

HEINL RADIO BUSINESS LETTER

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FRANK E. MULLEN

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No. 1659

December 6, 1944

TELE TO PUT BEST FOOT FORWARD AT 1ST ANNUAL CONFERENCE

Television will be on parade as never before next Monday and Tuesday, December 11th and 12th, when the First Annual Conference of the Television Broadcasters' Association will be held in New York City. The program, arranged by a Committee headed by J. R. Poppele, is virtually complete.

Broadcasters, manufacturers of radio and television equipment, advertising agencies, motion picture companies and others will be represented at the conference. Over 300 advance registrations from all sections of the United States have been received and the meeting is expected to attract two or three times that many people.

The opening program Monday morning at the Hotel Commodore will include an Address of Welcome by Dr. Allen B. DuMont, President of the Television Broadcasters' Association, Inc., and the following:

Report on Arrangements by J. R. Poppele, Chairman, First Annual Conference of Television Broadcasters Association, Inc.

"New Horizons in Television", Dr. W.R.G. Baker, Vice President, General Electric Company; Chairman Radio Technical Planning Board.

E. W. Engstrom, Director of Research, RCA Laboratories, Princeton, N. J.

"Television Programming", John F. Royal, Vice President in Charge of Television, National Broadcasting Company.

Robert L. Gibson, Assistant to the Vice President in Charge of Advertising and Publicity, General Electric Company.

Thomas H. Hutchinson, in Charge of Production, RKO Television Corporation.

"Establishing Television Networks", Harold S. Osborne, Chief Engineer, American Telephone and Telegraph Co.

Lewis Allen Weiss, Executive Vice-President of the Don Lee Broadcasting System will address the luncheon meeting Monday. His topic will be "Television and the Broadcaster".

In the early part of the afternoon there will be panel meetings to be summarized at a general meeting at 3:45. This will be followed by a cocktail party sponsored by the First Television Network - NBC, GE, and Philco.

Thirty television receivers will be installed in the ballroom of the Commodore on Monday evening to receive a special program of entertainment to be televised in connection with the banquet. A gala program of entertainment, presented entirely via television, will feature the affair, which is expected to be attended by 1,000 persons.

F. J. Bingley, Chief Television Engineer of the Philco Radio and Television Corporation, is in charge of set installations. Receivers are being supplied by RCA Victor, General Electric, DuMont, Philco and Feda.

A full-hour program of entertainment will be telecast to the ballroom by WNBT, the National Broadcasting station, and WABD, operated by the Du Mont Laboratories. Ralph B. Austrian, executive Vice President of the RKO Television Corporation, will produce the telecasts, which will include a remote pickup, a studio variety show and special films.

An address "The U. S. Navy's Electronic Training Program and Its Relation to Post-War Television", Commander William C. Eddy, U. S. Navy (Retired), will be heard Tuesday morning followed by a Technical Roundtable Discussion and Question-and-Answer period with Dr. Alfred N. Goldsmith, Vice Chairman, Radio Technical Planning Board as moderator.

At the luncheon following there will be entertainment by stars of television, radio, stage and screen and the annual meeting will be held at 2:00 o'clock. Thereafter there will be visits to television studios at the National Broadcasting Company, Du Mont Television and Columbia Broadcasting System.

Gold medals will be awarded 1. To an engineer for a technical improvement, development or invention relating directly to television; 2. For the most outstanding television program of the year. 3. To a person for his individual contribution to television, not necessarily of a technical or program nature, but for the active interest he has taken in the general field of television.

The First Annual Conference of TBA marks the first event in television history sponsored by a major video interest of the country. Membership in the Association is comprised of the following organizations:

Active: General Electric Company, Crosley Corporation, Don Lee Broadcasting System, Philco Radio and Television Corporation, National Broadcasting Co., Allen B. Du Mont Laboratories; Television Productions, Inc.; Earle C. Anthony, Inc.; The Journal Company of Milwaukee, Hughes Productions, Bamberger Broadcasting Service, Balaban & Katz Corporation, WGN, Inc., with an application pending from Farnsworth Television and Radio Corporation.

