress. Ladies, and gentlemen - I have attacked those who defend convicted seditionists. I have attacked those who have smeared our Commander-in-chief. I have attacked those who voted against defense measures, and I have attacked those who have thrown mud at our Allies.

"I consider those attacks and criticisms a part of my duty as a citizen and a newspaperman. I have praised many, many more Congressmen than I haven't, and I have never stopped defending the Congress as an institution. There are 531 Congressmen. I have criticized about 6. Anyone who thinks that that represents a smear of Congress as a whole, has no idea of fair play or arithmetic."

Representative Hoffman inserted an article in the Congressional Record last week written by Westbrook Pegler about Mr. Winchell, saying: "Mr. Pegler, known for his accuracy and truthfulness, expresses an opinion of an unreliable gossip-peddling White House spokesman." The Pegler article follows:

"There is something mysterious and sinister in the case of Walter Winchell, a notorious professional scandalmonger, who holds a reserve commission as a lieutenant commander in the Navy but has now been placed on the inactive list and set on the beach, so to speak,

but apparently only under pressure from the Naval Affairs Committee of the House of Representatives. This man seems not to have the slightest appreciation of the distinction between gossip and information. This makes him a dangerous man in the role of informant or investigator for naval intelligence or any other similar service.

"Secretary of the Navy Frank Knox told the Naval Affairs Committee that he had no intention to call Winchell back to active duty. That would put a satisfactory end to an episode which has been detrimental to the prestige of the officers' stripes in the Navy if Knox's promise had not been followed by mysterious insinuations from Winchell himself, that he will continue to function in his own peculiar way. This would seem to mean that he will be sending reports on individuals, a considerable proportion of them unfounded, to naval intelligence and to the Federal Bureau of Investigation, with which he has been more or less intimate by way of a personal friendship with J. Edgar Hoover.

"Editors and reputable writers have a feeling that to discuss Winchell is to advertise him and inflate a vanity which often has expressed itself in overflowing tributes to himself. The newspaper business has been responsible for him and the degradation of journalistic ethics which has occurred in his time, for he has been used widely in papers which would not think of permitting any local reporter to publish comparable intimacies about local people and which would fire any local reporter who had a similar record.

"But he becomes news and is no more to be ignored than any other unpleasant topic when it appears that, notwithstanding his relegation to the inactive list, he will continue to investigate what he calls the 'undercover menace' and, presumably, to pass on tips to the Navy. For this suggests that the real operatives, or detectives of the Intelligence Service, will be set to snooping into the lives of innocent victims.

"Mr. Knox's position in this case is not clear. As an editor and publisher he has expressed a low professional opinion of Winchell's trustworthiness as a reporter and of his ethics. Knox has said that he would not have him on his paper, the Chicago Daily News, but nevertheless, he has used Winchell for official, noncombatant duties, the nature of which has not been disclosed but which, from Winchell's own remarks, would appear to have consisted of confidential investigation. Inasmuch as he would not trust this man's word about individuals in print it is inconsistent that he trust him as an informant or investigator for the Navy, if Winchell is telling the truth about his Navy duties.

"It is not speculation to observe that Winchell, since he took up patrioteering, has become an outlet for propaganda against opponents of the New Deal Party, which officials of the Government would prefer not to utter themselves.

"Harold Ross, editor of the New Yorker magazine, demonstrated disqualification of Winchell for any rank in any armed service in a series of articles which cited chapter and verse and rated

him mathematically. Within 1 year there appeared in print and were heard on the air three separate insinuations that Mr. and Mrs. Ross were having domestic troubles, all of them lies by a man whom the Navy, nevertheless, for some reason, has willingly or perforce, employed on mysterious duties with the rank of lieutenant commander.

"Mr. and Mrs. Ross are still happily married and have never been separated.

"This essay is no part of any feud, unless it can be said that a broom has a feud with dirt."

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#### WEATHER CAUSES ECUADOR SET DEPRECIATION

Radio receiving sets imported by Ecuador between January 1, 1938, and October 1, 1942, totaled 16,469. In addition, a small number of sets were assembled locally from imported parts and materials. Radios depreciate rapidly in Ecuador, especially in the coastal regions, and the total number of sets now in operating condition is probably about 16,000.

It is estimated that approximately 12,750 of the sets are combined long- and short-wave, and approximately 3,250 are limited to long-wave reception. Until a relatively short time ago, the number of first-class long-wave broadcasting stations in Ecuador was very small, and the few in operation did not retransmit foreign programs for local audiences. This reduced public interest in long-wave sets.

The average number of listeners per radio set is believed to be at least six in the cities and probably more in rural districts. Many neighborhood grocery stores and saloons in the cities provide radio entertainment for their customers. In several small towns, the municipal councils have installed radios for the benefit of the townspeople and these probably are heard by a thousand listeners at a time.

Ecuador's imports of radio receiving sets, by years, since 1937 were as follows: 1938, 1,390; 1939, 3,612; 1940, 4,705; 1941, 4,461; and in the first 9 months of 1942, 2,301.

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The National Broadcasting Company has allocated desk space on the main floor of its Radio City headquarters, for three government agencies - the U. S. Civil Service Commission, the Women's Army Auxiliary Corps (WAAC) and the American Women's Voluntary Services (AWVS).

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: : : TRADE NOTES : : :  
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K. C. DeWalt and A. C. Gable have been named designing engineer and administrative assistant, respectively, in the Tube Division of the General Electric Electronics Department, at Schenectady, N.Y. Mr. DeWalt, born in Vinton, Iowa, upon graduation from the University of Iowa, entered the General Electric Company. Mr. Gable was born in Macon, Ga. and after graduation from Georgia School of Technology also went direct to the General Electric Co.

Leon Levine, CBS Assistant Director of Education, goes to Toronto, Canada, March 10 at the invitation of officials of the Canadian Broadcasting Corp. for a series of conferences on "School of the Air of the Americas" programs to be carried by Canada in 1943.

"Chimes", a new house-organ for NBC's New York employees, made its appearance last week. Subsequent issues will appear on the 15th of each month.

WPTZ, Philco Radio & Television Corp., Philadelphia, Pa., license to cover construction permit as modified which authorized new commercial television broadcast station, in part, has been applied for to the FCC. Also W3XPA, (Portable-Mobile, area of Philadelphia, Pa. license to cover construction permit for new Television Relay Broadcast Station to be used with WPTZ, and W3XPC, license to cover construction permit for new Television Relay broadcast station to be used with WPTZ.

Since early in November, when the first women were added to NBC's Guest Relations staff to replace young men who were entering the armed services at a rapidly increasing rate, the personnel shift has continued until almost 25% of the staff are now women. Because of the success of the wartime venture, it is probable that the proportion will continue to increase.

The revised edition of CBS's recommended pronunciation of tongue-twisting war words has just come off the press. The book is to be presented to all CBS announcers in New York and a copy sent to the Network's affiliate stations including those in Canada as well as to the BBC. The book is prepared by W. Cabell Greet, CBS speech consultant and Associate Professor at Barnard College, Columbia University.

Volume 2 in NBC's comprehensive report on the results of its all-county survey of radio listeners was released this past week. Like Vol. 1 on night-time listening, which was published just before the new year, the second report carries the title "A Tale of 412 Cities", but its facts and figures pertain to the day-time preferences of listeners.

At his press conferences Chairman James L. Fly of the Federal Communications Commission, frequently turns the tables on his interviewers with the question: "What's the news, gentlemen?"

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## CURTIS SIGNS LONG TERM CONTRACTS WITH N.Y. STATIONS

The Curtis Publishing Company, for many years a frequent advertiser in magazines and newspapers, has signed its first long term contract with Columbia's key metropolitan station, WABC. Also Curtis has signed a year's contract with WEAJ for participation spots on three daily programs.

The first extensive use of New York stations by the Curtis Company was during the recent newspaper strike in New York. At that time, the client bought numerous news shows daily and participated in other programs.

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## PRODUCTION MAN'S INVENTION SAVES THREE HOURS A DAY

Arthur Whiteside, WOR Production Manager, used to spend three hours a day making up the production schedule for the following day's broadcasting operations. This schedule would list the names of the announcers and producers, the name of the show, the rehearsal time, actual time of broadcast, and whether or not the program was on the Mutual network.

But that's all changed now. For the past six months, Arthur has been devoting all his spare time, and evenings as well, to the building of a time-saving gadget. The operation was conducted in secrecy, and no one was allowed to see the invention until it was completed. But now after drilling 29,750 holes in 7 wooden boards, india-inking each one of the boards to make thousands of squares, and making 2100 pegs out of 1/8 dowels to fit in the holes, the unveiling has taken place and the world can benefit by Arthur's ingenuity.

The seven boards represent the seven days of the week. The top of the boards contain the names of all WOR's producers, directors and announcers, and the hours of the day run down the sides of the boards. The pegs are of different colors: Red for rehearsal, Yellow for produce or direct, Blue for announce, White for spot announcements, and Green for network shows. Get it?

Now a simple maneuvering of pegs tells the production story at a glance.

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No. 1509

## SENATORS AGAIN MOVE TO REVISE COMMUNICATIONS ACT

On behalf of Senator Wheeler (D), of Montana, and himself, Senator White (R), of Maine, reintroduced a bill (S. 814) to amend the Communications Act. Senator White explained that it had its source in S. 1268, a bill introduced by Senator Wheeler in a previous Congress; in S. 1806 and S. 1520, introduced in previous sessions by himself; in recommendations made to the Federal Communications Bar Association by a committee thereof; in court decisions; and in recommendations found in the Report of the Attorney General's Committee on Administrative Procedure.

Senator White said:

"This measure should not be regarded as a general revision of our Communications Act of 1934, but the changes in the organization of the Federal Communications Commission, in its procedure, in the sections of present law with respect to appeals to the courts, in the efforts made to assure equality of right and opportunity among those who utilize radio for public discussion, in the attempt to further provide against censorship and in the authorization of declaratory judgments, make this bill of supreme importance and justify its study and approval in substantially its present form by the present Congress."

There followed a lengthy explanation of the bill which covered 2½ pages of the Congressional Record of March 2nd. The second and third sections of the bill basically change the administrative set-up and functions of the Commission. They can be summarized as the separation of the Commission of seven members into two statutory divisions of three members each and a clarification of the status and functions of the Chairman of the Commission.

Under this plan the whole Commission would have power and authority to adopt and promulgate any rule or regulation of general application required or authorized by the act, including procedural rules and regulations for the Commission and each division. The whole Commission would have plenary authority over amateur services, emergency services, the qualification and licensing of operators, the selection and control of personnel, the assignment of bands of frequencies to the various radio services and many other subjects and services as at present. But the present judicial and quasi-judicial functions of the Commission would be vested in the proposed divisions insofar as those functions relate to the most important and controversial subjects within the present jurisdiction of the Commission.

Jurisdiction to hear and determine all cases arising under the act or regulations, relating to broadcast, television, facsimile, and kindred communications intended for public reception is vested in the Division of Public Communications. Similar jurisdiction with respect to common carriers and communications intended for a designated addressee is vested in the Division of Private Communications. This plan not only recognizes the basic and fundamental differences between the two types of communications involved and the nature of the questions presented by each, but it also provides a method for obtaining proper consideration of those cases by persons who will be able to devote their time and attention to the questions committed to them without undue interruption or interference occasioned by the demands of basically different problems.

Under the plan proposed, the status of the Chairman would be that of an executive officer and coordinator participating fully in all matters within the jurisdiction of the Commission except the determination and decision of contested matters which are made the exclusive business of the divisions. Experience has amply demonstrated that the Chairman cannot be expected to devote the time and attention necessary to the proper handling and disposition of these matters and also efficiently to discharge the many other duties which are unavoidably his under the act. As to these other duties, an attempt has also been made to clarify the status of the Chairman and to make him, and him only, the official spokesman and representative of the Commission in certain important respects.

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#### WINCHELL IS AGAIN CONGRESSIONAL TARGET

Once more the name of Walter Winchell bobbed up in Congressional debate. Once more he was attacked by his old enemy, Representative Clare Hoffman (R), of Michigan, and once more was the radio commentator vigorously defended by Administration Congressmen - this time Representatives McGranery (D), of Philadelphia, and Warren G. Magnuson (D), of Washington. Mr. Winchell's name was injected into a heated debate the House was having over the Supreme Court decision exonerating George Sylvester Vierick, the alleged Nazi propagandist.

"Now that my good friend the gentleman from Michigan (Mr. Hoffman) has closed his argument, I am wondering my my mind what he said, and what he has been talking about", Representative McGranery declared. "He started off by telling us that every man, the most humble man, is entitled to a fair trial in any court under our laws, and then he winds up, 'Kick Winchell out, kick Winchell out'. After all, let him do something, choose one or the other and as between Viereck and Winchell, give me a hundred thousand Winchells."

Following the introduction of Mr. Winchell's complete record as a Naval Reserve Officer (covering 2½ columns of agate type in the Congressional Record of March 2), Representative Magnuson told Representative Hoffman if there was anything in Winchell's record for which he deserved dismissal he was sure the Navy Department would be glad to entertain the charge.

"All right", Mr. Hoffman retorted. "While he was in the Navy on active duty he said that 'Hitler is losing on the ground in Russia, in the air over Germany, and on the sands of Africa. He seems to win only in Congress.'"

"There is a law on the statute books which provides that if a man in the Army made that kind of a statement he would be fired; he would be court-martialed. The Navy does not happen to have that one, but it has others."

"What has he got on Knox? What has he got on somebody high in the administration? Why are they keeping that rattlesnake there? What is he doing for the commander in chief of the Navy that he continues in the service? Does the stink he creates cover up something worse; is that it?"

Mr. Magnuson said Mr. Winchell did not wear a uniform when he broadcast, to which Hoffman replied:

"I have a picture and I will show it to you, where he stands up there writing 'Oceans of love' to this actress that he was signing for. He had a Navy uniform on."

Mr. Magnuson. "That is not the broadcast the gentleman speaks about. As I understand, he made a broadcast whole on Navy relief."

Mr. Hoffman. "Is it right for an officer in uniform to run around to night clubs and that kind of places? Does the gentleman know of any decent, respectable Navy man who wants him in there now?"

Mr. Magnuson. "He is on inactive duty now."

Mr. Hoffman. "Does the gentleman know of any decent, respectable Navy man who wants him in the Navy now. Oh, you do not? You ask any man in uniform."

Representative Hoffman continued:

"Here I quote a paragraph from the record of Winchell, the lieutenant commander, the fighting lieutenant commander:

"June 27, 1941: Winchell letter to BuNav, via Com3, requesting deferred status as he believes he can best serve interests of Navy by remaining in an inactive status."

"In the Navy - in uniform - but asking on June 27, 1941, to be deferred - never yet, so far as we know has he smelled powder, unless it was from the powder puff of a scented lady."

"I should think Knox would not want him. If I understand the press reports right, and if they are accurate, Knox said that he would not have him as a reporter because he could not rely on his word, but he leaves him in the Navy to put out broadcasts throughout the country on Sunday nights.

"To show you just how low, just how dirty, just how nasty this man is, who, shall we say, takes refuge under the White House porch or under the coat-tails of Knox, to show you what he will do, to show you what he is, let me read from Winchell's column on February 3, 1934. Listen to this. He is speaking of Joan of Arc:

"The fact is, according to an authority of Joan, too much sex appeal forced her to discard her dresses for male apparel, and too much sex appeal forced her to fasten them down with plenty of buttons.'

"Now, I ask you, in view of the fact he wrote that about one whom many of us regard as a saint, and that he still is a Reserve officer in the Navy, is there anything so low, is there anything so dirty that someone in this administration will not tolerate it? Why do they not get him out of the Reserves?

"I have no criticism of Winchell as a columnist, as a radio announcer; I mean here from the floor I have not. Let him say what he will, but get out of the Navy, get out of the United States service. Then if he wants to go on, let him go on on his own responsibility, paid by the Jergens Co. for his nasty, dirty work."

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#### SUBCONTRACTORS SOUGHT FOR MILITARY RADIO CONDENSERS

Producers of variable condensers used in military radio are seeking sub-contractors who possess cylindrical grinding and worm grinding machine tools and close tolerance screw machines, the War Production Board reports.

This was brought out at a recent meeting of the Industrial Advisory Committee on variable condensers conducted by Elmer Crane, Chief of the Components Section, Radio Division, WPB. The Regional Field Section of the Division was requested to search for concerns qualified to handle sub-contracts.

The manufacturers urged that more definite determination be made of the requirements of the Services for variable condensers. It was contended that plant schedules are upset repeatedly by sporadic floods of urgent orders.

The industry will request that variable condenser specifications be changed from the present requirement for silver plating to cadmium plating. Under the salt spray tests of the Armed Services, it was contended, silver turns to silver chloride, whereas cadmium plating remains intact. It will be request that cadmium plate be made standard.

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## VICTORY PARTS EXPECTED TO RESTORE CIVILIAN SETS

Owners of radios, regardless of their make and vintage, will be able to keep their sets in repair when the Victory Line of replacement parts goes into production, Frank H. McIntosh, Assistant Director of the Radio Division of the War Production Board, in charge of foreign and domestic radio said Wednesday. Manufacturers have started to schedule production.

The Victory Line substitutes a few types of each receiving set component for the great number produced in peace time. For example, 350 types of electrolytic condenser were reduced to nine. In addition to such condensers, the Victory Line includes fixed paper-dielectric condensers, volume controls, power and audio transformers and chokes.

Mr. McIntosh pointed out that the smaller number of replacement parts will greatly step up production. Dealers will experience an even turnover of their entire stock. The great multiplicity of designs in the past forced them to hold inventories of many slow lines.

Mr. McIntosh also said the possibility of resumption of production of radio tubes, virtually suspended last June, had been discussed at a recent meeting with manufacturers. With production for civilian use at a minimum, replacement tubes are now supplied to owners of home sets from existing stocks.

Under the proposal now being considered by the WPB, the number of types of tube would be reduced from 700 to 114. The types proposed for production would be adequate substitutes for the others, Mr. McIntosh said. Dealers are amply supplied with the few excluded from production and without substitutes.

At the same time the above statement of Mr. McIntosh was given out in Washington, it was made known, according to the New York Times that the American Standards' Association had just completed the first of a series of standards for "war model" replacement parts designed to keep home radio sets operating in spite of wartime shortages.

The Standards Association Committee on replacement parts for civilian radio composed of independent experts in the radio industry, Dr. O. H. Caldwell, editor of Radio Today, is Chairman and John Borst, Chief Engineer of the John F. Rider organization, Vice Chairman, reconciles the oftentimes diverging viewpoints of the various branches of the radio industry, while defining a severely limited line of replacement parts.

It shows a radical reduction from the thousands of different types of each item available in the pre-Pearl Harbor period. The A.S.A. list shows but nine paper condensers, nine electrolytic condensers, eleven values of volume controls, six power transformers, two chokes, two interstage audio transformers, one driver audio transformer and three output audio transformers.

The performance and design standards for condensers provide for tubular cardboard-encased units using a minimum of strategic materials. The required minimum performance characteristics have been chosen to be satisfactory from an electrical and service life standpoint so that there will be no need, it is hoped, for replacing the parts.

The standards provide for new "war model" part numbers and a special symbol consisting of a "V" with the Morse code three dots and a dash enclosed in a circle to appear on all parts made in accordance with them. Likewise it is expected that a manufacturer's identification symbol assigned by the WPB will appear on all parts so that responsibility for the quality of unbranded and private brand parts can be definitely ascribed to the original manufacturer.

A performance standard for power and audio transformers and reactors is expected to be available by mid-March, with performance standards for volume controls, resistor-type line cords and plug-in ballast resistors, ready early in April. These will be incorporated in the government orders when issued, it is understood.

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#### SUPREME COURT NET RULING MAY COME ANYTIME NOW

The Supreme Court decision in the litigation over the Federal Communications Commission's chain-monopoly regulation may come as early as next Monday (March 8) in the opinion of some observers. If not then, very possibly in the weeks immediately following. That it may be as early as Monday is based on the fact that one of the cases reported on last Monday was argued just ahead of the radio case. On the other hand, it was said it might take the court longer if there are lengthy dissenting opinions to write as might be true in the monopoly case.

The fact that the Supreme Court is up with its work is another factor in the possibility of an early decision in the monopoly case. There was a time when the Court was way behind in its schedule but since the days of Chief Justice Hughes, things have been moving along much faster with the result that there are relatively few cases now pending.

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#### SENATE COMMITTEE MARKING TIME IN PETRILLO CASE

Senator Clark (D), of Idaho, Chairman of the Interstate Commerce sub-committee on the Petrillo matter said that his Committee was simply marking time awaiting to hear further from Mr. Petrillo. The Senator said that Petrillo had called a meeting of the Music Federation Executive Committee in Chicago for March 16th and he was hopeful something might come out of that.

With regard to the situation, Variety had the following story:

"Quarters close to the Executive Board of the American Federation of Musicians declared last Tuesday that the outlook for a settlement of the recording controversy is not as dark as it is generally thought within the allied music industries. These quarters make the observation that the union and the recorders are going through the process of jockeying for tactical position, and from the same source comes the prediction that a second proposal from the union will follow the Executive Board's meeting in Chicago, March 16.

"The second proposal, it is predicted, will be far more workable and compliant with the strictures of the law than the one which was rejected by the recorders last week. AFM leaders are described as being in a mood for disposing of the 'canned music' problem with a modicum of victory, at least for the duration. They feel that the union has scored a success of huge implications in that the U.S. Supreme Court has confirmed its right to stop its members from participating in an industry where technological progress threatens progressive unemployment, and that if the recorders are amenable to granting a reasonable amount of concessions, the controversy can be quickly settled. James C. Petrillo, AFM president, would have scored on both the legal and the employer fronts and he could then make the gesture of backing down considerably from his original demands because of patriotic motives.

"It is reported that a member of the Federation's executive board is the author of the substitute settlement plan and the only way that the impasse could be prolonged for several more months would be for outside interests to prevail upon the recording industry to hold out for the status quo and thereby lend weight to the anti-labor sentiment that is being churned up by the press and within Congress."

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WINCHELL BROADCAST STARTS ROW OVER FDR, JR.

Walter Winchell was catapulted into Congressional debate a second time this week when Representative Lambertson (R), of Kansas, charged that while Mr. Winchell was praising Franklin D. Roosevelt, Jr. supposedly on the battlefield, that the latter was actually hitting the high spots in New York.

Said Mr. Lambertson:

"Walter Winchell over the radio last Sunday night dwelt on the magnificent soldiery of Franklin, Jr., in Africa, intimating that he had been there from the beginning except for a few days, when the facts are that he landed by plane here the 3d of December and stayed till sometime in January, going back in time to be photographed with his father.

"While Walter was talking Sunday night, Franklin, Jr., and his du Pont wife were doing the night clubs of New York. I quote from Dorothy Kilgallen's column of Saturday, February 27:

"Lt. Franklin D. Roosevelt, Jr. and his wife, the handsomest couple at Armado's."

"Louis Sobol, in the New York Journal-American of February 20 says:

"Navy Lt. F. D. Roosevelt, Jr. is back in town. "A few more trips", he observed, "and I'll catch up with mom and pop in mileage."

"When Rommel starts west, so did Franklin, Jr., again. Yet the gentleman from Massachusetts (Mr. McCormack) and the brilliant young knight from Tennessee (Mr. Gore) will probably insist that the Roosevelt boys have no preferential treatment."

"Can the gentleman from Michigan (Mr. Hoffman) tell me why Lieutenant Colonel Elliott Roosevelt was the only man who was decorated in recognition of that particular exploit? (the African trip) Not even the pilot of the plane was decorated; yet they say there is no preferential treatment. Why was it that for 6 months the marines stayed in Guadalcanal, but Jimmy Roosevelt only stayed 6 days or thereabout? Did General Vandegrift send him home because he had too many men? Can the gentleman answer those questions? Whose other mother's sons could fare so well?"

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#### MACKAY OPENS ITS DIRECT RADIO CIRCUIT TO AFRICA

Having recently been granted a license by the Federal Communications Commission, the opening of a new radiotelegraph circuit between the United States and Algiers, North Africa - the first and only direct circuit of its kind - was announced Tuesday by Admiral Luke McNamee, President of Mackay Radio and Telegraph Company, an affiliate of International Telephone and Telegraph Corporation. This is the sixteenth additional international radiotelegraph circuit to be opened by Mackay Radio since the United States entered the war.

All classes of commercial telegraph messages will be handled, including personal messages and press messages. Expeditionary Force Messages - the special-rate radiogram service to men in our armed forces overseas will be available as soon as authorized by the Algerian authorities.

Messages between the United States and Algiers heretofore have been routed via Europe. This direct circuit between Mackay Radio's New York station and the Algerian Government station will speed up the handling of important messages by eliminating the necessity of utilizing alternate routes.

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## WOODS SAYS U.S. BUSINESS WAR COOPERATION UNSURPASSED

Radio programs devoted exclusively to the war effort, and presented in cooperation with various agencies of the Army, Navy and other governmental agencies over the BLUE network from January 1 this year through February 15 totalled more than 270 network hours, a comprehensive survey shows.

In announcing the results of the survey, Mark Woods, President of the BLUE Net work, pointed out that American business organizations, through the sponsorship of broadcasts carrying war effort messages, are cooperating with the Government in a manner never before attempted.

"Results of this survey, while impressive, present only a part of the picture", Mr. Woods said. The BLUE is only one of the four major networks, and in addition there are hundreds of small stations not affiliated with any network. All of these networks, and all of these stations, are doing an equally timely and important job."

"It is only fair to point out", Mr. Woods continued, "that under the American system of broadcasting in which there is no license fee on receiving sets nor a tax on listening, that it is American business organizations, through the medium of advertising, that make this vast contribution possible."

Mr. Woods emphasized two points.

Much of the fine talent, providing entertainment, relaxation and information through the medium of broadcasting, is arranged for and paid for by American firms which, because their plants are converted to war production, have no products to sell the public. In addition, it is revenue derived from this commercially sponsored time (on the Blue Network it is approximately 22 percent of total time) that makes possible the presentation of war effort programs on sustaining time.

"The Fred Allens, Jack Bennys, and Ed 'Archie' Gardners", Mr. Woods pointed out, "are the result of thinking, programming and expenditures by commercial clients. The network and the station is the medium through which these morale builders are presented to a war working public. Never before, in any war, has private industry been given such an opportunity to do its share in a nation at war.

"No broadcaster and no group of broadcasters, on their own initiative could afford to take over this highly important phase of war activity. When programs such as 'The Victory Parade of Spotlight Bands' travels hundreds of thousands of miles to entertain soldiers, sailors, marines or war workers in the war plants, it is the result of planning and expenditures by private business. American broadcasting can be proud of the fact that it can cooperate in this great campaign carried on at its own expense and on its own initiative by American business."

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 ::: TRADE NOTES :::  
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Directors of Decca Records, Inc., in New York established a new regular quarterly dividend rate of 25 cents per share on the company's capital stock. The new rate for the first quarter will be paid on March 30 to stockholders of record March 16.

Elizabeth Bemis, who daily analyzes world news for CBS listeners is the first woman news broadcaster to be added to Columbia's news staff. For two years she served as top news reporter at Columbia's affiliate, KLZ, in Denver, and later joined the staff of the CBS Pacific network as news broadcaster. Currently, she is heard on Columbia's afternoon news spot (4:00 P.M. EWT), broadcasting from the West Coast.

Sonotone Corporation - For 1942: Net profit, \$344,046, or 43 cents each on 796,378 common shares, against 1941 net of \$346,463, or 43 cents a share on common stock. Sales volume last year amounted to \$5,256,583, or 23 per cent above the previous year.

Mary Mason of the National Broadcasting Company has been named Secretary and Treasurer of the Standing Committee of press and radio correspondents of Mrs. Roosevelt's Press Conference Association. Only members of the Association are permitted to attend Mrs. Roosevelt's conferences with the press at the White House. All the members are women. Sometime ago a male representative of PM applied for membership and was turned down.

President Roosevelt's conferences are open to men and women radio and press correspondents alike.

A new 10-kilowatt radio transmitter was put into operation in Peshawar, India, late in 1942, states the U. S. Commerce Department. This station, which is twice as powerful as those in Lahore, Lucknow, Dacca, and Trichinopoly, is expected to serve the entire North West Frontier Province.

A bill to amend North Carolina law relating to libel and slander by radio or television stations has been introduced in the State Legislature at Raleigh, N. C., by Rep. William T. Hatch of Wake. At least five days before bringing a criminal or civil action, the plaintiff shall specify the time and words or acts alleged to be false and defamatory, it would be provided by the proposed legislation, which adds:

If within 10 days after service of such a notice, a full and fair correction, apology, or retraction is conveyed or broadcast, and it appears upon trial that the words or acts were conveyed and broadcast in good faith, then the plaintiff in civil actions shall recover only actual damages. If, in a criminal proceeding a verdict of "guilty" is rendered on such statement of facts, the defendant would be fined only a penny and costs.

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## FTC MOVES AGAINST OLD GOLD

The Federal Trade Commission has issued a complaint alleging misrepresentation in the advertising claims made for Old Gold cigarettes and certain other tobacco products manufactured by P. Lorillard Co., Inc., which has its principal office in Jersey City and operates plants in that city and in Louisville, Ky., Richmond and Danville, Va., Middletown, Ohio, and Lancaster, Pa.

Part of the complaint against the Lorillard Company relates to the advertising campaign it has conducted in periodicals and over the radio following publication, in the July, 1942, issue of a monthly magazine of nation-wide and international circulation, of a report of laboratory tests of "seven leading cigarettes", which the respondent corporation subsequently represented as revealing that Old Gold was lowest in nicotine content and in throat-irritating tars and resins and was, therefore, "easier on the throat" than any other brand.

Paid testimonials published by the Lorillard Company in advertising Old Golds, the complaint further charges, do not reflect the actual personal experiences, knowledge or beliefs of the signers, some of whom smoke other brands as well as Old Golds while others are non-smokers. Many of these testimonials, it is alleged, are pre-written by representatives of the respondent and are signed by the testimonialists without their knowing or being advised of the contents.

Other Lorillard products involved in the complaint are Beech-Nut and Sensation cigarettes and Friends smoking tobacco.

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## EDUCATOR SAYS RADIO REPLACES OLD COPYBOOK

The old copybooks are gone and the radio receiver is now a standard piece of classroom equipment, according to Dr. Belmont Farley, co-ordinator of radio activities for the National Education Association. Dr. Farley, addressing 400 teachers and students gathered at dedicatory ceremonies for the first courses based on radio programs to be accepted by New York City's Board of Superintendents for teacher in-service training paid tribute to Sterling Fisher, Director of NBC's Inter-American University of the Air, whose years of service in this field have been an outstanding contribution.

"Fisher's long experience in radio and the notable experience in education of Dr. James Rowland Angell, President Emeritus of Yale University and NBC Public Service Counselor", Dr. Farley told the assembled guests, "are being drawn upon to make the Inter-American University of the Air the outstanding adult-level educational program in the world."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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NATIONAL BROADCASTING COMPANY, INC.  
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March 9, 1943

## SALE OF RADIO TIME INCREASES \$23,267,256 IN YEAR

The broadcast business in the United States received from the sale of time \$178,091,043 in 1941, an increase of \$23,267,256, or 15 percent, over the amount for 1940, according to financial data filed with the Commission by three nation-wide network companies, the seven regional networks, and 817 stations. In addition to time sales, the industry reported revenues of \$15,190,335 from the sale of talent and other services during 1941, an increase of \$2,008,387 over the amount reported for the previous year. Broadcast service income (operating profit) of the entire industry for 1941 exceeded the amount reported for 1940 by more than \$11,542,318, or about 35 percent.

The three nationwide network companies (NBC, CBS, and Mutual), reported to the Federal Communications Commission combined time sales of \$79,621,534 for the year, up about 11 percent over 1940. The National Broadcasting Co., through its dual networks, accounted for \$40,378,764, while the figures for CBS and Mutual were \$34,386,040 and \$4,856,730, respectively. They paid to stations under contract and to regional networks \$25,651,249 compared to \$22,123,760 in the year pervious. The combined broadcast service income as reported by NBC, CBS and Mutual, including the operations of their networks and stations, was \$16,897,944 before Federal income tax. After provision for Federal income tax, the net income was \$4,579,315 for NBC, \$5,633,297 for CBS, and a loss of \$32,279 for Mutual.

The purely non-network business (time sold to local and national advertisers by the 817 stations) of the industry was \$97,379,610, bettering the previous year by \$15,482,374, or approximately 19 percent. The broadcast service income of 784 stations not operated by or for the networks amounted to \$27,056,162, an increase of \$7,932,553, or approximately 41 percent.

A total of 177 stations reported broadcast service deficits in 1941. These stations had total time sales of \$7,629,969, total expenses of \$8,706,066, and lost in the aggregate \$1,209,795. These figures include losses for 10 of 54 new stations, the remaining 44 having operated at a profit. However, the number of stations showing broadcast service deficits was under the figure for 1940, when 187 stations lost \$1,551,812.

As of December 31, 1941, the industry employed 24,728 persons. The payroll for the year 1941 was \$50,668,977.

3/9/43

At the close of the fiscal year there were fourteen international broadcast stations in operation within the United States. One, a 100-kilowatt station located in San Francisco, was licensed during the year.

All international broadcast stations are now programmed by the Office of War Information and the Office of the Coordinator of Inter-American Affairs. The Commission cooperates closely in determining optimum frequency, power, antenna structure, and hours of service for broadcasts from these stations to foreign areas. Commission engineers have cooperated in designing new stations and antennas in this international service.

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#### ASCAP ISSUES SIMPLIFIED RADIO STATION REPORTS

In response to many requests made by radio stations who have felt the pinch of personnel due to the war, the American Society of Composers, Authors and Publishers announced yesterday (Monday) the issue of a simplified report for those radio stations having a local blanket commercial license. This is the first time that the Society has made a change in the local blanket commercial license reports. Changes were previously made in the per-program license reports after they were first drawn up.

The new forms, which ASCAP feels sure will meet the requirements of both the Society and the stations, will be used for the first time on the March reports. These forms will be furnished the radio stations by the Society as has been done in the past.

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#### ERIKSON NEW CBS SALES CHIEF; JOHN KAROL ASSISTANT

Because of increased business that has come to the Columbia Broadcasting System in the last few months, William C. Gittinger, CBS Vice President in Charge of Sales, announces that Leonard F. Erikson, CBS Western Sales Manager, is to become Network Sales Manager. Effective immediately, John J. Karol becomes an Assistant Sales Manager in addition to his duties as Market Research Sales Counsel.

In taking over the Network Sales managership, Mr. Erikson, a CBS veteran of almost 13 years, fills a position vacant since January 1940. For the time being he will continue to operate from the CBS Chicago office, but is expected to take up his duties in the New York office of the network within a few months.

John Karol, with Columbia since December, 1930, has been Market Research Sales Counsel since 1939 and prior to that, was Director for Market Research for the network. Now as an Assistant Sales Manager and Market Research Sales Counsel, Mr. Karol will continue to act as liaison between CBS's Sales and its Station Relations Departments.

Effective April 1, W. Donald Roberts, now a member of the Sales Department, will replace Erikson as Western Sales Manager.

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### FLY SAYS RADIO NOW ONLY IN ITS HORSE AND BUGGY DAYS

Broadcasting in the future is going to be substantially different from what it is today, Chairman James L. Fly of the Federal Communications Commission said yesterday (Monday). The subject came up in a discussion of the future of television and FM when someone said to the Chairman:

"Do you suppose that once the war is over the bulk of the Commission's business as far as licensing stations is going to shift rather rapidly from standard broadcasting to television and FM?"

"Well, for what my thoughts are worth, I believe that in the course of a very few years there will be only one service", Mr. Fly replied. "This business of having television broadcasting, standard broadcasting, FM, facsimile, and separate receivers and separate services - that will all be washed out. In the course of years, of course we don't know how many, but I would guess it is not very far around the corner, we will have one very thorough-going and efficient broadcasting. I would conjecture that it would be based upon the best of the developments we have had to date and those that we get out of war in the FM field and in television, perhaps including color television. It will be a chain operation carried by radio relay. Radio relay problems are pretty well licked now. It would naturally be chain operation because we have the programming costs - the difficulty of programming television itself in the various smaller stations. I should not be surprised in the course of years if you will have only one receiver. You will have as a basis your highly efficient FM operation and then at appropriate hours the television programs. Every hour or so you will come down and tear off your news reports. We have been in the horse and buggy days up to now."

In connection with the television and FM situation the Chairman had previously said:

"I suppose you noted that we relaxed the rules on FM and television applications. They were given somewhat different treatment than the regular broadcast applications. We liberalized the rules regarding FM and television applications permitting them to stay on the books during the war and not be dismissed. Since the change in the rules we have had a number of requests for reinstatement-

ment for FM applications. I think there are four or five of these that have been filed already. I imagine that the television stations will as far as the external situation is concerned remain pretty much in the status quo during the war. You know about what the present operations are in that field - New York, Schenectady, Philadelphia, Chicago, Los Angeles - are some actual operations, but the really big thing in both fields is the improvement that we will see in all fields of broadcasting as soon as the war is over.

"Are you familiar with these four or five requests? Do you happen to know if they are people who are already engaged in standard broadcasting?" Mr. Fly was asked.

"You mean for reinstatement of their applications? I think I may have them here. The two that were just received were WDRC, Inc., in Hartford (W65H), and Amarillo Broadcasting Co., Amarillo, Texas. (K51AM); Houston Printing Corp., Houston has asked for reinstatement of its application; also the Bremer Corp., Jersey City, N.J., permittee of W95NJ. I don't think the Houston application had got as far as to get call letters."

"What is the specific advantage - that they will have priority in consideration once construction is allowed, or is there something more tangible than that?"

"Perhaps it is intangible", the FCC Chairman concluded; "it is simply because we want to encourage FM and television as much as we can and cause the least trouble possible. The things we want to get is a demonstration of the good faith and intention of the parties to go ahead and put up FM and television stations and serve the public with them. There were not enough of those applications that they would be alarming from the quantitative point of view, and in most localities of course there are plenty of frequencies so there would not be the same embarrassment and difficulties that we would have in the standard broadcasting field, where there is a great scarcity of frequencies."

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#### PERU TAKES OVER ITS MOST POWERFUL STATION

Radio Nacional, Peru's most powerful broadcasting station, was taken over by the Government on expiration of its charter recently.

Radio-receiving sets imported by Peru during the first 11 months of 1942 weighed approximately 125,000 gross kilograms, compared with 149,333 kilograms during the corresponding period of 1939.

Approximately 70,000 receiving sets were in use at the end of 1942, and transmission facilities included 37 radio-telegraph stations in the national system and 16 broadcasting stations. All amateur stations were ordered closed in January, 1942, and the only private stations allowed to continue in operation were those located in isolated mining districts.

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## MC INTOSH MOVES UPSTAIRS AT WPB

You now address Frank H. McIntosh as Assistant Director of the Radio Division of the War Production Board. Mc. McIntosh's rise has been steady. He came into the picture about a year ago when he was given a leave of absence from his duties as Technical Supervisor of the Fort Industries having stations in Georgia, Ohio and West Virginia. Mr. McIntosh at that time joined up with Uncle Sam as Chief of the WPB Radio Section.

Military production has now been allocated to three divisions, each headed by an Assistant Director. So that the civilian radio needs would be met, a fourth division was created under the direction of Mr. McIntosh. He is charged with the duty of insuring a sufficient supply of parts and tubes to maintain civilian radio, including receiving sets and transmitters.

In a statement last week Mr. McIntosh said that with the new program under way (known as the Victory Line of replacement parts), owners of radios, regardless of their make and vintage would be able to keep their sets in repair. Mr. McIntosh pointed out that the smaller number of replacement parts will greatly speed up production. For example, 350 types of electrolytic condensers were reduced to nine and the number of types of tubes, according to Mr. McIntosh, would be reduced from 700 to 114. The types for production, however, would be adequate substitutes for the others.

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## FULTON LEWIS, JR. COMES HOME WITH THE BACON

Fulton Lewis, Jr., Mutual news commentator, won the Alfred I. du Pont Radio prize as the commentator who had performed the most outstanding public service of the year. KGEI, the General Electric snort-wave station at San Francisco, was cited for premier station public service. Both awards were accompanied by checks for \$1,000.

The presentation of the awards was broadcast by Mutual. On the program were Dr. Francis P. Gaines, President of Washington and Lee University, who made the presentation, and Miller McClintock, President of the Mutual Broadcasting System.

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Following a three-mont test, "For the Love of Mike", a daily and Sunday radio column written by Ben Kaplan, Providence (R.I.) Journal-Bulletin writer, is ready for national release, Bell Syndicate has announced. Kaplan formerly worked on several New York State newspapers and several years ago began writing a daily radio rhyme for the Worcester (Mass.) Telegram.

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## INTERNATIONAL COMMUNICATIONS MERGER SEEN NEXT

In connection with President Roosevelt signing the bill to merge the Western Union and the Postal, Chairman James L. Fly of the Federal Communications Commission, was asked if there had been any discussions for the ground work for the possible international merger to follow, the questioner saying he had heard there was an understanding that the international merger bill will be taken up now.

"I don't think there was any formal or definite understanding. I think it is rather a natural expectation that the international will be taken up and dealt with", the Chairman replied. "In fact in the provisions of this new Act you will see the first step in that direction, a provision which requires Western Union to divert itself of its international facilities and cables. That being accomplished we will have taken the first step toward the international merger and as a matter of fact I should not be surprised if that move in itself will make the international merger a very natural if not utterly necessary next step. As heretofore, almost everyone in the Government, and as far as I know everyone in the industry, is in favor of the merger of international facilities. I certainly do not intend to forget it for a moment. I think it is highly essential and the need for the merger, quite apart from this particular problem of Western Union cables, the need for the merger is more accentuated every day."

"There is not the pressing economic factor is there as in the case of Postal?" the inquirer suggested.

"No", was the reply. "We don't have the economists stepping on our heels on every turn as we did with the Western Union and Postal situation. You have there a long range economic problem - maybe more serious. That is - what will ultimately become of the cables? Twenty-five years ago there was a question as to what would happen to the infant radio if it were combined with the cables. There was great danger of its being snuffed out. Now, with the advance in the science of radio and its great efficiencies and economics of course it can and is going into the international field very, very rapidly and will continue to expand - probably continue to become more efficient. In the long run the question is going to be how are we going to save the cables? There is heavy investment there. Some of them are slow in operation and expensive in operation."

Apropos the signing of the Western Union-Postal bill, Mr. Fly said further:

"I have from time to time, and for that matter recently, had some conversations with the heads of the telegraph companies. They have been doing some spade work in the course of weeks - perhaps months. They have made considerable progress with that. I think they will start more serious meetings very promptly now and every effort will be made, I am sure, to move the business along. I can't conjecture as to when the negotiations will be completed or the merger will be effected. There is a lot of work to be done but thus far I think everybody is in the mood to move as expeditiously as may be."

## SIR THOMAS BEECHAM SUES COLUMBIA RECORDS FOR \$600,000

Sir Thomas Beecham, British orchestra leader and now conductor at the Metropolitan Opera, has filed a suit in the New York Supreme Court for \$600,000 damages and for an injunction to restrain the Columbia Recording Corporation from manufacturing and selling certain phonograph records made by him with the New York Philharmonic-Symphony Orchestra.

Sir Thomas contends, according to his attorney, Herbert M. Karp, that the recordings were "imperfect" and not up to the standard set by his previous recordings in England, and that the company had "ample notice that they were defective".

The libel damages are sought, Mr. Karp said, because of an alleged statement that Sir Thomas "knew nothing of recordings", that he "hated the Philharmonic" and that "the men played his game".

Goldmark, Colin & Kaye, attorneys for the company, said its answer had not been prepared and that they would make no statement at present. Officials of the company were not reached here, but they were quoted, when reports of the quarrel first were broached, as saying that Sir Thomas heard playbacks of the recordings as they were made and was satisfied with them, and that only records from a single press were deficient.

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## MAC KENTY, NEW RADIOMARINE VICE-PRESIDENT &amp; GEN'L MANAGER

John Gilman MacKenty, for many years Assistant to the Vice-President of Radio Corporation of America in charge of RCA Laboratories, has been elected Vice-President and General Manager, and Director, of Radiomarine Corporation of America.

Mr. MacKenty, who has been a member of the staff of Radio Corporation of America for twenty-one years, has been in charge of foreign license contracts of RCA since 1930. After attending Sheffield Scientific School of Yale University, he became associated with the Sales Department of RCA in 1922.

Radiomarine Corporation is engaged principally in the production of radio communication apparatus for the United States Government and in the general marine radio business. Several months ago the Army and Navy "E" was awarded to Radiomarine. On Monday, March 8th, the Maritime Commission "M" pennant, Victory Fleet Flag and merit badges for Radiomarine's 643 employees, will be presented by Admiral H. L. Vickery, U.S.N., Vice Chairman U.S. Maritime Commission, Washington, D. C.