Affiliate: RCA Victor; Capitol Radio Engineering Institute, Western Electric Co., Midland Broadcasting Co., North American Philips Co., Time, Inc., Raytheon Manufacturing Co., Emerson Radio & Phonograph Corp., William Morris Agency, Cecil B. DeMille Productions, Buchanan & Co. Advertising; General Electric Co., Electronics Department, Theatre Guild, RKO Television Corp., and two applications now pending from Federal Telephone and Radio Corp. and Pauland Corp.

The Association is now compiling its first official year book "Television Today and Tomorrow". The price is \$1.00.

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DURR URGES EDUCATORS TO GO TO IT ON FM

Educators having missed the boat in their failure to develop standard broadcast stations, FCC Commissioner Clifford J. Durr at the annual meeting of the National Council of Chief State School Officers in Baltimore told them opportunity again knocked at the door - this time FM.

"In abandoning their own stations, many education institutions were influenced by the belief that their educational work could be effectively carried on through the use of time donated by the commercial stations", Commissioner Durr said. "This was true for awhile, but as broadcasting grew in popularity as an advertising medium, the time available for educational programs rapidly declined. The demand for advertising has been stimulated still more by the war-time profits of business concerns, and there is no reason to believe that advertising pressure upon broadcasting time will grow less when the war is over.

"Now, happily, an educator has given education its second chance. The importance of FM, or frequency modulation broadcasting, developed by Major Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University, lies not merely in its high fidelity and its comparative freedom from static and interference, but even more in the new spaces it has opened up in the broadcasting spectrum. When the wartime pressure upon critical materials has been relaxed and radio equipment again made freely available, there will be room for many new stations, both educational and commercial. If I read the signs right, the educators are not going to let this second chance go by.

"In the old recipe for rabbit stew, the first step recommended is to catch the rabbit. Educational stations must be established before there can be effective educational broadcasting. Even this part of the job is not a simple one, and the educational institutions cannot count on others to do it for them. They must do the job for themselves."

Commissioner Durr said he thought that the entire Communications Commission was impressed with the fact that this time the educational institutions really mean business.

"The Chief State School Officers have a particular responsibility with respect to assisting and encouraging coordinated planning of the many educational FM stations which are now being planned", the speaker continued. "In the educational portion of the radio spectrum, as elsewhere throughout the spectrum, there will not be enough room for all those who seek to broadcast unless spectrum space is conserved by careful coordination of frequency assignments. There was no such coordination in commercial broadcasting; and as a result, after a quarter of a century one-third of the area of the country is still without primary broadcast service. You can help prevent a similar misfortune in the educational band by developing statewide plans now. If you wait, the applications for frequencies

now pending before the Federal Communications Commission will of necessity be granted without respect to a statewide plan, and it may be much more difficult thereafter to introduce coordination. I am informed that some States, including Maryland, West Virginia, Tennessee, and perhaps others, have already adopted resolutions authorizing the Chief State School Officers to prepare statewide plans. I am further informed that Michigan, Pennsylvania, Indiana, and Connecticut have set up State Radio Committees to prepare statewide plans. It is none too early; for if these plans are not ready when equipment and materials become available, the foundations of educational broadcasting may develop helter-skelter. It is always desirable to complete your architectural blueprints before you lay the cornerstone of an edifice."

"I do not believe the ultimate success of your educational FM stations will depend merely on the program you broadcast for in-school listening. Nor will success depend merely upon the quality of the transcriptions and the network programs which you bring into the community from the outside. At least equally important will be the function of your educational FM stations as vehicles for local self-expression for the community as a whole. The little red schoolhouse and the modern brick consolidated high-school alike have always played a role as civic centers, and it is certainly appropriate that the new educational FM stations should play a similar role in the life of the whole community. By means of FM, you are enabled to serve not merely the children in the schoolroom but the cultural, intellectual, and recreational needs of every man, woman, and child in your service area. I doubt whether there is any town, however small, which does not have a considerable untapped reservoir of talent suitable for broadcasting. Every educational institution has on its staff teachers and lecturers who can contribute much to the entire community as well as to their classroom students. * * *

"In addition to local dramatic possibilities, there is local music; here radio can be of particular service. And finally, there is the discussion of local issues. It is all very well, for example, to hear juvenile delinquency in your own home community? Or housing in your community? Or public utility regulation?