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## ADVERTISING CAMPAIGN TO PROMOTE WRC, WASHINGTON

A 10-weeks advertising campaign in Washington, D. C., newspapers, to promote NBC's managed-and-operated outlet WRC, of which Carleton D. Smith is Manager, will be instituted by the National Broadcasting Company beginning today. In the campaign, which is believed to be one of the most extensive of its kind to be conducted by a national network, all daily papers in the Capital will be used. Foote, Cone & Belding, Inc., is handling the account.

The standard size Star, Post, and Times-Herald will receive a total of 13,500 lines each, comprising three 1500-line insertions and nine insertions of 1000 lines each. Twelve insertions of 900-line advertisements will be placed in the tabloid News.

Divided into three series, each devoted to a specific type of program, the campaign opens with copy promoting WRC's position as a "World News Center", by virtue of its network news programs. Under such headings as "Tune in to WRC - 980 on your Dial - and a Window Opens on the World", and "Here's Why WRC - 980 on Your Dial - is Your News Passport to the World", the copy emphasizes the comprehensive all-day news coverage supplied WRC's listeners by NBC's world-wide staff of reporters and commentators. Staff members are personalized with thumb-nail sketches and photographs. The keynote of the series is expressed in the slogan, carried in all copy, "These (program) services are among the benefits of the American System of free radio".

Included in each advertisement is a time-table listing of all WRC newscasts from 8 A.M. to 1 A.M.

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## SWEDISH MANUFACTURERS TO MAKE RADIO PARTS

A group of Swedish manufacturers of radio receiving sets was reported in November to be forming a corporation to make parts which were formerly imported, but now are increasingly difficult to obtain because of shipping conditions. For a time, limited quantities of parts were received from Germany, but deliveries from that source are becoming more and more uncertain and prices have more than trebled since 1939, says a Commerce Department bulletin.

The new company, which will probably be known as Radioin-dustriens Fabriks AB, has acquired a factory building in Stockholm. Arrangements are said to have been made to obtain necessary machinery. Operations are expected to start early in 1943, with mica and electrolytic condensers as the first products. (Mica is found in northern Sweden.) Later, other parts will be made.

One radio manufacturing company in Sweden already produced parts, but only for its own use, because it does not have sufficient equipment to supply the entire industry.

Radio tubes are manufactured in substantial quantities by a Swedish firm, which started making them in 1939. Production now approximates 2,000 per day.

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3/9/43

FCC COMMON CARRIER STATISTICS

For the calendar year 1941, annual reports were filed at the Federal Communications Commission by 218 companies including 135 telephone carriers, 38 wire-telegraph, ocean-cable, and radiotelegraph carriers, and 45 holding companies. These reports contain considerable financial and operating data relating to the communications industry. In addition, 40 carriers filed reports concerning traffic damage claims paid during the year 1941 by telegraph, cable and radiotelegraph carriers. Certain statistical data for the calendar year 1941 relative to large common carriers reporting to the Commission are shown in the following table:

Item	Telephone Carriers	Wire-telegraph & Ocean-cable Carriers	Radio telegraph Carriers
Investment in plant and equipment	\$5,393,579,802	\$486,844,562	\$30,314,488
Depreciation and Amortization Reserves	<u>1,526,682,183</u>	<u>180,056,404</u>	<u>16,682,606</u>
Net investment in plant and equipment	\$3,866,897,619	\$309,788,158	\$13,631,882
Operating revenues <u>1/</u>	1,407,761,066	149,315,654	15,725,900
Operating expenses <u>1/</u>	918,194,439	125,927,627	9,936,473
Net operating income	489,566,627	23,388,027	5,789,427
Net income	210,019,491	6,111,860	1,645,940
Number of employees at end of year	345,439	74,298	3,852
Total payroll for the year	\$603,410,323	90,942,052	\$7,133,569

1/ Approximately \$32,000,000 of intercompany general service and license fees and rents of the Bell System have not been eliminated from these amounts.

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::: TRADE NOTES :::  
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Citing numerous instances where the State Department has interfered with Elmer Davis and alleging that Secretary Hull even tried to have the Office of War Information abolished, Drew Pearson writes that in North Africa the State Department refused to let OWI take over the local radio station and permitted the Moroccan radio to continue to put out pro-Vichy propaganda for weeks after the American occupation.

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Requests for reinstatement of FM high frequency applications in accordance with the Commission's policy of last February have been received from the Houston Printing Corp., Houston, Texas, asking for a construction permit for new high frequency broadcast station on 46,500 kilocycles, coverage 10,500 square miles; also WOKO, Inc., Albany, N. Y., T-New Scotland, N.Y., for a construction permit for new high frequency broadcast station on 45,100 kilocycles, coverage 922,163 square miles.

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San Francisco public schools have just completed a six months experiment in radio education, the first of its kind in the United States, and public school executives and teachers are most enthusiastic about the results.

Last Fall the Board of Education purchased and installed eighty General Electric frequency modulation radio receivers in local schools. FM radios are static free, enjoy full tone range, and prevent interference from other stations. The San Francisco public schools operate their own frequency modulation transmitter at the Samuel Gompers Trade School and for the past six months have utilized the General Electric sets to receive specially chosen educational and musical programs for children. Emerson School received the first of the FM sets to be delivered.

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The story of the role of communications in aerial warfare, and the behind-the-scene view of how communications help guard our defenses, was scheduled to be told on the "This Nation at War" broadcast over the BLUE Network tonight (Tuesday). The program was to open with a talk by Col. A. W. Marriner, Chief of the Communications Section of the Air Forces at Washington, D.C.; thence to Chicago for a pick-up from the Air Force Communications Section where technicians are trained. From the Bendix plant in Baltimore, Md. there was to come the story of how the communicating apparatus for planes is made, and finally a talk by Gen. Willis R. Taylor, of Mitchell Field, on how radio equipment and other communication devices are used for defense against aerial navigation.

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Discussing the foreign propaganda situation, Elmer Davis, Director of OWI said although short-wave broadcasts are growing less effective, as receiving sets in occupied countries wear out, the radio often cuts deep into German prestige. There are at least 8 or 10 clandestine papers in Poland, Lithuania and France, he said, which get their news by radio. These are widely circulated, even getting into prison camps. For this too, there is a price in blood. From time to time the Germans shoot the radio listeners, not only for listening but for relaying the news.

## WRIGHT, NEW I. T. &amp; T. V-P

The election of John S. Wright as a Vice-President of International Telephone and Telegraph Corporation was announced yesterday (Monday), following action of the Board of Directors. Mr. Wright has been Vice-President of International Standard Electric Corporation, which controls most of I. T. & T.'s manufacturing properties outside the United States, an office he will retain.

Mr. Wright has been associated with International Standard Electric and its predecessors for thirty-seven years. He was formerly European Continental Manager of International Standard Electric in Paris and later was made Regional Vice-President of the company for Holland, Belgium, France, Switzerland, Spain and Portugal. He has been in the Company's New York offices since 1941.

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## MUTUAL PRESIDENT OUTLINES EXPANSION PLAN FOR '43

A six-point program for Mutual network operations in 1943, which will "make Mutual second to none in serving the advertiser and the listeners", was outlined by Miller McClintock, Mutual Broadcasting System President.

The six points are:

1. The largest budget in the network's eight-year history.
2. Regular program clinics attended by key originating stations.
3. Increased network service to member and affiliated stations in programming and promotion.
4. An enlarged research department.
5. New policies to make Mutual more than ever "the friendly network".
6. Equal sales emphasis on the major markets and the "small towns of America".

"It is going to be our policy to make Mutual a friendly network, easy to do business with", said Mr. McClintock. "We will see to it that our organization follows this principle harmoniously and progressively. The network expansion will touch all the departments of the organization but will come in an evolutionary rather than a revolutionary way."

The cooperative structure of Mutual - that of a station-operated network - will continue permanently, but with a tightening of coordination from top to bottom. Mr. McClintock stated that the cooperative set-up makes it possible for stations to feature aggressive merchandising and sales promotion efforts for sponsors."

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

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No. 1511

## RADIO FAVORED IN FURTHER QUARTZ CRYSTAL RESTRICTION

Clarifying the status of radio regulations governing the use of quartz crystals were further tightened this week with the issuance of an amendment to General Conservation Order of the War Production Board that will permit the Director General for Operations to issue special directions with respect to the use, fabrication and delivery of the uncut crystals, semi-finished products, and scrap quartz. The amended regulation retains the essential provisions of the original order in a revised form. The language has been re-arranged, and the intent made explicit by insertion of additional definitions.

Effective immediately no person shall fabricate quartz crystals or blanks except in the manufacture of:

(1) Radio oscillators and filters or other productions for use in implements of war.

(2) Radio oscillators and filters for use in radio systems to be owned, used, and operated by Federal agencies, or by commercial airlines.

(3) Telephone resonators.

(4) Optical parts for use in implements of war.

(5) Radio oscillators and filters and optical parts to be used in the replacement of parts which are defective, cracked, or broken, provided the equipment or instruments requiring such parts are implements of war or are needed solely in activities directly connection with defense, public health, welfare, or security, or

(6) Radio oscillators and filters to be exported to any foreign country for use in radio systems owned, used, and operated by a governmental department or agency of such foreign country or for use by a commercial airline operating in such foreign country.

Effective immediately no person shall fabricate radio oscillators, radio filters, or optical parts from scrap except as specifically authorized in writing by the Director General for Operations. Application for such authorization shall be made by letter in triplicate.

Every person who, on the 18th day of May, 1942, or on the last day of any calendar month thereafter has title to or is in possession or control of twenty-five pounds or more of quartz crystals, or more than ten pieces in the form of blanks or in other semi-fabricated or fabricated forms thereof, which have not been mounted or

installed in holders, shall, on or before the close of business on the 5th day of the succeeding month, report to the War Production Board.

Every person who fabricates quartz crystals or blanks during any calendar month shall report to the War Production Board on or before the 5th day of the succeeding calendar month.

The purpose of the amendment is to conserve the available supply of quartz crystals and to assure proper grading and maximum utilization of the material. Due to the scant supply and a relatively large demand, quartz crystals are classed as a critical war material.

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#### PRESIDENT STRENGTHENS HAND OF OWI

The Office of War Information won quite a victory through President Roosevelt backing up Elmer Davis in his fight with the Office of Strategic Services over control of propaganda abroad, including the short-wave services. Also a reorganization of the OWI domestic service including radio was effected.

By Executive Order, President Roosevelt gave Elmer Davis' office responsibility for the planning, development and execution of "all phases of the Federal program of radio, press, publication and related foreign propaganda activities, involving the dissemination of information".

White House Secretary Stephen Early said the Office of Strategic Services, headed by Col. William J. (Wild Bill) Donovan, would continue to handle military matters in cooperation with the Army and Navy.

Under the presidential order, OWI's authority was limited to United States, Canada and abroad, but not Latin America which is now under the jurisdiction of Nelson Rockefeller's Office of the Coordinator of Inter-American Affairs, including the short-wave broadcasts.

Major effects of the domestic branch reorganization, which is expected to save the agency \$400,000 in a proposed domestic budget of about 10 million dollars, include the dismissal of about 100 employees and the abolishment of the Bureau of Intelligence which served as a poll taking agency. The domestic branch of OWI carried about 1500 employees.

The reorganization involves consolidation of certain bureaus and units and a general tightening up of the operations of the Domestic Branch, but doesn't effect the present radio set-up.

Under the reorganization, policy liaison with other departments of the Government will continue to be maintained by a staff of inter-departmental deputies. War information will continue to be issued through the News, Radio, and other Media Bureaus.

The Bureau of Intelligence will be abolished as a separate bureau and activities in this field will be reduced about one-half, and limited to those necessary in connection with specific operating problems. Public opinion surveys and other research will be continued in the Bureau of Special Services, to be headed by Katherine C. Blackburn. Elmo C. Wilson will continue in charge of the Surveys Division in this Bureau.

Functions of the Bureau of Publications and Graphics will be split between two bureaus: The Bureau of Publications, with a chief yet to be named, and a Bureau of Graphics and Printing, to be headed by Lt. Comdr. Price Gilbert, on temporary loan from the Navy.

The present Plans Division will be re-constituted as an office of Program Coordination under H. Andrew Dudley, Chief, and will be strengthened. Its function will be to plan and coordinate broad war information programs in conjunction with the Government agencies concerned.

Other changes announced included the promotion of John R. Fleming from the Bureau of Publications and Graphics to a Special Deputyship, and the appointment of A. H. Feller, now a Deputy as General Counsel of OWI.

Under the new plan, James Allen, Assistant Domestic Director in charge of policy, will supervise the work of the deputies and will be administratively responsible for the News, Publications and Special Services Bureaus. William B. Lewis, Assistant Domestic Director in charge of plans and production, will be responsible for program coordination and for the Radio, Motion Pictures and Graphics and Printing Bureaus.

According to Domestic Director Gardner Cowles, Jr., "The reorganization represents an effort to gear ourselves up better to what is primarily our job of helping the Press, Radio, and other media to get out the news of the war and the information the people at home need to win it. We must substantially improve OWI's output, cutting out the waste motion. We intend to concentrate on the most essential activities."

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An observer in New York noted for his political wisdom, asked what he thought of the chances for presidential success for the Republicans in 1944, replied:

"The G.O.P. can elect Fulton Lewis, Jr., Churchill or anyone else they might put up."

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## SENATE STILL MARKING TIME IN PETRILLO CASE

The Senate subcommittee headed by Senator Clark (D), of Idaho, is still marking time in the case of James C. Petrillo, President of the American Federation of Music, awaiting the outcome of the A.F.M. meeting in Chicago next Tuesday. It is reported that the musicians will then offer a second proposal for the raising of the seven months' ban on the manufacture of transcriptions and records. If this is not done, Senator Clark has given every indication that he will proceed with the Senate hearings and possibly might even take the matter up with President Roosevelt personally.

In the meantime, according to a New York dispatch, recording companies are running dangerously low on new releases by major bands. Majority of outfits in the top bracket, virtually the only band names being released on pop platters, have only a few unreleased masters remaining, and some have already exhausted the supply laid in before the ban became effective. Sammy Kaye (Victor) is among the latter. Harry James, the Dorseys, et al. still have a few sides not yet marketed.

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## NOBLE, WMCA OWNER, BUYS 23,400 ACRE GEORGIA ISLAND

Edward J. Noble, owner of Station WMCA, New York, former Under Secretary of Commerce, and President of the Life Savers Candy Corporation, has bought St. Catherine Island near Savannah, Georgia.

The 23,400-acre island, about ten miles long and four miles wide, will be devoted to cattle raising and timber production.

It is one of the oldest land titles in Georgia, dating back to a Spanish mission which preceded Oglethorpe's landing at Savannah. A WPA publication accredits a Jesuit monk, Domingo Augustin, with having written on the island in 1568 the New World's first book.

"I look upon it as a matter of essential business", Mr. Noble declared, "and am going into it as a capital investment. Food is going to be a major problem in this country and we are all faced with a responsibility to undertake some essential activity. I am going into cattle raising and timber raising. The idea is to raise a large number of Black Angus cattle. I also expect to plant timber and make this project a continuous operation."

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## THURMAN ARNOLD MAY BECOME BIG FACTOR IN RADIO CASES

Now that Thurman Arnold, No. 1 trust buster has been eased out of the Department of Justice and confirmed as a Judge in the District Court of Appeals, which handles all Federal Communications Commission appeals, he may become an important factor in radio and communications litigation. That is if he remains there that long. It is generally known that Mr. Arnold looks upon this as just another job and a stop-gap until he can find something better.

At present there is only one radio case of importance pending in the Court, the appeal of the Crosley Radio Corporation from the FCC order denying W8XO's application for 750,000 watts power.

Mr. Arnold's exit from the Justice Department was marked by a testimonial dinner given to him by officials in Government and business which was attended by about 600 persons.

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## WHEELER SOLVES HIS COMMUNICATIONS MANPOWER PROBLEM

Drew Pearson, in his syndicated column writes:

"Montana sugar beet farmers, desperately hard up for labor, doubtless will be interested in the way one of their two Senators, Burton K. Wheeler, solved a manpower problem with the help of the United States Navy.

"Senator Wheeler is Chairman of the Interstate Commerce Committee, which sponsored the bill to merge the Western Union and Postal Telegraph companies.

"Early last year, an investigator for this Committee, Edward Cooper, obtained a commission as a lieutenant in the Navy's Communications section. Now Senator Wheeler has got Lieutenant Cooper assigned back to the Interstate Commerce Committee.

"Wheeler went right to the top to swing this little deal. He urged Navy Secretary Knox to permit Cooper to return to his old job until the telegraph merger bill passed Congress. Wheeler explained that Cooper's services were sorely needed because he had given a great deal of time and study to the legislation. Knox referred the request to Navy personnel officials, with the result that Lieutenant Cooper was given an indefinite leave to assist Wheeler as long as needed. He has been occupying an office close to Wheeler's in the Senate Office Building since February 1.

"Just what his duties are remains a mystery. All studies relative to the merger bill were completed last year, and the bill was sent to the President for his signature February 25, yet Cooper at last report, was still occupying an office on Capitol Hill."

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3/12/43

## SPONSOR RENEWS AS WINCHELL AGAIN BOBS UP IN CONGRESS

At almost the same time that word was received that Walter Winchell's sponsor had renewed his contract, the commentator's name again came up in Congress. The Andrew Jergens Company announced that it had signed up the "Jergens Journal" with Mr. Winchell for another 52 weeks on the Blue Network. Winchell, heard Sundays at 9 P.M. EWT, on 112 stations, has been on the Blue since December, 1932.

Mr. Winchell again came to Congressional attention when Vance I. Morris, Jr., a yeoman in the Navy, addressing a vigorous letter of defense of the commentator to Representatives Magnuson, (D), of Washington, and Hoffman (R), of Michigan, wrote, in part:

"When the Secretary of the Navy, the Chief of the Bureau of Navigation (now the Bureau of Naval Personnel), and the Director of Public Relations approve of Mr. Winchell's broadcasts, I ask you, Mr. Congressman, who is a layman to contest the judgment of the men that are running this war (and a good job, too) in which the Navy is playing such an important part.

"When you speak of the fighting men of the Navy you may forget that Admiral Nimitz is in command of the Pacific forces that defeated the Japs at Midway and that he is the same Admiral Nimitz who said that Lieutenant Commander Winchell's broadcasts were of tremendous value to the Navy.

"You have formed your opinion and have denounced Mr. Winchell in the press. I am a sailor, 21 years old, that believes in America with all his heart and soul and I, too, have formed my opinion of Mr. Winchell and I say that if the country had more men like him it would be too bad for Hitler and others who dislike Mr. Winchell and the right of the American people to criticize the people they elect to serve them in public office."

To which Representative Hoffman replied:

"Now both you and Mr. Winchell are entitled to your opinion as I am to mine but when your friend Winchell refers to some 14,000,000 Americans as being 'damned fools' and when he peddles so much dirty, nasty gossip, when he reflects upon the chastity of Joan of Arc and when, having been certified fit for active duty, he asked to be deferred and spends much of his time hanging around questionable resorts, millions of Americans have no use for him.

"You are in the Navy but you are not the only one who is in the Navy and you will observe, if you have noted the facts, that Mr. Winchell does all his fighting with his mouth and so far as we are advised has made no substantial contribution, either of service or of property, to the war effort, while many of us have sacrificed practically everything we had in aid of the war.

"You are still young and when you reach my age, 67, experience will have enabled you to form a more accurate opinion of people generally.

"Good luck to you a fine man."

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#### FCC SETS UP WESTERN UNION-POSTAL MERGER COMMITTEE

A committee consisting of Commissioners George Henry Payne, Ray C. Wakefield, and Clifford J. Durr, with Commissioner Payne as Chairman, was appointed this week by the Federal Communications Commission in connection with the proposed merger of the Western Union and Postal Telegraph Companies permitted under legislation which became final with the President's signature announced on Monday. The Commission expressed the desire to be currently informed on the progress of any negotiations by the two companies.

A staff committee, headed by William J. Norfleet, Chief Accountant, and including Manfred K. Toeppen as representative of the Engineering Department, and Benedict P. Cottone as representing the Law Department, will assist the committee of Commissioners. Dallas Smythe, Chief Economist, will also serve on the staff committee.

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#### BROADCAST ENGINEERS AND TECHNICIANS ELIGIBLE FOR "C" BOOKS

Radio broadcasting engineers and technicians were made eligible for C gasoline rations necessary for transporting heavy equipment to and from temporary broadcasting facilities by an order issued Thursday by the Office of Price Administration, effective March 17th.

Temporary facilities, it was pointed out, often are set up for special broadcasts away from the radio station; for example, for special broadcasts from Army camps. The equipment must be regarded as non-portable to qualify engineers and technicians for C ration books. Applicants also must show that alternative means of transportation are inadequate.

Previous regulations made radio broadcasting engineers and technicians eligible for preferred mileage (C ration books) for travel to and from permanent broadcasting facilities, located in suburban or rural areas. The new action was taken in Amendment No. 29 to Ration Order No. 5C, effective March 17.

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3/12/43

MRS. ROOSEVELT SUGGESTS KAY KYSER BE DRAFTED

Shortly before Mrs. Roosevelt suggesting that Kay Kyser, the radio band leader, be drafted, it became known that the Radio Division of the Office of War Information had gone to the bat not only for Kyser in his appeal to President Roosevelt from a 1-A draft classification, but also had written letters to local boards for deferment of seven other radio stars. Douglas Meservey, head of the Division, however, said that the Office of War Information had ceased pressing for favorable rulings on these cases and that it was no longer the policy of OWI to ask for such preference.

Kay Kyser's own appeal from his 1-A classification was based on the contention that he is in essential war work because of his morale building activities. Elmer Davis said:

"We think he is doing more useful work now." Kyser is a Consultant on OWI's Radio Advisory Committee and a leader in bond-selling drives.

Commenting at Rochester, New York, on Kyser's request for deferment, Mrs. Roosevelt said she believed draft deferment for entertainers on morale building grounds should be handled "as individual cases" and said she thought Kyser could be drafted and then assigned to duties similar to his civilian activities.

"Such a move would accomplish the same morale building results", she added.

The radio stars whose deferment OWI kept so quiet about asking for were:

Edgar Bergen, Red Skelton, Bob Hope, Nelson Eddy, Freeman Gosden (Amos of the Amos 'n' Andy team), Lanny Ross, Harold Peary (the Great Gildersleeve).

The only man of those above mentioned to be deferred was Edgar Bergen, OWI said, and it was understood that he was talking of enlisting.

It is the practice of local boards to make a second check as to whether the request still holds good when the person's name comes up, Mr. Meservey said. Such was the case with Ross, and the OWI replied that it no longer was asking for his deferment.