"Perhaps such home-grown programs may not have the professional polish of network programs; but it is at least possible that they will make up in local interest what they lack in professional craftsmanship. And they will serve a most important cultural function - the preservation and perhaps even the survival of those regional variations of culture without which our national life would be the poorer.

"A democracy cannot rise above the level of the education of its citizens. The vistas which FM stations open for education are unlimited, and so are the vistas which they open up for our democracy as a whole. A tool has been offered us; let us do our best to use it well."

(Note - Commissioner Durr's address "Education's Opportunities in Radio" was 11 typewritten pages in length, single-spaced.)

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NOBLE CHARGES WMCA FOES WITH EVEN TRYING TO REACH FDR

Countering on the attack made by Representative Richard B. Wigglesworth (R), of Massachusetts, last week on the House floor in connection with his purchase of Station WMCA in New York, Edward J. Noble hurled the charge of "political pressure" in high quarters back at his opponents.

"Congressman Wigglesworth is trying so desperately to conjure up a public issue out of my purchase of Station WMCA four years ago. In so doing, he carries a torch for a number of persons who seek to extract from the situation personal profit for themselves at my expense", Mr. Noble declared.

"One of this number, complaining he was forced to sell the station to me at less than its value because of 'political pressure', has thus far displayed consummate skill in the use of political pressure for his own purposes, even to sending a political emissary to see the President of the United States in his behalf. Another of this number professes to have conspired against the seller of the station when the latter was his own employer.

"They have had a field day peddling reckless charges but their public campaign of defamation has now been curbed - at least insofar as the House Select Committee is concerned. In determining on executive hearings, a majority of the Committee simply refused to permit it to be exploited for private gain. That the public interest, if there be any in the situation, has not been compromised is evident from the fact that the investigation continues - though the information it adduces relating to the private lawsuit, will not be available for the present, and therefore cannot be used in the pending court action for damages which the seller of the station initiated.

"That suit, which is awaiting trial in Supreme Court, New York, represents a second try in the courts. The first action took the form of injunction proceedings to prevent me from disposing of the station a year ago; but the judge threw that proceeding out of court."

Charging the use of political pressure in connection with the WMCA sale, Representative Wigglesworth had asked:

"What are these all-powerful forces?"

"Is the administration seeking to protect and to keep under cover the conduct and the doings of its 'sacred cows' and political 'parasites in private practice' who are amassing fortunes at the expense of the taxpayers?"

"Is the administration trying to prevent the public disclosure of the part played by Thomas G. Corcoran 'Tommy the Cork', William J. Dempsey, and William C. Koplowitz and other New Deal officials, past and present, in connection with this case?"

"Did these persons conspire in the alleged enforced sale of radio station WMCA by Donald Flamm to Edward J. Noble, another former officeholder under the New Deal?"

Deploring the fact that House Investigating Committee had closed its doors to the public and the press, the Washington Post noted:

"Members of the House who are protesting against the closing of hearings on the sale of Station WMCA seem to us to have a good case. The story of the transfer of this radio station from Donald Flamm to Edward J. Noble, former Undersecretary of Commerce, is long and complicated. No doubt parts of it have been exaggerated by persons interested in making a case against the Federal Communications Commission. But that is no excuse for conducting the investigation behind closed doors. If the hearing is to be held at all, its proceedings should be open to the public.

"Since his transfer gave rise to a lawsuit, it is persuasively argued that the case should not be tried before a Congressional Committee. Congress certainly ought not to interfere in private legal controversies. On the other hand, a Congressional Committee cannot reasonably be asked to ignore public issues merely because they may have a bearing upon a private suit. If the Committee makes its investigation impartially, and seeks only to disclose the relationship of the FCC to the case, we cannot see that there will be any reasonable ground for complaint.

"The most unfortunate aspect of the WMCA case seems to us to be the part that two former FCC attorneys, who knew of Mr. Flamm's difficulties with the FCC, played in connection with the sale. We think all the facts should be explored by the Committee in the full light of day."

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KARNS HEADS WPB RADIO DIVISION PRODUCTS BRANCH

The appointment of Melvin E. Karns, of Collingswood, N.J., as Chief of the Products and Facilities Branch of the War Production Board Radio and Radar Division, was announced Monday by Louis J. Chatten, Director of the Division.

Besides directing the Products and Facilities Branch, Mr. Karns will supervise the operations of the component and end products sections of the Division.

Mr. Karns is a graduate of the Kansas State College and has been engaged in the engineering and manufacturing phases of the radio industry for 18 years. Prior to joining the Radio and Radar Division staff of WPB, he served with the Radio Corporation of America, as Staff Assistant to the Manager of Manufacturing of the RCA Victor Division and was located at Camden, N. J.

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FORECASTS IN 10 YEARS ALMOST EVERYTHING WILL BE FM

If the Federal Communications Commission gives the green light to frequency modulation as a result of the recent allocation hearings in Washington, William B. Lewis, Vice President of Kenyon & Eckhardt, Inc., Advertising Agency of New York, forecasts that within 10 years nearly all domestic broadcasting will utilize the FM method. Stating that the radio public will never know the real value of FM reception until studios, records, wires and all other technical facilities are geared up to match the fidelity of which FM equipment is capable.

"These technical facilities are ready for production when the war ends", Mr. Lewis, who was a CBS Vice-President stated. "Recordings have been developed which will carry 16,000 cycles. Telephone wires can now be leased which will carry 16,000 cycles, but at such great cost that experiments are being carried forward to find a more economical method of tying together an FM network, either through the use of coaxial cable or the use of ultra high-frequency relay systems.

"Orders are being taken on all sides for FM transmitters and equipment, and the set manufacturers - almost without exception - are ready to build and heavily promote complete lines of combination AM-FM sets. One manufacturer predicts that 20,000,000 sets capable of receiving frequency modulation will be in use within four or five years after the war's end, as compared with an estimated 30,000,000 AM sets in use today."

It is his opinion that the four established networks will become FM webs, a change which "will bring about an improvement in the radio structure that will be a boon to advertisers and to the public." All FM stations in one community will have approximately the same coverage; there will be no such differentials in coverage as exist between the 250-watt station and the 50,000-watt station in AM broadcasting.

As he sees it: "With coverage more or less equalized, the weaker networks will have a much better chance to compete with the stronger networks on the basis of good management, to the profit of advertisers; and good programming, to the profit of the public."

"Regarding his idea of a newspaper-sponsored FM network, Mr. Lewis told the marketing group: 'I daresay there is not an advertiser present who would refuse advertising space in Reader's Digest if it were available, or would object to paying for it a considerably higher rate per thousand than he pays for mass media. I further predict that he would pay a relatively higher time rate to the network which could demonstrably deliver the same market."

"A fifth network", he said, "could establish such an editorial policy and could control its program balance much more easily than one of the established networks could revise its present policies and schedules . . . I have a strong feeling that the American

public is ripe for something new and better in radio and that such a program policy might start a bandwagon rush."

To that "group of powerful and wealthy newspaper publishers who passed up radio in the early days, and have lived to regret it", Mr. Lewis said he leaves the question of whether they, as they obtain FM permits, will logically follow their own AP precedent and establish their own network on a mutual, and, therefore, more economical basis, or "wait instead for another privately-owned network to sell them program service."

The full text of the address of Mr. Lewis may be had by writing to the FM Broadcasters, Inc., 711 Colorado Building, Washington, 5, D. C.

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AFL PLANS RADIO EXPANSION AFTER THE WAR

The American Federation of Labor is planning expansion of its press and radio activity but will delay positive action until after the war.

This decision has been reached, AFL announced, because while "the frontal wave of anti-labor propoganda collapsed of its own sheer emptiness in the past year . . . the trade union movement has been harassed by constant and repeated flanking attacks by powerful and hostile interests."

"Severe setbacks were administered to those who sought to inflame the minds of men in the armed forces against Labor (a capital 'L' was used in the text)", the Executive Council informed the organization's annuan convention when it opened at New Orleans.

AFL evidently has no intention to seek control of radio outlets but will be content with time on the air reportedly already promised by the networks.

(Sidney Hillman, Vice-President of the Congress of Industrial Organizations, and Chairman of the Political Action Committee, when addressing the National Press Club before election was asked if the CIO intended entering the FM field. He replied: "Probably something should be done about it. We have no program for it.")