Mr. Meservey said that if draft boards, of their own volition, ask the OWI to outline the duties of any of its entertainer-consultants, the agency will do so, but it will make it clear that it is not asking for the deferment. Such requests are now lodged only for paid employees of the OWI.

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## OWI USES AXE ON SUPERFLUOUS GOVERNMENT PUBLICATIONS

More than 42,317,000 copies of informational publications and press releases of the Federal Government have been eliminated in adjusting Government information operations to wartime needs, the Office of War Information announced Wednesday. Of the total reduction, publications account for 34,528,000 copies and press releases for 7,789,000 copies.

Elimination or curtailment of 309 Government periodicals and pamphlet series was recently announced by the Office of War Information, bringing to a total of 732 the publications so affected.

This represents a cut of about 20 per cent in Federal Government informational publications published in 1940 - the year prior to this country's entrance into the war - when a total of 226,000,000 copies were issued.

These reductions, Elmer Davis pointed out, are a small part of the increases in publications necessitated by the war. The cuts will ease the strain on manpower, paper, printing, and mailing facilities.

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## FCC ACTION

The Federal Communications Commission has taken the following action:

KAST, Astoria Broadcasting Co., Astoria, Ore., denied request for authority to suspend operations for the duration of the war and a specified period beyond that with the provision that the license shall remain in the property of the Astoria Broadcasting Co. for the time the suspension remains in effect; deferred action on renewal of license in order that a statement may be obtained from applicant as to whether or not it will continue operation; WPID, The Petersburg Newspaper Corp., Petersburg, Va., denied request for authority to suspend operations for the duration of the war; WLAP, American Broadcasting Corp. of Kentucky, Lexington, Ky., adopted an order denying petition for a grant of application for construction permit insofar as it requests a change in frequency from 1450 to 630 kc; and set forth new issues upon which application will be heard.

Television - WMJT, The Journal Co., Milwaukee, Wis., retained in pending files pursuant to policy recently announced, application for modification of construction permit for extension of completion date indefinitely.

High Frequency Broadcast W49PH, Penna. Broadcasting Co., Philadelphia, Pa., granted modification of construction permit to extend completion date to July 22, 1943; granted license to cover construction permit, in part; W73PH, Wm. Penn Broadcasting Co., and W57PH, Westinghouse Radio Stations, same as above.

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: : : TRADE NOTES : : :  
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The Federal Communications Commission announced its Decision and Order granting the application of Westchester Broadcasting Corp. (WFAS), White Plains, New York, for modification of license to change frequency from 1240 to 1230 kc., and increase operating time from part-time sharing with WGBB, Freeport, N.Y. to unlimited time. Commissioners Case and Craven voted "No".

Dr. L. Grant Hector, formerly with the Office of Scientific Research and Development, has joined the National Union Radio Corporation, radio and electronic tube manufacturers, as Director of Engineering, it was announced on Thursday. He will be in charge of all research and engineering activities in the company's laboratories and plants in Newark, N. J. and Lansdale, Pa.

Hiram Motherwell, author, former magazine editor and foreign correspondent, has joined the Columbia Broadcasting System's Post War Department. Mr. Motherwell is the author of the book recently published by Harper's, "The Peace We Fight For".

Arrangements made by Stanley P. Richardson, Manager of NBC's London office, with the British Broadcasting Corp., has made it possible for parents of Maryland troops stationed in England to hear the voices of their sons through semi-weekly transcribed interviews broadcast over WBAL, Baltimore. A representative of the Baltimore News-Post requested Richardson's help in arranging for the transcriptions. The BBC co-operated to the full extent of its facilities and contributed the necessary materials gratis.

Radiomarine Corporation of America received the Maritime Commission's "M" award for outstanding war production earlier in the week in a half-hour ceremony aired on Station WJZ at 3:15 P.M. EWT. The award was presented by Rear Admiral Howard L. Vickery, Vice-Chairman of the Maritime Commission.

"Radio Beams", a CBS column of news notes which has heretofore been restricted, is now being offered to all radio editors with the following note of explanation:

"This column, designed to help a busy radio editor, is a weekly compendium of items from the publicity releases of the major networks plus original material. It has been a favorite, for 4 years, of a special CBS mailing list. Now "Radio Beams" is being made available to all editors."

The commencement address "Radio, Music and the Future", delivered by Thomas H. Belviso, of NBC's Music Division, at the Bethany College graduation exercises has been reprinted by the National Broadcasting Company.

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## NEW RCA CIRCUIT LINKS DAKAR WITH NEW YORK

Extending direct radio communication service to another sector important in United Nations war strategy, a radiotelegraph circuit between New York and the West African key port of Dakar was opened last Wednesday by R. C. A. Communications, Inc.

Formerly, telegraphic messages between the United States and French West Africa were routed by way of London. With this direct radio circuit in operation, message traffic will move much faster and cheaper since RCAC announces a 15 percent reduction in the rate.

The new service is to be operated in cooperation with the Administration of Posts, Telegraph & Telephone of French West Africa. Other RCAC direct radiotelegraph circuits with African terminals link New York and Monrovia, Liberia; Leopoldville, Belgian Congo; Brazzaville, French Equatorial Africa, and Cairo, Egypt. A radio-photo circuit also operates between New York and Cairo.

A direct radiotelegraph circuit between New York and Quito, Ecuador, is being tested by RCAC preliminary to the start of regular commercial operations within the next few days. Until now, Ecuador, where a complete cable monopoly has existed, has been the only South American country closed to radiotelegraphic communication.

The Government of Ecuador is cooperating with RCAC in setting up this new radio service. With the addition of Quito, sixteen Latin American nations will be linked with this country by RCAC direct radiotelegraph circuits.

The radio equipment for the Quito station has been designed and built by the RCA Victor Division of Radio Corporation of America.

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## WOR'S "WAX MUSEUM" MOVES SCIENCE MUSEUM MARCH 16

A museum which up to now has existed only on WOR's air-waves becomes an actual exhibit, when Jerry Lawrence's "Wax Museum" moves into the Museum of Science and Industry, Rockefeller Center, on March 16. "Wax Museum", the program, presents records which were popular many decades ago, records which have now become curios and collectors' items; "Wax Museum", the exhibit, will present a visual history of recording from its earliest times to the present.

WOR's exhibit came into being through the cooperation of RCA-Victor, Columbia Records, Decca Records, and the United States Army. The recording companies have loaned priceless historical equipment to the exhibit, including the hand-made Bell and Taintor Graphophone made in Washington in 1885; the U.S. Army brings the exhibit right up to the moment by lending for display the machine which enables our troops all over the world to listen to the latest recordings, as well as the special records prepared by the Army itself. These records will also be on display.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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NATIONAL BROADCASTING COMPANY, INC.  
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No. 1512

March 16, 1943

## TAFT'S BRICKBAT AT ELMER MAY AROUSE G.O.P. FURTHER

Unless some sort of a sop is forthcoming from the network to the Republicans to offset the free time they are giving to Elmer Davis, more brickbats similar to the one heard by Senator Taft (R) may come flying through the window. If this appeasement should take the form of the networks having to offer the Republicans the same amount of free time they are now giving Elmer and the Administration, the nets will be more or less the goats of the controversy in having to give this free time which many in the broadcasting industry think the New Dealers and the Republicans should pay for like anybody else.

The blow-up of Senator Taft charging that "it is both an abuse of power and an insult to the intelligence of the American people and to the abilities of our free press and radio workers for Elmer Davis, to commandeer all the radio stations of the United States regularly in his series of propaganda broadcasts" evidently came as a complete surprise to the New Dealers. Coming almost two days after the initial broadcast, it had almost the effect of a time bomb. Accorded radio facilities such as only the President receives, Elmer Davis last Friday night in his unique role of U. S. spokesman had evidently gotten off to an excellent start. Congratulations began coming in from friends and well wishers in Washington and from all parts of the United States. It was a smooth convincing talk, a sort of voice of Uncle Sam, as it were, and Mr. Davis coming on the scene with his fine radio personality at this particular time when the Administration was being so bitterly assailed, seemed to be one of those fortunate breaks of which President Roosevelt has had so many.

So far, so good, but 48 hours later, Mr. Taft charged into the scene demanding:

"I shall be interested in discovering by what authority, or pressure, Mr. Davis is able to command time on the four radio networks simultaneously and virtually say to the people that they must listen to him or turn off their radios.

"There was not one word said by Mr. Davis in his first broadcast that he could not have depended on the regular radio newscasters, the commentators and the newspaper writers to explain adequately to the country.

"Both the radio and the newspapers have given the fullest cooperation to the Government in explaining the war effort. Here in Washington, Mr. Davis has at his call the finest corps of correspondents in the world. And the only confusion in the interpretation of war activities has been within the Government itself, or where the tendency toward censorship has made the facts unavailable.

"There is no excuse in the world for Mr. Davis to usurp their functions or assume that he must go over their heads to the people. That is, unless Mr. Davis has a more subtle propaganda program for the future than was revealed in his first broadcast."

To which Mr. Davis sharply replied:

"We didn't commandeer any chains or stations. We put on the broadcast for anybody that wanted it and tried to adjust the time to make it most convenient for everybody.

"We didn't have all four networks. The Mutual broadcast it next day at a time more convenient to it and I understand the Blue carried Mr. Knox (Secretary of the Navy) until he was through, so that it cut three or four minutes off my talk.

"Any local station on the chains is at liberty to put on a local program at the time of the broadcasts if it wants to.

"And if Mr. Taft will point out any propaganda I'll greatly appreciate it."

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#### EDUCATORS TO HOLD CONVENTION OVER RADIO

After cancelling its 73rd Annual Convention which was to have been held at St. Louis, Missouri, this month, the American Association of School Administrators is presenting its platform programs from the air.

The Convention of the Air of the American Association of School Administrators includes seventeen programs on the national radio networks between the dates of March 17 and 28. According to broadcasters, this is one of the first conventions of the air of such portentous character. Participants are drawn largely from speakers who were scheduled on the programs of the St. Louis convention and include: Capt. Eddie Rickenbacker and Col. Hans Christian Adamson of Pacific rubber-raft fame; Roy Chapman Andrews, well-known explorer and president emeritus of the American Museum of Natural History, New York City; Leopold Stokowski, symphonic conductor; Administrator Prentiss M. Brown of the Office of Price Administration; Orson Welles, actor; Charles P. Taft, Assistant Director, Defense and Health Welfare Services, Social Security Agency; Congresswoman Frances P. Bolton of Ohio; War Manpower Commissioner Paul V. McNutt; U. S. Commissioner of Education John W. Studebaker, and Brig. Gen. Joe M. Dalton, Assistant Chief of Staff, U. S. Army.

America's Town Meeting, under the direction of Moderator George V. Denny, will participate in the Convention of the Air with the topic: "What the Schools Should Teach in Wartime." Speakers are Alexander J. Stoddard, Superintendent of Schools, Philadelphia; Mark Van Doren, author, Columbia University; John Frederick Wolfenden,

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headmaster, Uppingham School, England; and Congressman Brooks Hays of Arkansas. Headmaster Wolfenden will speak from London, with arrangements for a two-way conversation in which he may be asked questions by his New York audience.

The People's Platform of the Columbia Broadcasting System will be one of the features of the convention in a discussion of the question, "What Kind of High School Education for Leadership in the Postwar World?" A program of the Farm and Home Hour will be devoted to the consideration of training high school students for service in agricultural communities next Summer. The Educational Policies Commission of the National Education Association will sponsor one program of the convention which is called "A National Teachers' Meeting by Radio".

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#### MIKE COWLES TO BOOM WILLKIE?

Gardner Cowles, Jr., Assistant Director of the Office of War Information, is expected to resign from OWI before July 1st to concentrate on Wendell Willkie's presidential campaign, according to Leonard Lyons, the columnist.

Mr. Cowles is a staunch supporter of Mr. Willkie and accompanied the Hoosier on his trip to Russia and around the world.

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#### RADIO AND PRESS PRAISED FOR CENSORSHIP JOB

John H. Sorrells, who has just resigned as Deputy Director of Censorship to go back to his old job as Executive Editor of Scripps-Howard newspapers, was high in his praise of the cooperation of radio and press saying:

"Newspapers, magazines and radios are doing a magnificent job of self-censorship. It is a perfect answer to the dictators who have scoffed at our ability to do so. And while I'm speaking of magnificent jobs, I'd like to pay tribute to the war correspondents who are serving American newspapers and radio. Those boys are going right into the thick of it - right along with the best and toughest of our troops, to keep us the best informed nation in the world. They are writing history under fire as it has never been written before."

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## FCC FAVORS GIVING BOTH SIDES OF CONTROVERSIES

The subject of giving each side an even break in controversial matters came up in the press conference of James Lawrence Fly, Chairman of the Federal Communications Commission, last Monday.

"Does the Commission have any feeling on the matter of equal time for speakers on various 'issues of the day'? The idea as I understand it would be to expand this idea of equal time for candidates", the Chairman was asked.

"We have not given study to that sort of thing", he replied. "Of course in our decisions here and in our public statements we have tried to go along with I think pretty much the same policies that are announced in the Broadcasters' Code. Perhaps in a somewhat ineffectual sort of way we have encouraged the idea of giving both sides of the controversial issues. At the same time, as you know, in one or two decisions we criticized the editorial policy or advocacy on the part of the station itself, feeling that the station ought to be there as a mechanism for the purpose of giving a complete and balanced reporting and then when giving the outstanding debatable issues to be sure, of course, that both sides were presented. The Commission has not given consideration to the particular provisions so I don't know what it would want to say about that."

"What happened to this WMGR case in New Hampshire where Senator Bridges claimed Murphy's station was enjoying political bias in the recent election campaign. Was that just dropped?"

"No, that wasn't just dropped", Mr. Fly answered. "We made a thorough investigation in that case and it did not pan out. I think the investigation has been completed but we found no basis for any action by the Commission."

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## ARGENTINA BARS "MARCH OF TIME" AS PROPAGANDA

A Government order limiting the rebroadcast of foreign transmissions to "programs of an artistic and cultural nature without a trace of political propaganda", has resulted in the cancellation by Argentine radio stations of several commentaries originating in the United States, among them the "March of Time" program, a dispatch from Buenos Aires states.

The rebroadcast of programs from the United States, Britain, Germany and Italy will be permitted as long as they are confined strictly to "objective news covering of daily happenings without commentary or observation", the announcement said. Speeches and declarations by representative officials" of foreign governments likewise are not affected by the ban.

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## CHARGES OWI RADIO PROGRAM ATTACKS CONGRESS

Representative Taber (R.), of New York, took a fall out of two of the Office of War Information radio transcriptions charging that one of them attacked Congress. Mr. Taber Saturday converted his office into a movie-projection room and radio studio and gave a showing of his own of some of the Office of War Information's propa-ganda output and according to the Associated Press delivered the criticism:

"Partly drivel, partly insidious propaganda against Con-gress and for a fourth term."

Elmer Davis, Director of the OWI, presented an exhibit of his foreign propa-ganda the Saturday following Mr. Taber's charges that a cartoon biography of President Roosevelt constituted fourth-term promotion. Mr. Davis denied the charge and said the booklet was only for foreign distribution.

Mr. Taber, who was invited to Mr. Davis' show but did not attend, said that his own show was not intended as a reply and did not invite Mr. Davis. Mr. Taber's program consisted of:

1. A movie short entitled "The Price of Victory", built around a speech by Vice President Wallace May 18, 1942, which Mr. Taber said was "along communistic lines".

2. A transcript of a 15-minute radio program telling of George Washington's troubles with the Continental Congress. Mr. Taber saw in this an attack, by indirection, upon the present Congress.

3. Another radio transcript about "Old Joe Mazerak", a legendary Paul Bunyan of the steel mills who came to a glorious end by jumping into his steel ladle to give "heart and soul" to material for the war. Mr. Taber found this "pure drivel" and observed: "Caesar and Bismarck, too, both felt the populace had to be amused."

Mr. Taber said the OWI issued all three, but just where he obtained the film and the transcripts remained a secret. He confessed it wasn't from the OWI itself. "It came along the normal way", he declared.

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## NAB CALLS WAR CONFERENCE

Sponsored by the National Association of Broadcasters, a conference on the part played by domestic radio in the war will be held in Chicago April 27 to 29, Neville Miller, NAB President, said last week. He added that radio's role in the war had been of such importance it had been necessary to maintain constant contact between Government officials and station operators. More correlation and understanding would be necessary in the future, he said.

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## ELECTRICAL INSTRUMENT SCHEDULING DATA NOT REQUIRED HERE

Manufacturers of those electrical measuring instruments whose production will be scheduled will not be required to bring scheduling data to Washington, it was indicated at a recent meeting of the Electrical Instrument Industry Advisory Committee called by the Electrical Instruments Section of the Radio Division, WPB.

To insure the smooth flow of instruments to producers of electronic equipment, both future orders and those already placed must be adjusted to current requirements, manufacturers said. During the past several months, some companies have been placing orders beyond immediate necessity, with the result that order schedules rise to sharp peaks and then decline abruptly. The adjustment of orders, by reducing immediate pressure upon the manufacturers, will expedite the fillings of smaller orders.

It was proposed that some fixed percentage of average weekly capacity be ear-marked for handling smaller orders, particularly those of high urgency.

The instrument manufacturers were advised to place their own orders for critical components promptly upon the receipt of orders from prime contractors. The declining backlogs of the component producers, it was said, would make it desirable to place orders for fine wire, springs and magnets in anticipation of additional demand for measuring instruments.

It was said that such orders can be placed on a low priority basis, subject to rerating when orders from prime contractors appear. The instrument makers were told to see to it that their suppliers of resistors placed orders promptly for fine wire.

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## BBC BROADCASTS IN 40 TONGUES

Forty languages (not counting English, Welsh, and Gaelic) are used by the British Broadcasting Corporation in presenting to the world 80 daily and 20 weekly news broadcasts, according to British press reports. Oversea listeners are also offered 37 other daily programs and 3 weekly ones. All are transmitted by short wave.

There are 21 daily news bulletins in English, one in Welsh and two in Gaelic.

Approximately 56½ station hours are devoted daily to over-sea broadcasts. This is apportioned approximately as follows: 21 hours for broadcasts in English; 3 hours for Empire broadcasts in languages other than English; 3½ hours for Near East programs in Arabic, Persian, Turkish, and English; 4¾ hours for Latin America; and the remainder for European broadcasts.

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## MILITARY REASONS LIMIT ONE CIRCUIT TO A COUNTRY

Chairman James L. Fly again expressed regret that the Federal Communications Commission was obliged, because of war restrictions to discriminate between communications companies in granting only one circuit to certain countries. The subject was brought up when the Chairman was asked if he contemplated a hearing on the petition of the Press Wireless and RCA about the Algerian circuit. He replied that they were entitled to a hearing and that he was sure the Commission didn't have any discretion in the matter.

Asked if he had any comment on it, Mr. Fly answered:

"No, I might say that I am only too sorry we couldn't grant the circuit to each one, but in the light of the policies of the military establishments and international difficulties at this time, it was impossible to grant it to each one so we had to select one and reject two. In like manner we have had to select the one to go to Dakar, and now we have an application for Casablanca. In each case I assume it will be to one rather than to a group."

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## ARMY VOTERS REACHED ONLY BY RADIO

Pointing out that the 11 million in the armed forces voting in the next presidential election (enough to swing the election one way or another) will be in a unique position, a kind of political vacuum, Mark Sullivan writes:

"Many will be abroad, and practically all will be distant from their familiar newspapers. Those abroad will be out of hearing of the ordinary radio, reachable only by broadcasts specially designed for distant transmission.

"Of these special broadcasts for soldiers overseas, a large quantity goes on. Most of it is done by Government agencies or under their auspices. Much of it consists of entertainment, properly promoted by Government agencies and generously contributed by professional entertainers.

"While some of it is heard over the radio at home, some is confined to broadcasts abroad. No doubt there is included in some of these broadcasts to soldiers a certain amount of inspirational material, designed to encourage morale. Presumably also printed material is distributed in the Army by various Government agencies, and presumably some of this is material intended to influence their minds about our war aims or what not.

"It is enough to say that Government agencies engaged in this sort of thing should be punctilious to subject themselves to no accusation of attempting to influence the soldiers politically. This

may call for conscience and care, because - as in the case of the OWI broadcast to neutral peoples - material designed for the inspiration of soldiers is likely to include allusions to their Commander-in-Chief. Yet if the Commander-in-Chief becomes also a political candidate, it will be desirable that material sent to soldiers, by radio or print, distinguish carefully between the two roles. America does not wish to give the world the spectacle of a political squabble, with the party out of power clamoring for opportunity to offset officially sponsored communications to soldiers."

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### ZENITH 9-MONTHS OPERATING PROFIT ZOOMS TO \$4,048,495

The Zenith Radio Corporation reports an estimated consolidated operating profit for the first nine months ended January 31, 1943, of its current fiscal year, amounting to \$4,048,495 after depreciation, Excise Taxes and reserves, but before provision for Federal Income and Excess Profits Taxes.

Federal Income and Excess Profits Taxes on this profit are estimated at \$2,678,951.

"Quite some time prior to the Government's adoption of renegotiation of war contracts, the Company's Directors committed the management to limited profits on war production. In keeping with this policy, contract price reductions and refunds of over two and one-half million dollars have been made. Others are in course of preparation", Commander E. F. McDonald, Jr., President reports.

"In the absence of definite information as to price renegotiation on the Company's war contracts, the management is unable to determine the final effect such renegotiation will have on the foregoing figures which were arrived at after liberal reserves for this purpose had been created.

"The Company's high rate of production of vital equipment for the War Effort continues. The Company continues to receive substantial orders for new business on a direct contract basis. A portion of this business is being sub-contracted to other manufacturers.

"Wincharger Corporation, the Company's wholly owned subsidiary, located in Sioux City, Iowa, has been awarded the Army-Navy "E" for excellence in production. This is the first award of this kind to be made for the manufacture of dynamotors for airplane and tank use. Zenith received its Army-Navy "E" award last December.

"The Directors declared a dividend of one dollar (\$1.00) per share, payable April 30, 1943, to shareholders of record as of the close of business April 15, 1943."

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## BEECHAM DENIED STAY IN COLUMBIA RECORD SUIT

Federal Judge Alfred C. Coxe denied Saturday a motion by Sir Thomas Beecham, British orchestra conductor, for a preliminary injunction against the Columbia Recording Corporation in New York, to stop the manufacture and sale of certain recordings he considers defective.

Sir Thomas in his suit against the corporation asks for \$600,000 damages. He wants to halt the distribution of records he made in June, 1942, of Tchaikovsky's "Capriccio Italien", Mendelssohn's "Italian Symphony", Sibelius's Seventh Symphony and "Le Coq d'Or", by Rimsky-Korsakoff. Sir Thomas complained he was not permitted to make re-recordings and that the sale of the records would lead the public to believe "I had lowered my standards".

Goddard Lieberman, in charge of the classical music department of Columbia Records, denied that Sir Thomas had any right under an agreement to reject the recordings. He set forth in an affidavit that the "Capriccio Italien" record had been favorably received and had, in fact, enhanced the conductor's reputation.

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## SAYS U.S. DOESN'T WANT TO CONTROL COMMUNICATIONS

In a letter to Life Magazine, James L. Fly, Chairman of Federal Communications Commission wrote:

"In your story 'Washington Fights' (LIFE, Feb. 22), you state among other things: 'Fly . . . hopes eventually to establish Government control of all communications. Cox opposes such control . . . .'"

"The records of the Commission, the records of various hearings before the Senate Interstate Commerce Committee, and various public speeches of mine furnish you abundant evidence of my constant aim and my consistent endeavor to maintain the operation and control of all communications in the hands of private industry.

"By and large, the controlling evidence as to fact or plan is that during World War I, the Government operated and controlled the entire national telephone and telegraph systems; today every effort is made to keep these entirely in private operation and private control."

To which Life replied:

"Thanks to FCC Chairman Fly for helping clarify one of Washington's more puzzling issues."

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 ::: TRADE NOTES :::  
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The BLUE Network devoted 107 hours and 52 minutes to the war effort in February, 1943. Of the total amount of time, 82 hours and 42 minutes was sustaining, contributed by the BLUE, and 25 hours and 10 minutes, commercial contributed by the BLUE's sponsors. The total amount in February, 1942, was 29 hours.

Radio listener licenses have now reached a total of 367,011 in New Zealand, according to official data. This is an increase of 13,916 over the past year and represents 9 radio-equipped homes out of every 10.

A Gallup poll credits the American public with being about evenly divided on the question of remaining on war time. The results were: Favor remaining on War Time 44%; Favor return to Standard Time 42%; No opinion, 14%.

NBC network time allotted to war effort programs in January reached a new high with a total of 96 hours, 16 minutes, compared to 91 hours in December. These programs consisted of 536 brief announcements and 220 broadcasts of 15-minutes duration and longer.

Crosley Corp. earned \$1,931,659 after all charges in 1942, against \$1,493,134 in 1941. Provision for income and excess profits levies amounted to \$4,274,597 against \$825,000 in 1941.

Plans for the establishment of a radio manufacturing industry in Brazil are to be studied by a recently appointed special commission, the foreign press states. Production of all types of radio-communication instruments and apparatus will be considered.

How short-waved news programs, music and the sound of a jackpot being hit in a slot machine helped bolster the morale of U.S. Marines on Guadalcanal was told by a Marine hero, Sergeant Carl T. Hickman of Santa Barbara, Calif. Two portable short-wave receivers, tuned to KGEI, General Electric's international broadcasting station in San Francisco, provided the only entertainment for the Marines in the steaming jungle, Sergena Hickman reported, after their capture of Henderson Field. KGEI, he said, was the only American station received.

Stewart-Warner Corporation and Subsidiaries - For 1943: Net profit, after \$19,400,000 Federal income and excess profits taxes, and \$2,000,000 provision for post-war plant rehabilitation and contingencies, was \$1,590,454, equal to \$1.26 each on 1,272,920 shares of common stock. Net profit for 1941 was \$1,656,680, or \$1.30 a share, after \$4,586,156 tax charges. Gross sales were \$88,913,625 last year, compared with \$53,933,908 in 1941.

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3/16/43

### WICKETT CHOSEN BY WJSV AS NEW PROGRAM CHIEF

Martin D. Wickett, radio writer, producer and musical arranger, has been appointed Program Director of Station WJSV, Carl J. Burkland, General Manager of the CBS Washington outlet, has announced.

Mr. Wickett is well acquainted here through his work in special research conducted for the National Association of Broadcasters several years ago, when he was a member of the NAB staff as Musical Director of the Bureau of Copyrights.

He has written many radio shows, among them "Hobby Lobby" and "Mr. District Attorney".

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### CHARGES MILLION SPENT ON RADIO PROGRAM TO BOOST WIFE

The Board of Directors of the Celanese Corporation of America was charge in New York last week, in a stockholder's action, with spending more than one million dollars to further the career of Jean Tennyson, radio singer, described as the wife of the corporation's President, Camille Dreyfus,

The action, the Associated Press reports, was filed in Supreme Court by Seymour Bayer. It sought recovery of \$1,350,000 from the Directors of the corporation, which manufactures yarns and fabrics.

Mr. Bayer charged that, despite the fact the corporation's production was curtailed, and that it was unable to fill the demand from its products, the Directors embarked on an advertising program costing more than one million dollars for 1942, in sponsoring a weekly half-hour radio musical over Station WABC and a network of 116 stations of the Columbia Broadcasting System.

The featured singer, the complaint stated, was Miss Tennyson, the wife of Dreyfus, and it charged the program "was designed to further, foster and subsidize the career, fortunes and popularity of said Jean Tennyson."

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# HEINL RADIO BUSINESS LETTER

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WASHINGTON, D. C.

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No. 1513

## NEW METHOD TO PRICE RADIOS; STEATITE FOR SET MAKERS

To provide a precise method of determining maximum prices on radios and phonographs assembled by retailers and distributors the Office of Price Administration will issue shortly a new regulation controlling the price ceilings for such sets.

At the same time radio manufacturers who used plastic and glass as a substitute for steatite in the manufacture of insulators were told that they could again use steatite.

The price ceiling announcement read:

"Coming under the new regulation will be scattered number of radio distributors, retailers and brokers who, since the Summer of 1942, have become assemblers of household phonograph and radio receiving sets. By comparison with full fledged manufacturing procedures, their operations are relatively simple, consisting of the mounting of a fully-assembled chassis with a speaker, and frequently with a phonograph pick-up mechanism into a finished cabinet.

"Specifically excluded from the new regulation will be regular manufacturers of radios. They will continue under Revised Price Schedule No. 83 (Radio Receivers and Phonographs). Manufacturers are practically removed from production of such sets, by Limitation Orders L-44A and L-183 issued by the War Production Board. However, these WPB orders do not prevent placing a chassis manufactured in accordance with the terms of the orders, into a cabinet.

"Meetings will be held by OPA with representative distributors, retailers and assemblers of radios and phonographs in New York on Thursday (March 18) and in Chicago on Friday (March 19) for the purpose of outlining the provisions of the proposed regulation and inviting discussion of them.

"At the present time wholesale and retail prices of radios and phonographs are controlled by the General Maximum Price Regulation. OPA points out that it is a violation of this price regulation for assemblers of radios to make sales unless a maximum price has been specifically authorized by the Office of Price Administration under Section 3(b) of the General Maximum Price Regulation in all cases except where the assembled radio is actually similar to a model sold during March, 1942."

That manufacturers can now use steatite followed a meeting of the Steatite Manufacturers Industry Advisory Committee, sponsored by the Radio Division, WPB, at which this statement was given out:

"Manufacturers said that plastics will become increasingly hard to obtain in the next several months. Steatite is superior to substitutes in insulating the high frequency electric currents with which radio equipment is charged, it was asserted.

"Last year, it was said, producers' backlogs averaged from nine to ten months. The expansion of facilities and the reduction in demand induced by the use of substitutes has cut backlogs to an average of about two months. It was said that orders remain below output notwithstanding the fact that production is only 75 percent of capacity.

"When the expansion program started, the rate of production was about \$1,000,000 (million) annually, in comparison with requirements of about \$25,000,000 (million)."

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#### FCC DOESN'T ENCOURAGE STATION WAR SUSPENSIONS

The Federal Communications Commission at its meeting last week rejected a proposal that standard broadcast stations be permitted to cease operation for the duration of the war and retain their licenses. While making no change of its existing general policy permitting temporary suspensions to enable stations to meet and overcome current emergencies, the Commission expressed the belief that the door should not be opened for any general suspension of radio broadcast operations during the war period.

In announcing the decision, James Lawrence Fly, Chairman of the Commission, drew attention to the fact that the adoption of a policy permitting suspension generally would probably result in the elimination of radio broadcasting in many areas where the need for public service is the greatest. He pointed out that the indefinite suspension of broadcast operations might jeopardize this country's interest in the radio frequencies as provided in the North American Regional Broadcasting Agreement. Mr. Fly also said that various steps have already been taken to alleviate the difficulties of the smaller stations. For example, it is provided that stations may operate as little as six hours per day.

While the Commission declined to give the broadcasters who may be forced to suspend, any preferred claims to use of the frequencies after the war, it was observed that broadcasters who have rendered an effective public service in the past and were forced to close down because of circumstances beyond their control would have certain natural advantages over other applicants at a later time when operations may become feasible. It was pointed out that presumably the business organizations and the broadcasting properties would remain intact even though actual operations are suspended. This would enable the owners of the stations to move promptly to ask for the assignment of frequencies and the resumption of operations at the end of the war.

It was also pointed out that the Commission will continue its policy of permitting temporary suspensions for short periods in order to alleviate emergency conditions. In other words, the operator may ask for a temporary suspension when he can show the necessity of closing down for a brief spell. He would be required to present a feasible plan for the alleviation of the difficulties and the return of the station to the air at an early date. The policy approved by the Commission follows:

"Insofar as relief may be needed by standard broadcast station licensees from difficulties of operation incident to the war, no general policy will be adopted, but the Commission will continue to consider on an individual basis requests for permission to temporarily suspend operations for short periods while efforts are being made to work out a means of resuming operations on a permanent basis."

Applications of the Astoria Broadcasting Company (KAST), Astoria, Oregon, and of The Petersburg Newspaper Corporation (WPID), Petersburg, Virginia, for authority to suspend operations for the duration of the war were denied.

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#### SERVICING STILL SHOT IN CAPITAL

Reports reaching the War Production Board were that the servicing of civilian sets was in bad shape in the Washington, D.C. area despite the recent easing up on replacements. Nevertheless, while most radio service men complained that the radio repair business was pretty badly shot, at least one member declared that it was far from collapse. Conditions in the Capital were taken to indicate a similar situation throughout the country.

A survey made by the Washington Star revealed that over-the-counter sales of tubes and other repair parts has long since been discontinued, and a great many shops are confining calls to their own general neighborhoods to conserve equipment. A WPB promise to permit release of some supplies for civilian radios has aroused hope the business will resume some semblance of normalcy within the next month.

J. S. Bartlett, Managing Director of the Electric Institute, said the inability to obtain tubes and certain parts was hampering repair service tremendously. He said the WPB reported the difficulty has been straightened out and that manufacture of necessary parts was to have begun a month ago.

The combination of a scarcity of parts and loss of manpower will close at least 25 percent of the repair shops before the year's end, Mr. Bartlett predicted. He deplored the fact that present circumstances were driving trained personnel from a field where they are vitally needed.

J. C. Kennedy, of Washington, said his shop had found it necessary to turn down as many as 200 repair calls in a single day because of the lack of tubes as well as insufficient manpower. Wire, he added, was virtually unobtainable because of its high priority and that solder currently on the market was of an inferior grade and highly unsatisfactory.

Clarence A. Leppert reported his shop well stocked with tubes and other equipment because of foresight in purchasing orders placed "months and months ago". Manpower is his biggest headache.

Mr. Barton said dealers were "wise on some things and not on others", pointing out a variety of deficiencies in shops. All, however, found tubes the biggest problem.

Charles E. Junk believed dealers could survive on the current day-to-day purchasing plan presently in operation. Old parts must be turned in before new stock will be released. That puts all dealers on equal footing and prevents dealers with more capital from buying up supplies in quantities that would drain the market.

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#### MANY SEEK FM AND TELEVISION REINSTATEMENT

Numerous requests are being received for the reinstatement of high frequency and television applications in accordance with the Federal Communications Commission's policy recently decided upon to keep them on file for consideration after the war.

Those requesting FM reinstatements recently were WJJD, Inc., Chicago, Ill, W47C, modification of construction permit for new High Frequency station for extension of completion date; W63SY, Central New York Broadcasting Corp., Syracuse, N. Y., application for reinstatement of construction permit which was canceled at applicant's request; The Sun Company of San Bernardino, Calif., San Bernardino, Calif., construction permit for new High Frequency broadcast station 44,100 kc., coverage 17101 square miles; The Radio Voice of New Hampshire, Inc., Manchester, N. H., construction permit for new High Frequency broadcast station 43,500 kc., coverage 31,630 square miles; Piedmont Publishing Co., Winston-Salem, N.C., construction permit for new High Frequency broadcast station for 46,700 kc., coverage 4,600 square miles.

Also, WBNX, Broadcasting Co., New York, N. Y., construction permit for new High Frequency broadcast station 48,400 kc.; Greater New York Broadcasting Corp., New York, N. Y., construction permit for new High Frequency broadcast station, 48,700 kc.; WJR, The Goodwill Station, Detroit, Mich., modification of construction permit for extension of completion date; Courier-Journal and Louisville Times Company, Louisville, Ky., construction permit for new High Frequency broadcast station 45,700 kc., 13200 square miles; News Syndicate Co., Inc., New York, N.Y., construction permit for new

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High Frequency broadcast station 47,900 kc., 8500 square miles; Debs Memorial Radio Fund, Inc., New York, N. Y., construction permit for new High Frequency broadcast station 48,700 kc., coverage 8600 square miles; Ashland Broadcasting Co., Ashland, Ky. construction permit for new High Frequency broadcast station for 46,100 kc.; W65H, WDRG, Inc., Hartford, Conn., T-Meriden, Conn., modification of construction permit for change in frequency from 46,500 kc. to 43,500 kc., coverage to 13,944 sq. miles, change antenna system and increase power of transmitter.

Also, station renewals for FM renewals from W55M, The Journal Co. (The Milwaukee Journal, Milwaukee, Wis.); W53H, The Travelers Broadcasting Service Corp., Hartford, Conn., and W53PH, WFIL Broadcasting Co., Philadelphia, Pa.

Those who have asked to renew their television applications are KSEE, Earle C. Anthony, Inc., Los Angeles, Calif., modification of construction permit for new Commercial Television Broadcast station make changes in equipment move and extend commencement and completion dates; Bamberger Broadcasting Service, Inc. construction permit for new commercial Television Broadcast station for operation on Channel #6, 96,000-102,000 kc., ESR 1246, Aural 2 KW Visual 4 KW.

Applications Granted by FCC: W47A, Capitol Broadcasting Co., Inc., Schenectady, N. Y., granted license to cover FM construction permit as modified, in part, for new station; WIBG, Seaboard Radio Broadcasting Corp., Philadelphia, Pa., granted modification of construction permit to increase power, hours of operation, etc. for extension of completion date to 6/9/43; KPQ, Westcoast Broadcasting Co., Wenatchee, Wash., granted modification of construction permit authorizing new transmitter, increase in power, etc., for extension of completion date to 6/25/43; W6XYZ, Television Productions, Inc., Los Angeles, Cal., granted modification of construction permit for new experimental television broadcast station for extension of completion date to Sept. 15, 1943; W69C, Columbia Broadcasting System, Inc., Chicago, Ill., granted extension of special temporary authority to operate FM station W67C commercially on 46,700 kc., power 10 KW, special emission for frequency modulation, using temporary antenna with transmitter located at 1 N. LaSalle St., Chicago, for a period beginning March 18 and ending May 16, pending action on application for license to cover construction permit.

Station KTHS, Radio Broadcasting, Inc., Hot Springs National Park, Arkansas, has applied for a construction permit to increase power from 5 kilowatts night, 10 kilowatts day to 50 kilowatts day and night, change hours of operation from shares equally with KRLD to unlimited, install new transmitter and directional antenna for night use, move transmitter to near Wrightsville, Ark., and move studio to Little Rock, Arkansas (1090 kc).

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## BWC CLAMPS DOWN ON INTERNATIONAL RADIOPHONE CALLS

Restrictions on international radiotelephone calls were ordered by the Board of War Communications as follows:

"WHEREAS, The Board of War Communications has determined that the national security and defense and the successful conduct of the war demand the termination of certain international radiotelephone communications;

"Now, Therefore, by virtue of the authority vested in the Board by Executive Order No. 8964, dated December 10, 1941, Order No. 19, dated September 30, 1942, is hereby amended (Order No. 19-A) to read as follows:

"It is hereby ordered as follows:

"From and after the date hereof,

- "(1) Non-governmental business radiotelephone calls between the United States and Great Britain shall be permitted subject to the prior approval thereof from the Office of Censorship. No personal radiotelephone calls shall be permitted between the United States and Great Britain.
- "(2) No non-governmental business or personal radiotelephone call shall be made to or from any foreign point outside of the Western Hemisphere other than Great Britain or to or from the Bahama Islands or Jamaica unless such call is made in the interest of the United States or the United Nations and unless an agency of the United States Government sponsors such call and obtains prior approval therefor from the Office of Censorship; Provided, However, that this provision shall not apply to American press calls or radio broadcast programs, or to such other press calls and radio programs as may be specifically approved by the Office of Censorship.
- "(3) No calls of any nature, over the radiotelephone circuits under the jurisdiction of the United States, no matter where such calls may originate, unless sponsored and approved as provided in paragraph (2), shall be permitted to, from, or on behalf of, the following thirteen countries: Egypt, Finland, France, Iceland, Iran, Ireland, Latvia, Lithuania, Portugal, Spain, Sweden, Switzerland, and Turkey.
- "(4) Personal calls other than those prohibited in the foregoing paragraphs may be completed between two points in the Western Hemisphere.

"Subject to such further order as the Board may deem appropriate.

"Nothing herein shall apply to existing regulations governing the use of cable, telegraph, or radiotelegraph communications."

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## SENATOR CLARK PATIENTLY WAITS FOR PETRILLO

That James C. Petrillo had declared that the recording and transcription industry must make the next move to settle its seven-month fight with the American Federation of Musicians and that the long looked for Chicago meeting was all hearsay as far as Senator Clark (D.), of Idaho, who heads the Petrillo investigation committee in the Senate, was concerned.

"I haven't heard a word officially about it", Senator Clark said Thursday. "I am just waiting."

In a letter to the industry Mr. Petrillo, following the Chicago meeting, asserted that the suggestion, "particularly in view of your failure to make a single constructive suggestion towards a settlement of this dispute, is as arbitrary as it is audacious \* \* \*"

He said the Board concluded that his proposal that the union be paid a cash fee for every record made for public purpose was not considered "in good faith" by the industry's representatives.

"In short", the Petrillo letter continued, "you have failed to measure up to the test of good faith in collective bargaining which requires submission of counterproposals.

"There is nothing further we can present until you are prepared to submit in good faith constructive proposals for the solution of this tragic problem."

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## GAMMONS APPOINTS WASHINGTON ASSISTANT DIRECTOR

Earl H. Gammons, Director of Columbia's Washington station, has announced the appointment of Kenneth L. Yourd, as Assistant Director of the CBS Washington office.

Mr. Yourd, who has been a member of the Washington staff of WJSV in the capacity of legal counsel since June, 1941, takes over his administrative duties immediately. Because of governmental utilization of radio in the war effort and the increased operating problems at the present time, Mr. Yourd has been chosen to assist in the supervision of over-all operations in Washington, affecting not only WJSV but also the nation-wide network service of CBS, the handling of operating problems with various Federal agencies, and the representation of CBS in the numerous conferences called by the governmental agencies concerned with the wartime uses of broadcasting.

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## ENGLAND TAKES IT WITHOUT GROUSING, SAYS FRANK C. PAGE

An account such as only a war can inspire is a brochure "I Have Just Returned From England", written by Frank C. Page, Vice-President of the International Telephone and Telegraph Corporation. Mr. Page is particularly qualified to appraise the situation because as a son of our former Ambassador to Great Britain, Walter H. Page, during the first World War, he has not only a long and intimate acquaintance with the people there but has had exceptional opportunities upon which to base his present observations.

Mr. Page wrote his impressions purely for private distribution but he has very kindly permitted reprinting them here, in part, as follows:

"No one has yet told a true picture of England to me, nor have I seen one in the Press. It's so much better in people and so much worse in surface appearance than anyone I know in the U. S. realizes. First the people - they stand out and stand up and go on about their jobs, and it is an inspiring show. Second about things - I guess you have to see 'em before you can really understand. There is no going out in the morning and buying what you want. There are ration cards for everything from handkerchiefs to overcoats, from soup to nuts. Not a shortage that makes you uncomfortable; enough food, enough clothing, but no extras - repeat no extras. So the streets and shops are not crowded with shoppers as of yore and many, many stores are closed for the duration and 'leasehold for sale' or 'to be let' signs are omnipresent on the retail shopping streets. For instance, on Bond Street about one out of every three shops is open on a curtailed basis. Most of their windows are boarded up or screened except for a small section of show window. Most of the Burlington Arcade is closed. Most of the larger department stores on Oxford Street and down around Piccadilly are open. There are occasional empty spots due to the 'blitz'. In other words, the retail business over and above necessities, is definitely down, but curiously enough, while it is obvious, it does not seem to worry anyone; it's part of the war effort and is taken as a matter of course, and I have a sneaking feeling that much of the old retail bunk which was crammed down our throats by high-pressure selling and optimistic advertising are not coming back, and that may be a blessing. But the most interesting part to me is that it is taken in its stride by the people. I wonder if we will when it comes to America.

"While London on the surface has changed a great deal, when you see the people there doesn't seem to be any great change. They are certainly well enough fed, not particularly well clothed, enough but a little frayed, decidedly cheerful in a British way, going on about their war business, taking the regulations as a necessity without grouching, cracking their British jokes, a little too tolerant of the enemy but he is a definitely dangerous animal to them, not an unpleasant distant idea that he is here in the United States.

"The vast majority of private houses are closed. I feel sure that this is because of the cost of maintaining them rather than the

'blitz'. Nearly everyone lives in 'flats' or apartments and they are hard to find in London. If one is going to live on one's income, from the financial aspect one has to curtail to a minimum and that's further curtailed by the rationing. Coal is also rationed. There are no servants to be had and most of the people of every class are doing their own work. The well-to-do have curtailed just as much as anyone. One eminent baronet has closed up the whole front end of his pleasant house out in Surrey. His wife does the marketing and cooking; his daughter is engaged in war work; and he, himself, is attending to his own business and working on various government committees. They live in the kitchen and servants' dining hall and sleep in the two rooms above the kitchen.

"There is a definite change towards the Americans over the last war. The American is certainly welcome and the British are doing everything they can to make him comfortable and show him every form of hospitality and consideration. They regret their inability to entertain the American soldiers and their friends primarily on account of food rationing. Many Britishers spoke to me about it with sincere regret.