The printed AFL report to be placed in the hands of delegates in New Orleans said the plans for promotional work by way of press and radio are designed to "enable Labor to take the offensive instead of being forced to remain on the defensive. Foremost among these plans is the development of expanded radio activities."

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PETRILLO THUMBED ON POLICE BAND; HE THREATENS BENNY

Ignoring protests of James C. Petrillo's powerful musicians union, a subcommittee of the House of Representatives governing the District of Columbia, unanimously approved a bill to establish a band for the Washington Police Department. Referring to the diminutive music leader as "Julius Caesar", Representative Hebert (D), of Louisiana, said that Petrillo had been seeking to throttle music to a point where "no one could beat a note on the piano or blow a toot on a horn unless he had obtained Julius Caesar's permission. I am not one to set by and let him do it."

Also despite the threat of Mr. Petrillo to keep the Jack Benny show off the air last Sunday night because of a dispute with the National Broadcasting Company, the program was heard as usual. The word was passed around that if Benny went on with non-union engineers that it might result in a strike which would tie up the entire network.

Network officials declined to explain the exact nature of the A.F.M. complaint or how many employees were involved. Beverly Fredenall, Vice President of the National Association of Broadcast Engineers and Technicians, said at Chicago that he had been informed of the A.F.M. move and that it was prompted by the "fact that the technician responsible for the proper broadcast of the show is not a union man - that he is a N.A.B.E.T. man."

N.A.B.E.T., he said, is an independent union "governed and protected by the same laws that A.F.M. functions under." The attempt to stop the Benny show is "really a fight against N.A.B.E.T.", he said.

There was another victory for Petrillo when approximately 1400 New York City musicians, members of the AFM, were given a 15% increase in wages last week by a Regional War Labor Board order retroactive to last February 28th. The musicians are employed in bands and orchestras which provide the music for thirty-nine members of the Hotel Association of New York, twenty-three members of the Cafe Owners Guild and thirty-five cafes and night clubs in New York City.

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CALLS VANDENBERGH ANTI-PETRILLO BILL "ONLY A PINPRICK"

Although favoring the bill introduced by Senator Vandenberg (R), of Michigan, which prohibits interference with the broadcasting of non-commercial cultural or educational programs, the Washington Post calls the measure merely "a pinprick" and doesn't anticipate that Mr. Petrillo "will feel too distressed by this timid challenge to his comprehensive authority."

In an editorial "Curbing Caesar", the Post says:

"In our opinion it would be better not to legislate at all until Congress is prepared to deal with the major abuses of union leadership exemplified by Mr. Petrillo's extreme demands. Moreover, corrective legislation should not be aimed at Mr. Petrillo exclusively or specifically. He has operated within the law in his successful campaign to impose his will upon the world of commercialized music. Maybe he is a little more colorful and more antisocial than some of his fellow labor leaders. Undoubtedly he has done pioneer work in proving how easy it is under existing law to hold up employers and compel them to subsidize union treasuries under the guise of making contributions to union unemployment funds. But he is only one of the many union officials who know how to apply pressure tactics in disregard of the public's rights without coming into conflict with our inadequate labor laws.

"We are not worried nearly so much by what Mr. Petrillo has done or may do within his own domain as by the bad example he has set for others. What we need is general legislation aimed at suppression of the kind of antisocial union practices for which Mr. Petrillo stands. The emancipation of high school bands from union decrees disbaring broadcasting would still leave Mr. Petrillo free to pursue his major ends, and would impose no restraints at all upon the exactions of like-minded labor czars."

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MC DONALD SEES JAP'S RADIO INVENTION BOOMERANG

We are shooting back at the Jap every day of the week with a major development that was created by a Jap, and - in radio - we are using this same development to plaster him and to keep him from plastering us with the iron and steel he bought from us in prewar days, it was revealed by Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, in an Associated Press dispatch from Chicago.

The material is a super-magnetic alloy that was developed by Professor Tokushici Mishima of Tokyo Imperial University, introduced into this country shortly before the war under the name alnico and is now used by every radionic manufacturer. It is a component of radio and of other potent radionic weapons. Without it, Mr. McDonald stated, some of our radionic devices would be impossible, while others would be heavier, more costly, and less efficient.

"The little yellow Jap is being nicked daily with his own alnico", said Mr. McDonald. "Little did Dr. Mishima think that we would one day be shooting his own development back at his pals. But we are - our fighters are using alnico every day of the week to sink Jap ships and knock enemy planes from the skies."

Alnico's great value, he said, comes from its light weight, great magnetic strength, and permanence. It will lift sixty times its own weight of iron or steel. A piece of it the size of the

eraser of a lead pencil makes a stronger magnet than the large horseshoe magnets we played with as kids. It will retain its magnetic strength under mechanical shock, vibration, and temperature changes of several hundred degrees that would soon reduce old type magnets to hunks of inert metal.

"I believe we got more from the Jap in his discovery of this super efficient magnet than the Jap got from us with all the iron, steel and gasoline we are charged with having sold him in pre-war days."

Mr. McDonald said he could not give further information about military applications of alnico.

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FACSIMILE NO THREAT TO NEWSPAPERS YET, SAYS CRAVEN

Facsimile transmission of printed and illustrated news by radio has been highly developed but the cost "50 upward" of receiving sets is so high that as yet newspapers do not appear threatened with serious competition, Commander T. A. M. Craven, U.S.N., retired, said in outlining future aspects of radio broadcasting at a luncheon of the Advertising Club of Washington Tuesday.

Commander Craven, who left the Federal Communications Commission in July to become Vice President of the Cowles Brothers newspaper, magazine and radio interests, spoke at a luncheon, held in honor of their acquisition of Station WOL in Washington.

Commander Craven said frequency modulation (FM) receivers, like facsimile receivers sets, will cost upwards of \$50 each when they become available, but he predicted ready public acceptance of FM sets because of the improvements in reception which FM provides.

He said television was now "a technical practicability" and that Washington will be "one of the first cities in the country to have television broadcast service." WOL and other local stations have already applied for television transmitter rights.

In the facsimile field, he declared that it is now possible to transmit letter-size sheets of illustrated news at the rate of one page per minute, including pictures in color. But, he added, "until the cost of these sets is lowered, it is hard to see how printed radio news of the future can compete with present methods of distributing printed news in standard newspapers."

Sharing the platform with Commander Craven was the new General Manager of WOL, Merle S. Jones, formerly of St. Louis, Mo., who revealed that WOL this week will announce increases in rates for new advertisers, while "protecting" its present contract advertisers for a year.

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CHARGES CORCORAN THREATENED TAX SQUEEZE IN WMCA CASE

Colin Campbell Ives, an attorney for Donald Flamm, in a statement in New York Monday charged that Thomas Corcoran, former White House aide, threatened at one time to call in the Treasury Department to bring pressure on Mr. Flamm to force him to sell WMCA to Edward Noble.

Mr. Ives said in his statement he could not understand why the Congressional Committee should exclude the public from the hearing because "so many lawyers and business men throughout the country have had first-hand experience with the Corcoran system that it is now a matter of public knowledge."

He asserted that when he discussed with Corcoran "the pressure used by Corcoran's henchmen, Dempsey and Koplovitz, Mr. Corcoran, instead of being shocked or even sorry, informed me that if I, in behalf of Mr. Flamm, would dare to take any steps in the matter, he would utilize the Treasury Department."

Mr. Ives' statement said that Corcoran said he would cause Flamm "income tax troubles to such an extent that Mr. Flamm would wish he had never been born."

He asserted that Corcoran said the "boys" in the Treasury Department "had been working on Flamm's income tax statements and were all prepared to move in."

Suggested by a previous mention of Corcoran, Thomas L. Stokes wrote in the Washington News (Scripps-Howard):

"Tommy Corcoran is expected to appear in a few days before a House Committee, the special committee which is investigating the sale of radio station WMAC, New York, to former Assistant Secretary of Commerce Edward J. Noble. This was a particularly smelly affair involving inside pressure, in which the firm of Dempsey & Koplovitz was employed. Both young men, William J. Dempsey and William Koplovitz, formerly were employed by the Federal Communications Commission. Tommy has been associated with them.

"But Administration pressure resulted in closing the doors of this committee, so that the public cannot get the story."