"It is perfectly evident that the Allies will win the war in the end. My impression is that Churchill rides on the top of the wave and that criticism of him or his administration is very mild compared with what you hear towards our Administration at home, and that he has the full and complete support of the British public. Everyone is working and takes it for granted that they should work - men, women and children. The social lines seem to be down a great deal, although the fellow with a title still gets the hereditary kudos which the British have always given him. But his daughter and son are doing the same job as everybody else and he is himself. They have ironed out many more of the war production and social organization problems than we have, and one has the feeling that they are extremely efficient in their pedantic way. They are not in any way chastened but they are frankly conscious of the most serious job that they have ever faced. They are going about it today with less bungling than they did after three years in the last war.

"You can go to many parts of London and not see much of the results of bombing. You go to other parts and even after places have been cleaned up you get an almost terrifying impression of how devastating bombing can be. St. Paul's Cathedral, undamaged, stands out like a pyramid in the midst of a desert of flattened buildings. On three sides every vestige of buildings has gone from one to three blocks away and only the foundations and cellars remain. On the other side the fronts of the famous Christopher Wrenn Dean's house and Parish houses stand with the back end of them blown completely out. As you go further into the East End of the city it is even worse. That all happened over a year ago. The walls of buildings still standing are shored up, the debris has been cleared away, the streets have all been repaved, many of the cellars have been converted into reservoirs filled with 'static water' for emergency fire purposes, and - life goes on as before.

"The taxi cabs and busses are 90% of the passenger traffic on the streets. The balance are business or government cars. There is no private driving whatsoever. There seem to be plenty of taxis except in a rain storm or at night. The taxi driver has three gallons a day which, with a London taxi, gives him about eight hours of travel.

"London closes up about eleven o'clock at night, although people still stay around the hotels up to midnight, and the dancing goes on in various of the restaurants after that time. Actually there is just about nothing to do in London after you finish dinner. There are a lot of small restaurants where the food is a little better than in the hotels. If you order ahead of time you may be able to get a steak. The theatres and movie houses are going strong and are full. The theatres start at about six-thirty and are out in time for supper before the eleven o'clock closing."

(To be concluded in an early issue)

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#### OWI CHIEF CRACKS BACK AT CONGRESSIONAL CRITICS

Elmer Davis, Director of the Office of War Information, obviously struck back at his Republican critics on the Hill, Senator Taft, of Ohio, and Representative Taber of New York, when he issued this memo to his staff:

"Lately this office, although its staff and leadership include people of diverse political opinion, has been accused of partisan political activity. For this accusation no evidence has adduced except one article in one issue of one periodical (the magazine Victory), intended for distribution only to foreign peoples.

"However such attacks may be expected to continue until the election of 1944. It is the duty of all staff members to continue so to conduct themselves that there shall never be any basis for such criticisms, in the judgment of fair and intelligent observers. OWI can no more be concerned with politics than can the Army or the Navy.

"Our sole function is to contribute to the winning of the war. We must take care that the utility of this office as an instrument to that end is not impaired by any action of ours, whatever injury to it may be attempted by others."

Mr. Davis told his press conference he had invited Senator Taft by letter to point out any propaganda in his radio talk and "so far I have not received any reply".

To a reporter's question whether he intended to give a showing of OWI films as a reply to Mr. Taber's accusations, he replied: "We are not going to try to compete with the circus."

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## PAUL WHITEMAN NAMED DIRECTOR OF MUSIC FOR BLUE

Paul Whiteman, dean of modern American music, Wednesday was named Director of Music for the Blue Network Company by Mark Woods, Blue Network President.

Following a conference with Mr. Woods and Phillips Carlin, Vice-President in Charge of Programs of the Blue, Mr. Whiteman left for the West Coast where, for the next three months, he will make his headquarters at the Blue Network studios in Hollywood. While on the coast, Mr. Whiteman will conduct five concerts with the Los Angeles Symphony Orchestra and will also complete his current engagement on the Burns and Allen show on the Columbia Broadcasting System.

On his return from the West Coast in June, Mr. Whiteman will make his headquarters at the Blue Network offices in Radio City. He will be in charge of all musical programs presented by the network, acting in a supervisory capacity, planning musical programs and co-operating in the production of new programs which will be submitted to potential commercial sponsors. In addition to his duties as Director of Music for the Blue, Mr. Whiteman will continue, from time to time, to make personal appearances. He will also be available for consultation concerning the musical portions of programs now being broadcast over the network by commercial sponsors.

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TRADE NOTES

A \$100,000 war-bond pledge won for G. A. Richards, President of Station WJR, Detroit outlet of Columbia network, a coveted memento, a water-soaked airline pass, carried by Eddie Rickenbacker on his historic Pacific mission, three weeks of which were spent on a rubber raft in open sea.

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A specific postwar purchase plan under which a down payment made during the war would give a buyer priority on delivery after hostilities end was announced this week by the Radio Corporation of America. Sound and other equipment for theaters, manufacture of which has been halted, would be available under the plan.

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Walter Toscanini, a son of Arturo Toscanini, formerly with the RCA Manufacturing Co., Camden, N. J., has joined the Music Division of the National Broadcasting Company. He is a native of Turin. In 1938, after being ousted from his Italian book publishing business because of his firm stand against Fascism, he came to this country and applied for American citizenship.

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Martin Agronsky, famed war correspondent and battlefront broadcaster, has joined the BLUE Network's staff of Washington commentators, it was announced this week by G. W. Johnstone, Director of News and Special Features.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

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## BLASTS OWI URGING IT QUIT RADIO PROGRAM BUSINESS

Becoming more and more numerous, one of the worst attacks on Elmer Davis and the Office of War Information was launched by Representative Ditter (R), of Pennsylvania, who called Mr. Davis and his associates "starry-eyed zealots wasting money by the millions" and especially blasted their radio program making efforts saying that this should be taken away from them entirely and put into more competent hands.

Mr. Ditter's charges were all the more significant due to the fact that he is a member of the House Appropriations Committee where Mr. Davis will soon have to go to get his annual budget considered. Also it comes on the heels of charges by Representative Taber (R), of New York, another committee member, of OWI's publications, which he called fourth-term propaganda for President Roosevelt, and by Senator Taft (R), Ohio, of what he called "Commandeering" of radio stations by Elmer Davis, OWI Director. Mr. Davis denied that he commandeered any radio time or engaged in political propaganda.

"Enough evidence has already been uncovered by the press and by Congress to show that the Office of War Information is running wild with its millions of dollars supposedly appropriated to tell the people of America and people abroad facts about the war," Representative Ditter stated.

"The whole effort apparently has drifted now from facts to propaganda with thousands of starry-eyed zealots out to sell their particular pot-of-gold to a bewildered people. My information from the newspaper field, from radio, motion pictures, and magazines is that, with a few scattered exceptions, finding men of experience - men who had previously established reputations as publicists or producers - in OWI is like finding Eskimos in Tunisia.

"I shall propose to Congress that OWI become only a coordinating agency and that it go out of the field of producing radio programs, movies, and magazines, and leave that to those who know how. OWI has no more use for hundreds of script writers and inept dramatists than the White House has for a blacksmith shop to make tanks.

"Also Congress should specifically prohibit the Government from soliciting advertising for magazines or producing radio programs at Government expense for commercial sponsorship. We have established media in these fields which the people trust.

"To create confidence, and to get a better job done, let OWI ask the organized groups - the American Newspaper Publishers' Association, representing the daily press; the National Association of Broadcasters, the Motion Picture Producers and Distributors, the National Editorial Association, representing the weekly press, and the National Publishers' Association, representing magazines, to draft outstanding committees of top executives to cooperate with the Government and direct the information program.

"With such committees, Mr. Elmer Davis will then have only to inform them of a particular subject needing attention - point rationing or bond sales, for instance - and they have the facilities for reaching the people. I have no doubt of their full cooperation both in giving their time and money."

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#### OPA WARNS ON RADIO TUBE SERVICE RACKET

Any store or repair shop which refuses to sell tubes except to a customer who brings in his radio and pays a service charge is violating the General Maximum Price Regulation unless that practice was customary with the store or shop in March, 1942, the Office of Price Administration warned yesterday (Monday).

Instances have been brought to the attention of OPA where prospective buyers of radio tubes have been compelled to go to the expense and inconvenience of transporting radios to stores selling tubes and of paying a service charge in addition to the cost of the tube, because the stores would not sell the tubes otherwise.

Where stores or repair shops did not require this in March, 1942, the base period of the General Maximum Price Regulation which governs retail prices of radio tubes, the subsequent introduction of this service charge, and of the requirement that the customer bring the radio to the shop, is a violation of the regulation, OPA said.

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#### SENATOR WHEELER REPORTED BETTER

Inquiry at his office brought the reply that Senator Burton K. Wheeler, now in the Naval Hospital in Washington "is getting along nicely". No time was set, however, for his leaving the hospital.

Senator Wheeler was reported to be suffering from an ear infection and the results of a heavy head cold.

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## WALB (COX) HEARING RESUMES IN ATLANTA APRIL 5

The hearings of Station WALB, owned by the Herald Publishing Company of Albany, Ga., for renewal of license, which were to have been resumed today (Tuesday) by the Federal Communications Commission have been adjourned to Monday, April 5th, when they will be held in the Federal Building in Atlanta at which time it is expected that sufficient evidence will be presented to complete the case.

It was from these hearings that charges arose against Representative Cox (D), of Georgia, which resulted at the instigation of Mr. Cox of the House ordering an investigation of the Federal Communications Commission by a special committee headed by Cox which is expected to begin its work next month.

In connection with the Atlanta hearings, the FCC announced that it will not require the further attendance of C. D. Tounsley, of the Albany Herald, a previous witness, if convincing evidence is presented to the Examiner that Mr. Tounsley's attendance at the hearing would be seriously detrimental to his health.

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## PARTIAL REPORT SHOWS 139 STATIONS OPERATING AT LOSS

According to Chairman James L. Fly of the Federal Communications Commission, a partial report reveals that 139 small stations reported operating losses for 1942. Annual reports have been received from 722 commercial broadcast stations; 105 stations reported profits less than \$2,500, and 478 stations reported profits in excess of \$2,500.

"How many of those 139 stations might have been losing right along, or are newly licensed?" Chairman Fly was asked.

"Off hand, I don't know the answer, but I expect that has been analyzed", he replied. "Of course there are other questions underlying there that have to be looked at - the relationship of these stations which are losing money on the fringes - other questions are involved, of course.

"Did you ever make an estimate of the number of stations which you believe will require some additional financial aid during the year?"

"No, I have not made a formal estimate", Mr. Fly said, "but a rough assumption would be around 200. I chose a round figure for no specific reason. I had a hunch that if 200 stations got some additional advertising revenue that would leave the industry in pretty fair shape, but I want to emphasize that this simply is a very crude assumption."

About 180 small stations have yet to report.

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## FLY AND BROADCASTERS' ASSOCIATION KISS AND MAKE UP

After a coolness of almost two years following his bitter denunciation of the organization at the St. Louis Convention in May, 1941, James Lawrence Fly will address the War Conference of the National Association of Broadcasters to be held in Chicago, April 26-29.

In his letter of acceptance to Neville Miller, President of the NAB, Chairman Fly stated:

"More than ever before it is essential that we have a sturdy broadcasting industry because of its important role in military and civilian morale. Both the Government and the individual broadcaster are determined that the broadcasting service shall be maintained unimpaired. I believe that this meeting will help us all in doing that job."

Mr. Fly expects to discuss manpower materials and wartime problems confronting station operators.

The row at St. Louis was caused by Chairman Fly, who the previous day had been allowed to have his say on the subject, not being permitted to reply to an attack on the FCC network monopoly regulations made by Mark Ethridge. Immediately after Mr. Ethridge spoke, Mr. Miller adjourned the meeting but when told that Mr. Fly had expected to be given a chance to reply, offered to call the members back. Chairman Fly, however, walked out in rage and later, applying a quotation of John Randolph, remarked that "the NAB is like a mackerel in the moonlight. It both shines and stinks." Mr. Miller and others made numerous attempts to heal the breach but it wasn't until Mr. Fly accepted the Chicago invitation this week that the reconciliation was finally effected.

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### WOULD EXPEDITE TELEGRAPH MERGER

If Chairman Fly of the Federal Communications Commission had his way, he would lose no time bringing about the Western Union-Postal merger. Discussing this, he said:

"I have the impression that progress is being made. As you know, the background and a lot of the spade work has been carried on and within the last week further inter-company conferences have taken place, and I think they are getting down pretty seriously to the dickering. Of course we all feel that that is the thing that must be done and must be done promptly. As a matter of fact, I have the feeling that it is to the best interests of everybody, including the companies, to get in and get that business done as soon as may be. However, I have no conjecture as to when the gap of differences between the negotiators will be closed."

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## NEW TYPE OF U.S. MICROPHONE DESCRIBED

A microphone development is described and the fact is made known by Drew Pearson in his syndicated column that the Government is seeking new sources of quartz crystal.

"Army Signal Corps has developed a new type of radio microphone which may bring a permanent change in civilian radio practices", Mr. Pearson writes.

"The need for speaking by radio from one tank to another, while keeping the hands free, resulted in development of a 'throat microphone' which was attached to the man's throat, and picked up the tones of voice by vibration.

"Now comes a further development in the form of a 'lip microphone', which is attached lightly about the mouth, and is so close to the voice sound that it picks up this sound alone, without receiving the 'ambient' noises. In other words, the thunderous sound of a tank in operation is omitted entirely.

"The invention will have obvious uses for radio announcers in places of confusion, such as football games, and also it will be usable for studio actors, enabling them to move freely about the studio, in the course of a dramatic scene, instead of being anchored to a floor mike.

"Supplies of radio quartz crystals from Brazil are inadequate to meet tremendous war demands, and the Signal Corps is scratching for quartz in Pennsylvania, North Carolina, Georgia, Oklahoma and Arkansas . . . Signal Corps officers have found that police car radios are not sturdy enough for use in tanks. Col. R. V. D. Corput sent a pair of General Electric officials for a tank ride, with a police radio, and after a mile of open road, the radio was shaken to pieces . . . Life rafts are now being equipped with radio sending sets, so shipwreck survivors can broadcast an SOS. . . United States Army is now equipped with plows. They are towed behind a truck for use in wire laying, to establish communications in the field."

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Predicting that we will have television after the war, Winston Churchill last Sunday said:

"When the fetters of wartime are struck off and we turn free hands to the industrial tasks of peace, we may be astonished at the progress in efficiency we shall suddenly find displayed. I can only mention a few instances. The ceaseless improvements in wireless and the wonders of radio location applied to arts of peace will employ the radio industry."

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## FCC QUERIES MC NUTT ON MANPOWER SITUATION

Chairman James L. Fly of the Federal Communications Commission, has passed along to Paul McNutt of the Manpower Commission a complaint that in a certain broadcasting station some of the local officials were taking the view that they might distinguish between stations, that is, that while conceding that radio broadcasting service was essential, or at least taking the pronouncements of policy on that subject, they still appeared to take the view that they should decide which stations were essential or whether more than one or more than two were essential.

"Their action in distinguishing between which station is essential and which is not is not involved in a statement to that effect? You were simply deducing to where they handle individual cases?" Mr. Fly was asked.

"Well, I think I can tell you more explicitly that it concerned a letter written by one of the local officials who took the view that essential classification of broadcast stations 'does not mean that every radio station is essential to the support of the war effort', the Chairman replied.

"Has your attention been called to a similar situation any place else, or is this just one incident?"

"I am inclined to think that this question has come up in one or two instances", Mr. Fly answered.

"Do you feel that, generally speaking, local draft boards have been pretty decent?" the FCC was asked.

"Yes", the Chairman replied, "I would conjecture that they have been pretty fair and decent about the whole business in general."

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## DENIES PROTEST TO REQUEST RADIO TO USE ADS

Despite published reports that operators of several radio stations have written to Vincent Callahan, Director of Radio and Press for the Treasury War Savings Staff, allegedly protesting against his suggestion that they boost War Bond sales through newspaper advertising, Mr. Callahan said he has not received a single letter on the subject.

Mats were sent by Mr. Callahan's staff to each of the 870 standard broadcast stations, and it was urged that newspaper space be used to promote securities sales. The Government official said a great many stations use newspapers regularly and it was hoped that they might see fit to devote their space to the bond campaign on one or more ways.

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PROGRAM DIRECTORS' EXECUTIVE COMMITTEE TO MEET

The first meeting of the National Association of Broadcasters Program Directors' Executive Committee will be held in Washington at the NAB Headquarters on N Street, N.W., this week Wednesday and Thursday, March 24-25. The first day's program will be:

Wednesday - Morning Session - 10 A.M.

Statement of Purpose of Meeting - Neville Miller, Pres., NAB  
Work of Code Committee - Earl Glade, Chairman, NAB Code Committee  
Work of Sales Managers Committee - Lewis H. Avery, Director,  
NAB Department of Broadcast Advertising  
Report on BMI Program Directors' Meeting - Roy Harlow, BMI  
Programs and Public Relations - Willard Egolf, Assistant to  
President, NAB

Luncheon - 1:00 P.M. - Guests: Program Managers of Washington member stations - Martin Wickett, WJSV; Jack Edmunds, WMAL; Carleton Smith, George Y. Wheeler, WRC; Norman Reed, WWDC

Afternoon Session - 2:30 P.M.

Recent Program Trends - Willard Egolf  
Nature of Recent Complaints - Plug Uglies, etc.  
What Can be Done to Help Program Directors: (a) Commercial Programs; (b) Sustaining Programs; (c) War Programs  
Character of Information Needed  
Value of Case Histories  
Small Stations' Problems  
Value of a Joint Meeting of Program Directors and Sales Managers Committee with Selected Group of Advertisers, Agencies and Station Representatives  
Value of Column for Program Directors in NAB REPORTS  
Value of Program Awards

Cocktail Party - 5:00 P.M. - NAB Headquarters  
Guests: Trade Press; NAB Staff

Thursday - Morning Session - 10:00 A.M.

Plans of Program Directors for NAB War Conference April 27-29  
Plans of Program Directors for future NAB District Meetings  
Plans and Scope of Permanent Program Activities of NAB

Among the others expected to attend the meeting are William Adams, WCHS; J. Robert DeHaven, WTCN; Harold Fair, WHO; Robert L. Kennett, WHAS; Robert Landry, CBS; Clarence Menser, NBC; Herbert C. Rice, WGR; Ray Shannon, KQV; Tod Williams, WSPD.

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## NEW TOPS CALL LETTERS FOR CBS CAPITAL STATION

Radio Station WJSV, the Columbia Broadcasting System's outlet in the Nation's Capital has received authorization from the Federal Communications Commission to change its call letters to WTOP, effective April 4, Carl J. Burkland, General Manager, announced last week.

The reason for this change, Mr. Burkland said, is to impress the station's identity more easily upon the minds of the thousands of new listeners who have come to Washington.

"It is an established fact", he said, "that call letters which spell a word are remembered by the listeners."

Surveys made over several years have indicated that the call letters, WJSV, have confused many listeners, particularly since they no longer have any association with a slogan or personnel of the station. WJSV was taken over in 1932 from the late James S. Vance, whose initials formed the call letters.

WTOP, also aids the listener through its association with the top of the dial, since the station is located at the high frequency end of the broadcast spectrum, operating on 1500 kilocycles, with 50,000 watts power. Convenience alone dictated the change requested of the Commission.

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## MENCKEN APPRAISES FATHER COUGHLIN

In his latest book, "Heather Days", in a chapter, "Beaters of Breasts", discussing Bryan, Al Smith, and others, H. L. Mencken has this to say about Father Coughlin:

"Coughlin has a velvet voice, but like his great rival on the air, Roosevelt II, he is much less effective fact to face. For one thing he is totally lacking in dramatic gesture, for his long training at the mike taught him to stick firmly to one spot, lest the fans lose him in the midst of his howling. It is, of course impossible for an orator with passion in him to remain really immovable, so Coughlin has developed a habit of enforcing his points by revolving his backside. This saves him from going off the air, but is somewhat disconcerting, not to say indecent, in the presence of an audience.

"After the convention of his half-wits in Cleveland in 1936 a report was circulated that he was experimenting with a mike fixed to his shoulders by a stout framework, so that he could gesture normally without any risk of roaring futilely into space, but if he actually ever used it, I was not present, so cannot tell you about it."

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 ::: TRADE NOTES :::  
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NBC led in a newspaper poll last week when The Milwaukee Journal released the results of its 13th annual balloting by listeners. Of the 20 classifications, NBC stars and programs took 12 first places, CBS drew three, Mutual one, and four were unaffiliated with any network. In the principal classification, "Favorite Programs of All", NBC took 16 and CBS five of the 21 listed.

Decca Records reports salaries paid all officers and directors grossed \$200,869 last year. Bing Crosby received \$298,946 in royalties during the year and Tommy Dorsey, the jazz band director, \$79,302.

Progress in the control of statistical report forms of Federal agencies was announced last week by Harold D. Smith, Director of the Bureau of the Budget, who particularly cited ten agencies which have set up internal control units to improve the quality and coordination of their questionnaire forms. Internal statistical control units will be established by other Federal agencies, and in addition several agencies have informal arrangements for clearing all proposed forms within the agency before submission to the Bureau of the Budget.

"Transatlantic Call: People to People", and seven other CBS programs, are among those recently recommended by the Women's National Radio Committee through its "Radio Review" for this month listing "Important Programs in War Times".

An order to cease and desist from entering into or continuing any agreements or understandings to fix prices has been issued by the Federal Trade Commission against five manufacturers of unpatented electrical alloy resistance wire and their trade association, the Electrical Alloy Section of the National Electrical Manufacturers Association, 155 East 44th St., New York. The respondent manufacturers are Alloy Metal Wire Co., Inc., Prospect Park, Pa.; Hoskins Manufacturing Co., Detroit; Wilbur B. Driver Co., Newark, N.J.; C. O. Jelliff Manufacturing Corp., Southport, Conn.; and Driver-Harris Co., Harrison, N.J.

The Commission closed without prejudice its case against two of the respondents, William J. Donald, Managing Director of the National Electrical Manufacturers' Association, and George B. Cumming, Executive Secretary of the respondent Electrical Alloy Section. The Commission found that Donald is not the Managing Director of the respondent section, as alleged in the complaint, and that Cumming had no personal knowledge of certain correspondence exchanged by the respondent manufacturers and which related to their understandings with respect to prices, discounts and terms of sale.

Manufacturers of electric soldering irons, through their Industry Advisory Committee at a meeting in Washington last week presented to officials of the War Production Board their views on simplification and standardization of their products. It was brought out at the meeting that limitations on models and specifications are definitely in prospect.

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 According to C. E. Hooper Radio Reports, Campana's Mutual net series, "First Nighter" co-starring Barbara Luddy and Les Tremayne, goes credit for the largest gain in nationwide listening audience of any network show in the country. "First Nighter" gained 4.7 percent from the last published rating of 7.4 to now give it a national rating of 12.1.

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 On March 21st, Station WFMD, Frederick, Maryland, became a member of the Columbia Network. WFMD will be a special supplementary station to CBS's Basic Network.

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 Stromberg-Carlson Telephone Co. earned \$534,053, or \$1.69 a share in 1942, against \$470,973 or \$1.54 a share in 1941. Profits were after all charges but subject to changes resulting from renegotiation proceedings, which will apply to 70 percent of 1942 billings.

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 Representatives of all religious denominations participating on WOR-Mutual's "Radio Chapel" and daily "Minute of Prayer" met at a luncheon at the Waldorf-Astoria Hotel Monday (March 22), to discuss how radio can help religion in time of war on both home and battle fronts. Present at the luncheon were representatives of the Federal Council of Churches, the Synagogue Council of America, the Catholic Charities of the Archdiocese of New York and the Christian Science Committee of Publications. Miller McClintock, President of the Mutual network presided as Chairman.

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 Columbia Broadcasting System, Inc. - For 52 weeks ended Jan. 2, 1943: Net income was \$4,123,698, after \$4,350,000 income and excess profits taxes, net of \$210,000 post-war refund. This was equal to \$2.40 a share, comparing with \$4,804,734, after \$3,800,000 taxes and \$220,000 special provision for contingencies, or \$2.80 a share, for the preceding fifty-three-week fiscal year. Gross income from sale of facilities, talent, lines, records and other services was \$62,211,573, against \$59,456,305, and net receipts after discounts, commissions, returns and allowances were \$44,662,363, against \$42,378,991.

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 An invisible "raincoat" which can be formed on cloth, paper and many other materials by exposing them to chemical vapors from a new compound, thereby making them water-repellent, has been developed in General Electric's Research Laboratory at Schenectady, N.Y., by Dr. Winton I. Patnode. Called Dri-Film by the G.E. Electronics Department, which will market the new compound, one of its most important uses so far is the treatment of ceramic insulators for radio equipment being made for the armed forces of the United States. It is about nine times more effective than the wax used at present as a water repellent, and its results are permanent.

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## WCFL TO BROADCAST SENATE POSTWAR PLANS

Senators sponsoring postwar plans accepted an invitation from the Chicago Federation of Labor to make four radio broadcasts for use on the Federation's station WCFL, in Chicago. Earlier, the Federation had offered its facilities and promised that if the Senators would make transcription records, the station would broadcast them to "millions of listeners" in the Midwest.

"Our support goes out to aid you", the invitation stated, "and defeat those who would not prepare after the last or before this war and who now propose to make this globe a sandpile for ostrich nations after this war has terminated."

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## N.Y. GUILD THEATER TO BECOME WOR-MUTUAL THEATER

One of New York's finest playhouses - the Guild Theater, for two decades scene of many of the Theater Guild's greatest productions - has been leased to Station WOR, of the Mutual Broadcasting System, as a radio theater. In its new role, the famous house will be known as the WOR-Mutual Theater.

WOR is expected to take occupancy sometime in April. At the same time, it will vacate the New Amsterdam Theater Roof which has served as the WOR-Mutual Radio Playhouse for the past seven years. The new WOR-Mutual Theater will serve as the originating point for all major WOR and Mutual network broadcasts requiring audience facilities.

In announcing the leasing of the playhouse to WOR, Lawrence Langner, founder and administrative director of the Theater Guild, stated that this association with WOR might be expected to lead to further cooperation between the two organizations in the field of radio and drama.

It was pointed out by the Theater Guild that WOR will take over only the theater itself. The Theater Guild Building which houses the Guild administrative offices will, however, continue to function as Theater Guild headquarters.

The decision to lease the theater to WOR, it was explained, was due to the fact that it is too small to accommodate larger Guild productions or to satisfy many of the stars and playwrights who share in the gross receipts.

The Guild Theater, located on West 52nd St. between Eighth Avenue and Broadway, seats 950 persons - an ideal size for a radio theater. According to WOR engineers, the theater has excellent acoustics for broadcasting. The stage is large enough to accommodate a full-size symphony orchestra.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

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

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No. 1515

March 26, 1943

## RYAN RELAXES FOREIGN LANGUAGE BROADCAST REQUIREMENTS

The request of the Office of Censorship that the managements of domestic radio stations broadcasting in foreign tongues require English translations of such programs was dropped this week, it was announced by J. H. Ryan, Assistant Director in charge of the Broadcasting Division.

In a special notice to all stations broadcasting in languages other than English, Director Byron Price asked that suggestions in Section III of the Code of Wartime Practices for American Broadcasters (Edition of February 1) requesting English translations of foreign language script, be deleted.

"We have been studying foreign language broadcasting in the United States intensively for six months", Mr. Ryan said. "Our study has shown that the original factors which prompted us to suggest that English translations be required no longer exist.

"Our original purpose was to establish a format which would make more effective the voluntary efforts of managers of these media in censoring their own operations. In the early stage of this procedure, we felt there should be some check, in English, against the foreign version. The voluntary efforts of broadcasters, pursuing the suggestions of the Code, in staffing capable linguistic censors now makes possible a relaxation."

The notice emphasized that this deletion from the Code did not detract from the importance of other suggestions in the foreign language section, Mr. Ryan added.

He announced that Edward H. Bronson, Chief of the Foreign Language Section, left March 23rd to visit stations in Texas, Arizona, New Mexico and southern California, where he will confer with foreign language broadcasters. Mr. Bronson completed a similar tour of New York stations last week. Representatives of the Office also will visit New England, midwestern States and northern California foreign language broadcasters soon.

The statement, the tenth made to American broadcasters by the Office of Censorship, said:

"In Section III (Foreign Language Broadcasts) of the Code of Wartime Practices for American Broadcasters (Edition of February 1, 1943), make following changes:

"Paragraph (b) Scripts, line four of paragraph, delete -  
'with an English translation.'

"Paragraph (b) Scripts, line nine of paragraph, delete - 'with their translations.'

"Paragraph (c) Submission of Scripts, line three of paragraph, delete - 'When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted.'

"This means that the Office of Censorship no longer deems it necessary in the interest of security for management of radio stations broadcasting programs in foreign tongues to request English translations of such programs.

"All other requests in Section III of the Code still apply."

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#### PHILADELPHIA CHOSEN FOR FM PROGRAM EXPERIMENT

An estimated 17,000 homes in the city of Philadelphia, Pa., are to have eight hours of continuous FM radio programs daily under a new plan of broadcasting approved this week by the Federal Communications Commission for a trial period of 90 days. The specific actions of the Commission was the granting for 90-days a joint petition of the Pennsylvania Broadcasting Co., the WFIL Broadcasting Co., the WCAU Broadcasting Co., and the William Penn Broadcasting Co., Inc., for a waiver of Section 3.261 of FCC Rules and Regulations, which prescribes a minimum number of hours of operation for each licensee.

In conformity to this rule stations W49PH (Pennsylvania Broadcasting Co.), W53PH (WFIL Broadcasting Co.), W69PH (WCAU Broadcasting Co.), and W73PH (Wm. Penn Broadcasting Co.) are now on the air with split schedules for a minimum of six hours per day. Under the Commission's 90-day special waiver the four stations will be able to operate under a cooperative plan of broadcast rotation, which will keep on the air each day from 3 P.M. to 11 P.M. one station out of the four participating. Each station will have one regular day of the week for its programs, while remaining days will be rotated. Daily announcements over the air and by printed media will inform the listening public on the broadcast schedule to be maintained.

Wartime necessity for conserving critical materials, electric power, record libraries, transcriptions, and for making use of depleted manpower, were advanced by the four petitioners as reasons for granting the waiver. The stations are planning to pool all their spare parts and equipment which will be distributed to each stations as the need arises. A Committee of Coordinators, composed of a representative of each station, is to supervise and coordinate the programs of the stations so that the public may obtain the best possible program service under present conditions.

While service areas of the four stations do not coincide, all of the cooperating stations do cover Philadelphia and its immediate environs. One other FM station in addition to the petitioners, W57PH, operates in that city.

This is the first such plan of operations to be proposed to the Commission. Under the plan no one station could be on the air more than twice in one week.

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#### RADIOPHOTO SERVICE TO BE OPENED WITH OTHER FRONTS

The War Department last Monday released six photographs of the battle of Gafsa taken the Saturday before and simultaneously announced the establishment of a fast picture transmission service between Washington and Allied Headquarters in North Africa. The photos were apparently flown from the front lines to the headquarters then sent by a combination of land wires and radio over machines commonly in use in this country by picture services and newspapers.

The transmission time in each instance was 7 minutes. The new service operated by the Signal Corps makes it possible for a reader on this side of the Atlantic to see in his newspaper a picture of a battle on the day the battle occurs. It will be expanded as other fronts are established. Two-way operation is provided. News pictures of interest to American soldiers will be sent from this country for use in soldier publications abroad. Weather and similar charts also maps will be exchanged between Washington and North African headquarters.

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#### R. C. A. COMMUNICATIONS GRANTED RABAT CIRCUIT

The Federal Communications Commission this week granted the application of R. C. A. Communications, Inc., for special temporary authority to communicate from its station at Rocky Point, N. Y., with Rabat, French Morocco, subject to the following reservation:

"The Commission at this time does not desire to delay the institution of the proposed direct service pending a determination of the question of the justness and reasonableness of the applicable rates, and, accordingly, such question will be the subject of prompt inquiry."

The Commission also included in the authorization a provision authorizing RCAC to publish and file the proposed reduced charges to become effective on not less than one day's notice.

At the same time, the Commission denied a request of Mackay Radio and Telegraph Company, Brentwood, N. Y. to establish a circuit with Rabat.

## ATLANTA'S STORMY WGST GETS 90-DAY REPRIEVE

There was another move this week in a stormy political case when the Federal Communications Commission agreed to extend the license of WGST, Georgia School of Technology, Atlanta, on a temporary basis for a period of 90 days. It was stated further that the Commission will consider the renewal of WGST's license provided it is given assurance that the station itself will assume the full responsibilities of a license.

Actually WGST has been operated by Southern Broadcasting Stations, Inc. and that was where former Gov. Eugene Talmadge came into the picture with brimstone and fire. Also the entire Georgia delegation. All appeared to be more or less interested in Southern Broadcasting, Inc. Upon investigating to see what, if any, other stations Southern Broadcasting, Inc. controlled, the FCC dug up the fact that there was a hidden ownership in WALB at Albany, Ga. This marked the entrance of Representative Cox of Georgia, alleged to have been retained by WALB, which covers his district.

The fight that followed between Mr. Cox and Chairman Fly wound up in the bitter denunciation of Fly on the floor of the House and the House ordering an investigation of the FCC with Representative Cox as Chairman of the investigating committee.

In its conclusions regarding Station WGST last Wednesday, the FCC states, in part:

"The Communications Act and the Commission's rules firmly establish the principles that the licensee is and must be responsible for the control and operation of the station, that before becoming a licensee he must show qualifications which satisfy the Commission that as a licensee he will discharge his duties and responsibilities in the public interest, and that the licensee may not transfer to any person his responsibilities as licensee except with the Commission's written consent on written application therefor.

"In this case, while the present operating agreement with Southern Broadcasting Stations, Inc. contains language purporting to give the licensee the right to control the operations of Station WGST, the actual duties and responsibilities of the licensee with respect to this station have been assumed by Southern Broadcasting Stations, Inc. to the almost complete exclusion of the station licensee. The Georgia School of Technology as the licensee of WGST has failed to assume the responsibilities and to discharge the duties of the licensee of a radio broadcasting station as required by the Communications Act of 1934, as amended, and the Commission's Rules and Regulations. This failure to comply with the provisions of the Communications Act of 1934, as amended, and the Commission's Rules and Regulations, has been due in some measure to misunderstanding and lack of knowledge rather than to bad faith on the part of the licensee.

"Under the present circumstances, the license cannot be renewed. However, no useful purpose would be served by refusing to renew the license under any and all conditions. Moreover, a continuation of the program service of Station WGST under proper management will serve the public interest.

"The Commission will consider the issuance of a renewal of license to Georgia School of Technology provided the Commission is given assurance that the applicant is prepared to and will in fact assume and discharge the full responsibilities of a licensee. \* \* \* \* In the meantime the Commission will permit the continued operation of Station WGST under temporary extension of license for a period of 90 days from date."

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#### ELMER CONTINUES TO BANG BACK AT CONGRESS

Having evidently decided that the thing to do is to bang back at Congress shot for shot, Elmer Davis, remarking that he was sorry to have to use the Government paper necessary to do it, fired this statement at Representative Ditter (R), of Pennsylvania, who had blasted Elmer earlier in the week:

"It has been stated by Congressman Ditter that OWI ought to cooperate with organized groups from radio, press and motion pictures to get war information to the people. That has been OWI's policy from the start and will continue to be.

"The press, radio, magazines, motion pictures, and advertisers of America have gladly spent many hundreds of millions of dollars to carry war information to the American people. OWI has a current domestic budget of only \$9,000,000. If OWI were to attempt to do the entire job of war information by itself, it would require a budget of many hundreds of millions. OWI believes and will continue to believe that the job of informing the people can best be done through established media, and that the main task of a Government office of information is to secure the cooperation of these media and to give them materials and information which they require. We have done this, and here is the record to prove it:

"By far the principal activities of the Domestic Radio Bureau of OWI are concerned with furnishing information to established radio programs. Beginning over a year ago, working advisory committees from the industry were established to guide and aid this work. These include: the Station Advisory Committee of representatives from such industry organizations as the National Association of Broadcasters, the National Independent Broadcasters, the Clear Channel Broadcasters and others; the Network Advisory Committee of program managers from the four major networks; the Regional Consultants Committee of leading station owners in all sections of the country; Advertising Council Radio Committees in New York, Chicago and Hollywood; and the Talent Committee of 25 of top radio artists of the networks.

"A system has been established for the orderly use of the time and talent donated by the radio industry and sponsors of radio programs. Through their cooperation, nearly \$90,000,000 worth of radio time and talent have been made available for war purposes - at but little cost to the government.

"As an integral part of this procedure, 'Fact Sheets' and background material are furnished regularly to writers and producers of commercial and sustaining radio shows to be used by them as they most effectively can.

"The only production and writing on the part of OWI concerns the writing of one 15-minute program on NBC; one 30-minute program on Mutual; a 15-minute recorded series produced principally at the request of local stations who do not have dramatic production facilities and cannot be serviced by network facilities; and 16 one-minute spot announcements a week for use by stations. This is done with a staff of six writers.

"The Domestic Branch is staffed by many key figures from newspapers, magazines, radio, and advertising, many of whom have left their private posts to join OWI at a considerable personal sacrifice."

Representative Ditter had told the House that he was informed that with a few scattered exceptions, finding experienced publicists and producers in OWI was "like finding Eskimos in Tunisia". He also charged that the whole OWI information set-up had drifted "from facts to propoganda, with thousands of starry-eyed zealots out to sell their particular pot of gold to a bewildered people".

Mr. Davis retorted:

"Apparently Mr. Ditter thinks there should be no OWI. That's all right if a majority of Congress wants it. Meanwhile, we're trying to do a job. I suppose I'm one of those starry-eyed zealots he referred to and you should weigh carefully what I say."

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#### INCREASED POWER FOR BITTER ALASKAN WARTIME COVERAGE

So that it might be of greater service during the war, the Federal Communications Commission has granted a construction permit to KFQD, operated by the Anchorage Radio Club at Anchorage, Alaska, to install a new transmitter and increase power to 1 KW, provided the station satisfies complaints of blanketing.

This grant is made to the Anchorage Radio Club with consent to transfer to William J. Wagner as soon as transfer has been completed.

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## DRAFT DODGING CHARGED TO 37% FCC WORKERS; ALSO OWI

Draft dodging charges were hurled at both the Federal Communications Commission and the Office of War Information. Chairman James L. Fly disclosed that deferment had been asked for 391 men out of a total of 1,035 in the 18-38 draft age group - 37% - in the FCC.

Representative Harness (R), of Indiana, went so far as to accuse the Office of War Information of purposely giving him a five months' old list of those for whom deferment was sought, saying:

"I do not wish to bring a definite indictment against O.W.I. in the present case, but that agency has definitely exposed itself to the suspicion that it was seeking a loophole in sending up information which it certainly must have known was outdated, and which it might deny if occasion demanded.

"It is indeed a sorry condition if governmental agencies are to be permitted to make official statements or issue official information to Congress one day which they may deny on the next if there is need to save face."

Mr. Fly said the Commission had requested deferments only for employees in highly technical work, such as monitors and engineers intercepting foreign broadcasts for military purposes, and when Representative Harness asked why younger men on these jobs could not be replaced by older individuals, the witness said that few older men have good enough hearing to do the work.

Chairman Costello asked the witness to comment on "rumors" that students were being induced by the FCC to attend radio schools on the promise of a good job with the Commission, and occupational deferment once they went to work. Mr. Fly responded that any representative of his agency who advanced such a proposition would be fired.

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## ASCAP ELECTS DIRECTORS

The American Society of Composers, Authors and Publishers have announced the election of the following Directors: Fred E. Ahlert, Oscar Hammerstein II, Irving Caesar, A. Walter Kramer; publisher members: Gustave Schirmer, Louis Bernstein, Herman Starr and Saul Bornstein.

The only change in the present Board of Directors is the replacement of Oley Speaks by A. Walter Kramer for the standard writers.

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## PAGE THINKS WAR WILL END IN 1944

Frank C. Page, Vice-President of the International Telephone and Telegraph Company, the first installment of whose brochure, "I Have Just Returned From England" was reprinted in our March 19th issue, said that he came back from that country "with a supreme confidence that the New Year will make clear that Time - which the British alone at the beginning and together with the Russians later gave to the Allied Nations - will give complete Victory in both East and West to all of us - in my opinion not later than the end of 1944."

The conclusion of Mr. Page's account of his trip follows:

"The absence of hoarding, of black markets, was particularly striking after being in Spain where everything is black market. Somehow or other one just doesn't hoard in England. One morning I asked if I could have some marmalade and the waiter said, 'I'm sorry, sir, I don't think his Lordship would like it.' He was referring to Lord Woolton, the Food Administrator. In the restaurants there is a ceiling price for each meal and for lunch and dinner you are limited to three courses - hors d'oeuvres or soup, meat or fish and dessert or cheese - and you seem to be able to get it anywhere from the pub in the country to the finest hotel in London.

"About food - there are three things that you cannot get. They are held for the combatant troops, the hospitals and children - whole milk, eggs and citrus fruits. Both powdered milk and powdered eggs are available but restricted. Of course the rations of butter and sweets are small. Except for the restrictions above, British food is still British.

"My impression on the clothing ration was that it is sufficient for all purposes except one - the civilian who has gone into a factory or on war work and who has to buy working clothes or a uniform. Some working clothes and uniforms are sold at reduced rates and certain workers get a supplementary ration of ten coupons. I believe that the time will come when England will issue the uniform or working clothes and shoes. It was the only criticism I heard.

"Everybody is in war work - men, of course, but also women and children over sixteen. The women run nearly everything - motor side cars, army cars, air wardens, police - you can't keep up with the uniforms. What strikes you particularly is that they wear the uniforms as a matter of course, not as something in which to show off. The women are working in the factories, in the shipyards, on the railroads and with the Army and Navy - every kind of a job. They are all registered and drafted and even those who are allowed to stay at home to take care of families and households find part time work to do. I saw one small assembly factory where work was going on which entailed the use of exceedingly small wires and screws. It employed 175 women. Every one of the 175 women were exempted from work but they all said they wanted to 'do their bit'. They come for four hours in the morning. Another shift of the same

type of women, some as old as 65 years, come in the afternoon on a second shift. The manager told me that at this work of handling little objects he got more production out of two four-hour shifts than he did out of one eight-hour shift. In the factories I saw, over 60% of the workers were women, and one factory had just received word that it must replace another 15% with women.

"The Press seems to me better than ours on war news - partially because of shortage of newsprint and partially because these folk say what they have to say in a direct method and they have a pithy way of giving a story a punch. For instance, the story of the two new British super battleships - only 3 sticks which stick in your mind. No superlatives and junk to fill space - all but Eleanor, who has just arrived - the British press has gone out high, wide and handsome but I expect it will calm down in a day or two (it did, and she made a good impression in England). The war communiques are played up in headlines and sub-heads which make them easy to read. And they are the real story of the war as far as the papers go. I wish we'd do the same. Maybe we will when it comes home to us. For instance they know here that the Russian show up to now has been the most important and they so play it up - Guadalcanal gets some importance - first page - and today the African front is in front of all - hoping it's a big and successful offensive but no promises. Every day there are short, pithy, human-interest stories from the Navy or the RAF or the Army. Somehow in England it isn't just so many pieces of machinery going here and there, but human beings doing a job and doing it damn well. And as you read the news it all seems to fit in together - in relative importance.

"The confidence in the Navy and the Air Force is something that's really remarkable. I am impressed with it. The story of the British Fleet, especially from Dunkirk to the entry of Russia into the war, is a saga worthy of Homer and Virgil combined. And the story of the RAF during the 'blitz' of 1941 is almost unbelievable. These two groups stood alone between the civilized world and Germany for half a year. There is nothing like it in history.

"As to the Army, the British have gone out of their way to give credit to the Colonials while taking no credit for themselves. Also they have taken the blame on occasion when the failure was on the part of the Colonials. This I suppose is chiefly for political empire reasons. It seems too bad, for the home forces have borne the brunt of a large part of the fighting from Dunkirk to Africa. The Commandos are British and British trained, and they are the most remarkable troops in the world. The British Army has a number of scores to settle with the enemy - Dunkirk, Singapore, and the setback last Summer in Libya - just as we have in Pearl Harbor. They will settle it and it will be fighting men from the British Isles along with the Colonials and Allies that will settle it. What the British Army has not done or has done badly, has been heralded from one end of the world to the other. But what the British Army has done and has done well, has not been told. It has done many things well and as time goes on it will continue to do them well."

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## MRS. ROOSEVELT'S HAND SEEN IN KAY KYSER'S REJECTION

Believed to indicate that a policy suggested by Mrs. Roosevelt recently is to be followed in the case of other radio and movie stars, Kay Kyser's draft plea was turned down by President Roosevelt's Board of Appeal. The rejection was a rebuff to the Office of War Information which contended that Kyser, as leader of his radio orchestra, was essential as a morale builder. Kyser, when advised of his rejection, was quoted as saying that he was "rarin' and ready to go", which was not apparent in the fight he put up for deferment. When his case was appealed to Washington at almost the same time that Elmer Davis said: "We think he is doing more useful work now", Mrs. Roosevelt said she thought Kyser could be drafted and then assigned to duties similar to his civilian activities. "Such a move would accomplish the same morale building results."

Failure to obtain a draft deferment for Kyser indicated that entertainers - radio and movie - will not be excused from military service because of their contributions to morale building on the home front. It is believed in responsible quarters that the Kyser appeal rejection would set the pattern for future or similar cases now pending.

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## U.S. AID FAVORED FOR SMALL PAPERS FORCED TO SUSPEND

Possibly foreshadowing some sort of governmental aid to small radio stations forced to close down, the House Post Office Committee approved a bill by Representative Hagen, Farmer-Labor, of Minnesota, relieving small newspapers suspending publication because of the war from payment of another fee for second-class mailing privileges on resumption of business.

William L. Daley, Washington representative of the National Editorial Association told the Committee that 486 weeklies, 79 dailies, 52 semi-weeklies and eight tri-weeklies were forced during 1942 to suspend because of war conditions.

The Petersburg, Va. Newspaper corporation will cease operating its Station WPID April 1, largely because the scarcity of help. Since it went on the air in 1940 the station has had 3 managers, 5 sales managers, 16 engineers and 29 clerical and program personnel - a total of 54 persons. Most of this turnover has occurred in the last 12 months.

The studio and transmitter will be maintained intact, and the company said it planned to apply for a renewal of its Federal license when the war is over.

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 ::: TRADE NOTES :::  
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Station WTAG, Worcester, Massachusetts, joins the Columbia Broadcasting System April 5th. Operating on a frequency of 580 kilocycles with 5,000 watts power, and owned by the Worcester Telegram and Evening Gazette, WTAG becomes a full CBS basic station.

Station KMTR, KMTR Radio Corp., Los Angeles, Cal, and Gloria Dalton, - Commissioner Cas of the Federal Communications Commission dismissed the petition to transfer the hearing to Los Angeles. He granted oral request for continuance of hearing now scheduled for April 15 to June 15, 1943.

Since the NBC tours were inaugurated in 1933, 4,360,000 sight-seers have been taken behind the scenes in Radio City. There is now a staff of 90 guides, pages and receptionists to handle these visitors.

The Columbia Broadcasting System's Production Department has been renamed the Network Operations Department.

The Crosley Corporation, Mason, Ohio, has applied for a construction permit for new International Broadcast station; frequencies: 6080, 9590, 11710, 15250, 17800, 21650, kilocycles, Power 50 Kilowatts, Emission A3. Share on all frequencies with WLWO, WLWL, WLWR and WLWS.

Also, The Crosley Corp., Cincinnati, WBXFM, has applied for temporary Class 2 experimental broadcast station on 43200 kilocycles, 1000 watts, Special emission for FM.

Robert Bell, formerly of Station WHN, has joined the Columbia Broadcasting System as a production man for the WABC all-night programs.

The Federal Communications Commission announces adoption of its Proposed Findings, proposing to deny without prejudice the application of Intermountain Broadcasting Corp (KDYL), Salt Lake City, Utah, for construction permit to change frequency from 1320 to 880 kilocycles, increase power from 5 to 10 kilowatts, make changes in directional antenna for both daytime and nighttime use and change transmitter. In reaching its decision in this matter, the Commission based its conclusions upon the policy announced in the Memorandum Opinion of April 27, 1942, which specifically refers to the use and not to the acquisition of materials.

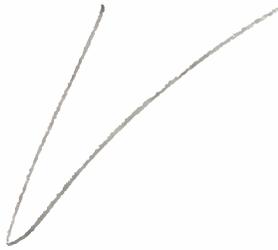
Don Lee Broadcasting System, Berkeley, Calif., has requested reinstatement of high frequency (FM) broadcast station application for construction permit for new High Frequency (FM) broadcast station 43,500 kilocycles, coverage 18,050 square miles.

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# HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



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

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No. 1516

March 30, 1943.

## 2,000,000 CIVILIAN RADIO TUBES PROMISED AS A STARTER

Production of new replacement tubes to maintain the public's receiving sets already has been started by tube manufacturers pending completion of details in the WPB replacement tube program. With further tube production in April, this is scheduled to provide about two million tubes monthly during the April-June quarter, according to an RMA bulletin. The WPB program of manufacturers' quotas, types, etc., is now being completed with tube manufacturers by Chief Frank H. McIntosh of the WPB Domestic Radio Section and his staff.

"Limited facilities of the tube companies, because of their war production, to make the civilian replacements has curtailed the original goal of the project", says a Radio Manufacturers' Association bulletin. "Tubes will be restricted to about 117 types but will meet about 90 per cent of estimated public replacement needs. For the present there will be no 'Victory' or 'War Model' labels used for the new replacements, and a new distribution system is under consideration by WPB. This would largely dispense with the present PD-1X procedure of jobbers to secure their supplies of tubes and also replacement parts by substituting a 'certificate' plan, based upon general exchange by consumers of worn-out or defective components for new ones."

Nevertheless a gloomy view of the situation was taken by T. R. Kennedy, Jr., writing in last Sunday's New York Times:

"On good authority we have it that as many as 1,000,000 of the country's 50,000,000-odd home radios already are either ailing or silent for want of timely fixing, with the list growing by 'thousands daily'. That may seem high. But consider that in peacetime the nation has about 15,000 active and competent servicing organizations.

"Given an adequate number of tubes, the difficulty would solve itself, so last week representatives of several of the leading tube manufacturers were asked for their version of the problem. They made it clear that up to the moment - three weeks after the public had been assured in these columns that the long-awaited civilian tube-making program was under way in seven large factories - 'not a single bit of material had been officially allocated' in their plants for the purpose, and until it is done they are powerless to act. This does not mean that tubes are not being made. They are - millions of them - but only a few are dribbling into the stores, a 'drop in the bucket' compared to the numbers needed.

"A tube factory man volunteered the disquieting information that the country's whole tube-making industry could not produce more than 2,000,000 bulbs a month above the present huge war output, according to estimates. At that rate the WPB's projected 11,000,000 new civilian tubes each three months in 1943 would be barely half filled, and even this output might be drastically cut at any time by new military needs.

"It conceivably might mean that only one set per home can be kept in operation. How drastic this would be is had from the fact that America's 50,000,000 'going' home sets would dwindle to something like 30,000,000."

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### BWC EXPLAINS WAR COMMUNICATIONS PRECEDENCE

Precedence of communications is set forth in the following order of the Board of War Communications: (Order No. 27)

"It is hereby ordered that all wire-line telegraph, cable and radiotelegraph carriers shall upon specific designation by the sender give precedence in the handling of telegraph, cable, and radiotelegraph messages in accordance with the provisions of and in the order set forth below:

- (a) US URGENT - To apply to domestic and international messages filed only by the State, War and Navy Departments.
- (b) OP PRIORITY- To apply to domestic and international messages filed only by the War and Navy Departments.
- (c) PRIORITY - To apply to any domestic or international message filed by the State, War or Navy Departments and to any other domestic message requiring immediate transmission for war purposes or to safeguard life or property and which relates to one or more of the following matters:
  - Immediate dangers due to the presence of the enemy.
  - Emergency communications in connection with actual military or naval requirements.
  - Hurricane, flood, earthquake, or other disaster.
 Messages designated US URGENT, OP PRIORITY, and PRIORITY shall interrupt the transmission of all telegraph messages of lower precedence.
- (d) RAPID - To apply to any domestic message which requires prompt transmission and delivery for the national defense and security, the successful conduct of the war, or to safeguard life or property and which involves matters of the following type:
  - Important governmental functions.
  - Machinery, tools, or raw materials for war plants.
  - Production, movement, and diversion of essential supplies.
  - Maintenance of essential public services.
  - Supply, movement, and diversion of food
  - Civilian defense or public health and safety.

Other Messages - Messages not designated with one of the foregoing priorities shall be handled in accordance with legally established classifications and tariffs on file with the Federal Communications Commission.

Violations - Any sender of a telegraph message who wilfully obtains or attempts to obtain priority for a telegraph message by fraudulently designating such message as a priority message or by furnishing false information to any telegraph carrier for the purpose of obtaining a priority, shall be subject to appropriate governmental action.

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#### FLY MUM ON WHITE HOUSE CONFERENCE

Practically all Chairman James L. Fly of the Federal Communications Commission would say about a 40 minute conference he had with President Roosevelt at the White House yesterday (Monday) morning was that it was just a discussion of wartime communications problems generally. Judging from the good humor Chairman Fly seemed to be in, the conference was apparently of a pleasant nature, in fact, he remarked that it "was mostly social". Asked if the Western Union-Postal merger was discussed, he said only incidentally. Asked if the international picture was brought up, he countered by again saying that no and the President had only discussed war communications problems generally.

Although it was not put up to Mr. Fly, someone suggested that maybe the President was sounding him out in connection with the forthcoming battle between the FC<sup>U</sup> Chairman and Congressman Cox, which promises to be a sensational Easter news offering on the Hill.

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#### SEEKING MORE TIME, PETRILLO REJECTS OWN TERMS

Insisting that the next parley with the record manufacturers be put off until the middle of next month, James C. Petrillo, President of the American Federation of Musicians failed to give the green light to Paul Puner, President of Musicraft Corporation, 480 Lexington Avenue, New York, manufacturer of records when the latter practically accepted Petrillo's terms. He received this letter from Mr. Petrillo:

"This is to officially advise you of the following action taken by the International Executive Board at its meeting held in Chicago, Ill., on March 16 and 17, 1943:

"Letter from Musicraft Corporation is read which contains an offer in reference to the making of recordings.

"On motion it is decided that Musicraft Corporation be notified that its proposition is not accepted."

It was reported that the union believed that if it allowed one concern to resume operations, thereby freeing new records for use over the radio and in "juke boxes", it would weaken its position with the majority of concerns that have turned down the plan.

Mr. Puner said that he had suggested a fee of 1 cent on records selling for 50 cents, 1½ cents on the 75-cent record and 2 cents on the \$1 record. Based on the total volume of sales of the recording industry, he estimated the fees would yield the union \$1,500,000 annually.

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#### FCC HEAD QUERIED ON MANPOWER AND OTHER WAR TOPICS

At his press conference last Monday, Chairman James L. Fly of the Federal Communications Commission was asked about the manpower situation, simplification of questionnaires, the FM station experiment in Philadelphia and other matters.

Chairman Fly told of further precautions that were being taken to safeguard communications plants from sabotage and of the additional financial studies of the smaller stations.

On the manpower situation Mr. Fly said:

"We have never had any conflict or controversy at all with the War Manpower Commission and we haven't got one now, and we have always had the best and most cooperative relations with them. I am rather confident that out of it all will come a result which we can all agree is a perfectly reasonable one."

With regard to safeguarding stations against sabotage, the FCC head said:

"We are making considerable progress on the various security studies. You probably know that the Commission staff - that is, Field Division of the Engineering Department - has been making for some time a continuous survey of the security measures at the various communications plants. Up to March 19 they had completed the survey and reported on 256 different facilities. Of course that includes radio communications, telephone, and certain of the domestic communications system - and the broadcasting stations which by the way would cover two locations. I think about 380 locations have been completed and various suggestions have been made for security measures which would be adopted, and I

think it is moving along in good shape. We have every reason to believe it will be helpful to all concerned.

"Particularly true in international communications", Edgar Jones, of FCC Press Relations, interjected.

"Yes", the Chairman replied, "radio communications, of course, those are quite important."

"What are some of the security measures?"

"They are the most obvious things, as you know, like various lighting devices, perhaps flood lighting in a number of cases, fencing, guards, identification of strangers, and so on", Mr. Fly replied.

"Is there a likelihood that some of the various Commission forms are about to be done away with or simplified to a great extent? Has there been some discussion on that with the Budget Bureau?" the FCC head was asked.

"Of course for a group of years we have been trying to simplify the forms", he replied. "As a matter of fact during that time every form we got out we put our every effort to have it just in the simplest way possible. For example, look at the little form we sent to the small stations to find out how they were getting along financially. I have no doubt that complete progress has been made on that subject. I think too you may have noted that in times past we cut out a lot of the general material information, orders, and one thing and another, that were circulated to a lot of people. We cut that down to a minimum and cut thousands of the list of addressees. I would guess that the general output of that sort of material is certainly not more than half of what it used to be."

"That's an annual thing anyhow. All Government agencies have their forms approved by the Budget Bureau", Mr. Jones said.

"I wasn't referring to that in particular as much as I was to our own cutting down of useless circulation of materials of various sorts," the Chairman replied.

Q. The Board of War Communications last week took action regarding Canadians - is that for the admission of Canadian visitors, or does it refer to employment? I was wondering if Canadians could be employed.

Chairman Fly: I think it had to do with visitors, identification and safeguards as to visitors. I think, in general, it applied to Canadian citizens the same restrictions as to the U.S. citizens.

Q. Last week the Commission announced the time and program pooling plan for four FM stations in Philadelphia. Does that indicate a possible policy to be followed by the Commission in the future?

- A. Yes, just that, but with emphasis on the word "policy". You notice that was for a 90 day trial period - a trial spin. I don't know if we will continue that trial period beyond the 90 days. Of course that will not be applicable to many cities anyhow. There are very few cities who have that many stations, but we do want to sustain interest in the FM.
- Q. Is there any possibility of applying the same principle to standard broadcast?
- A. I doubt that, and I doubt if it would apply to the FM in many cases. There are only two or three other cases that would be comparable.

Speaking of the smaller stations, Mr. Fly said:

"Regarding the financial studies of the small stations, I am rather inclined to hold off as far as any public statement on that matter is concerned. I will continue to give attention to the plight of the small stations - that in itself is a continuing matter - but I rather think that we will not make any further public announcements as to the financial status of the stations until the NAB meeting War Conference in Chicago. And at that time I will try to give the industry a complete report on the financial conditions of the entire industry as far as that is reflected in our reports here."

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#### ARMY WORKING CLOSER WITH RADIO AND OTHER INDUSTRIES

Measures to promote closer contacts and cooperation between industries largely engaged in producing equipment and supplies including radio for the Army are being taken by Under Secretary Robert P. Patterson of the War Department. Among these are personal conferences with trade association executives regarding the major problems of about fifty industries producing materials for the Army. Through the Industrial Services Section of the War Department, group conferences of trade association executives are being held by Secretary Patterson, and also the trade organizations and the actual use in the army program of the equipment and materials furnished by the various war industries.

Under Secretary Patterson held the initial industry group conference last week with the trade association heads of the radio, chemical, electric, lumber and other industries. The industry representatives were dinner guests of Judge Patterson, discussing war production problems, and afterward the trade organization representatives were taken by Army plane to Fort Bragg, North Carolina. There they spent a day inspecting the large artillery base, viewing ordnance, radio and other equipment in training demonstrations, as guests of Brigadier General John T. Kennedy, Post Commander, and Major General B. C. Cubbison, in charge of the Field Artillery Replacement Training Center.

Secretary Patterson's conferences with the trade association executives and their visits to various Army posts are being arranged in groups of eight, and the initial group, which went to Fort Bragg last week included Bond Geddes, Executive Vice President of RMA; Dr. Wilson Compton, Secretary-Manager of the National Lumber Manufacturers' Association; William J. Donald, Managing Director of the National Electrical Manufacturers' Association; Dr. Warren N. Watson, Secretary of the Manufacturing Chemists Association, and W. R. Boyd, Jr., Executive Vice President of the American Petroleum Institute.

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### THURMAN ARNOLD'S EXIT MARKS RADIO SUIT LET-DOWN

Seen as the aftermath of the Administration putting the rollers under Thurman Arnold, former head of the Anti-Trust Division of the Department of Justice, was that Department asking the Supreme Court to dismiss the Government's appeal from a decision by the Federal District Court for Delaware leaving in effect a 1932 consent decree on anti-trust charges which had been brought against the Radio Corporation of America, General Electric Company and others.

It was a case which Mr. Arnold appeared to be pressing personally. When the case came up in Philadelphia last August, he declared that there was "international confusion" in the radio industry of such "significance" he would be unwilling to describe it to an open courtroom.

Mr. Arnold declined to amplify the statement, but offered to discuss it "confidentially" with the court. It was made shortly after he had charged that the Radio Corporation of America, the American Telephone and Telegraph Company, and other corporations "are now engaged in a new monopoly covering the whole radio field."

Mr. Arnold told Judge Albert B. Maris that Attorney Gaeral Francis Biddle believes the decree is no longer effective.

The order divorced RCA from General Electric Company and Westinghouse Electric and Manufacturing Company and prohibited the effected companies from claiming exclusive rights to certain radio patents.

Other companies involved included National Broadcasting Company, Inc., R. C. A. Communications, Inc., RCA Photophone, Inc., RCA Radiotron Company, Inc., and RCA-Victor Company, Inc.

Mr. Arnold said "the course of events since then (1932 when the consent decree was entered) indicated that the decree has not removed the unlawful restraints of trade and prohibited the monopolies."

The litigation concerned a Government motion in the District Court to vacate the consent decree on the ground that it "does not now promote the public interest". In denying the motion, the District Court ruled that the decree conferred benefits upon the defendants and could not be vacated without evidence of an agreement to that effect.

In its original complaint in 1930 the Justice Department charged the companies with a conspiracy to monopolize interstate and foreign trade in radio and radio apparatus and in the transmission of messages.

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#### FCC APPARENTLY UNDISTURBED ABOUT CRITIC OF RUSSIA

Chairman James L. Fly of the Federal Communications Commission didn't seem to become greatly excited over the story that Spencer Williams, who is in charge of the U. S. Government monitoring of the Russian radio is a critic of the Soviet Union. Said Mr. Fly:

"Mr. Williams has no contacts with the Russians or the Russian Government. All he has to do is call the strikes and balls as he sees them and that does not involve really any great amount of discretion. Of course we don't want anybody, who in passing upon that material, reflects any distortion in terms of selection of material or emphasis or interpretation of it. Of course that must follow as a matter of course. I have never heard of any complaint regarding his work, and frankly I am not at all familiar with it. But I do think that the danger of over-emphasizing the effect which any one man may have in terms of international relations. He has no contact with the Russian people or the Russian government whatsoever, and is presumed to express his impersonal views. As I say, I have had no complaint that his work is inaccurate.

"That material goes to 130 or 200 offices in the Government. No one would succeed in going in there and doing an erratic job. It goes through too many hands."

Harold Graves, Assistant Director of the Foreign Broadcast Intelligence Service, was quoted by PM, the newspaper which first printed the story about Williams as saying Mr. Williams "is aware of his bias, and so is the FCC". Defending Williams, Graves said:

"He's as strong an anti-Communist as you'd want to find and he'd admit it to anybody, but we feel that he's a good man, and are quite easy in our mind about his objectivity. He doesn't think Communism works especially well, nor that it is everything the Russians claim it to be, but I'm certain that he admires the campaign of the Red Army just as much as we all do."

Williams, who was in Moscow for 10 years representing the Russian-American Chamber of Commerce, was described by PM last week as one of the men in the Government hindering close ties between this country and the Soviet government. PM quoted from a broadcast in which Williams declared, on the night the Nazis invaded Russia, that "the Germans likely would find themselves hailed as deliverers".

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#### STATION PROTESTS DENIAL OF MME. CHIANG'S BROADCAST

At this writing no complaint had as yet reached the Federal Communications Commission although a vigorous one was said to be on the way from KLX, an independent station at Oakland, California, protesting that it was denied the right to broadcast Mme Chiang Kai-shek's San Francisco speech last Saturday night.

According to a newspaper dispatch, the KLX management asserted its personnel was escorted away from the scene of the address by military police and said it would take the issue to the Federal Communications Commission and to Congress.

Adriel Fried, KLX General Manager, said he and two technicians were ejected from the San Francisco Civil Auditorium by military police when they arrived ahead of broadcast time to test their equipment.

The National Broadcasting Company put the address on the air nationally and locally through KPO, the local NBC station.

John Elwood, Manager of KPO, said the NBC network had afforded the Nation and the world an opportunity to hear Mme. Chiang and "it would seem that they (KLX) were unwilling to recognize the benefits of free competition."

Mr. Fried said the secretary to San Francisco's Mayor, Angelo Rossi, told him the Mayor's office had been informed by the State Department in Washington that the broadcast would be exclusively by NBC.

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Issue number 1 of "485", the first general house organ put out by the Columbia Broadcasting System, was circulated last week to the some 1170 persons employed in the network's headquarters in New York City. Editor of "485" is Marion Stevens, a member of CBS' Press Information Department.

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## SYLVANIA REPORTS \$1,057,760 NET PROFIT

The annual report of Sylvania Electric Products, Inc. shows that the company, during 1942, experienced the greatest expansion in its history. Sales amounted to \$32,338,870, against \$20,561,246 in 1941.

Net profit, after all charges, including depreciation, provision of \$2,559,300 for Federal taxes and the setting up of a post-war reserve of \$200,000, was \$1,057,760, equal to \$1.76 each on 514,368 shares of common stock after preferred dividends. In 1941 net profit was \$1,067,186, or \$1.78 a share, after taxes of \$1,335,000.

Last year's income, before taxes, aggregated \$3,617,060, a new record for the company, and compares with \$2,402,186 for the preceding year.

Sylvania notified stockholders of a special meeting on April 14 in Boston to vote on a proposed call for redemption of all 4½ per cent cumulative preferred stock outstanding and an increase in authorized common stock of 175,000 shares.

As of February 28 outstanding preferred stock consisted of 82,710 shares, \$40 par value, at present convertible into common stock at a ratio of 2.1 shares of common for each share of preferred and callable at \$46 a share.

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## SEARLE NAMED KGO GENERAL MANAGER

Don Searle, radio veteran of two decades' experience, yesterday (Monday, March 29) was named General Manager of Station KGO, Blue Network outlet in San Francisco, by Don Gilman, Vice-President of the Blue in charge of the Pacific Division. The appointment is effective April 5. Mr. Searle comes to his new post from Omaha, where he has been General Manager of KOIL and also General Manager of KFAB, at Lincoln; KFOR, Lincoln; and owner, with Herb Hollister, of KANS, at Wichita, Kan., and KMMJ. at Grand Island, Neb.

An executive in the petroleum industry, following attendance at the University of Iowa and service in the Army Air Corps in World War I, Mr. Searle entered radio in 1924, organizing and operating KOIL. From 1933 through 1937 he was General Manager of WIBW, at Topeka, Kans.

Mr. Gilman, in announcing the appointment of Mr. Searle, who was born in Council Bluffs, Ia., said it is "another example of the pioneering characteristic of San Francisco" both as a city and as a growing West Coast radio center.

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