The Washington Post had this to say:

"The trail of Mr. Thomas G. Corcoran, once special attorney of the RFC and former close confidant of the President, through the corridors of Government departments and congressional halls re-appears in the newspaper reports of the Biddle-Littell feud and the WMCA controversy. 'Tommy the Cork', as the President calls him, is the most adept, active, and successful of the lawyer-lobbyists who infest the Capital. He 'sells' the influence he accumulated in the days when he was at the right hand of the President trying to make America over, and, incidentally, planting his friends in favorable locations."

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 ::: SCISSORS AND PASTE :::
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WBBM Holds The Bag On LaGuardia's Chicago Broadcast

Said Mayor La Guardia delivering his regular WNYC, municipal radio station broadcast, from Chicago last Sunday:

"Thanks to the courtesy of WBBM of the Columbia Broadcasting System I am able to talk to you this week. For a while, the day before yesterday and yesterday, I thought I would have to cancel the weekly talk. I met a New York salesman in the elevator who was on his way home. He asked me if I was going home for the week-end. I said, 'No, it does not look like it', and he said, 'How about the weekly talk?' I said, 'Well, I guess I'll have to cancel it.' 'Oh', he said, 'don't cancel it.' I said, 'I may have difficulty in getting a line.' He answered, 'We think we can attend to that.'

"You see, I really am not broadcasting from Chicago, I am talking on a line from here to our studio in the Municipal Building and it is broadcast from there. The line costs \$107.

"Of course someone will ask, 'Who is going to pay for it?' Well, I guess you and I will have to pay for it. The traveling salesman said he would contribute \$1, so you had better send in your dollars to make up the \$107. If we do not get enough I guess I will have to make up the difference. If we get too much we will make a refund to you on a dollar basis."

The Mayor's office staff is looking forward to some busy days handling the refunds.

- (New York Times)

New Cowboy-Radio Senator Ditched His 10-Gallon Hat

Glenn H. Taylor, cowboy-radio entertainer of Idaho, who defeated Senator D. Worth Clark, arrived unknown on the Idaho political horizon in 1938. He ran fourth in a large field, getting what votes he could by tramping on horseback, wearing a sign bidding for votes for the Idaho troubadour.

Two years later he ran for the Senate on the Democratic ticket and offered a program he called "production for use".

Ten-gallon hat, high heels and flowing tie marked him as an eccentric. Senator John Thomas, Republican, defeated him that time but he came back again and in 1942 suffered a similar defeat.

This year Taylor abandoned his "outlandish" apparel, appeared as a dapper businessman and managed for the first time to secure support from old-line Democrats.

- (United Press)

Rumor Note

It may be only talk but Niles Trammell is rumored about to resign as President of National Broadcasting. If so, his successor will be Sid Strotz.

- (Danton Walker in Washington Times-Herald)

Hails R. C. A. Communications 145,000,000 Word War Record

One hundred and forty-five million words transmitted over the world-wide circuits of RCA during 1944 stand as a wartime record of which the men and women of R.C.A. Communications may well be proud. The efficiency of your service, day and night, has added to the glory of the United States as the communications center of the world. You have participated in communications history during a dramatic period, the true significance of which will come to light when military secrecy no longer prevails.

-(David Sarnoff in Relay magazine of R. C. A. Communications)

BBC Cooperates in French Radio From London

One of the chief programmes in the daily broadcasts from London since 1940 - which, as the people of France avow, have been a potent force in keeping alive the faith of the French in themselves not less than in Britain's promise to "come back" - was "Les Francais parlent aux Francais." In it, French listeners heard the voices of Frenchmen, working in cooperation with the BBC, telling them the truth about the war, about the world, and about France itself. But for that radio link, the majority of the French would have been the helpless dupes of Nazi lies.

- (London Calling)

Metropolitan Auditions "Surprise and Delight" Sponsors

Arthur Kent is one among a score of able singers who have come to us by way of the "Metropolitan Auditions of the Air". Frankly, the original virtue in this enterprise was contained in the attention it directed to the Metropolitan, its value as another link with the vast radio public, and not least of all, in the money it added to our treasury. But these auditions have increasingly revealed to us a quantity of vocal talent previously unsuspected in this country, a range of possibility which continues to surprise and delight us with every annual competition.

- (Edward Johnson, General Manager of the Metropolitan Opera Company in New York Times)

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: : :
: : : TRADE NOTES : : :
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Earl Gammons, Washington Columbia Broadcasting System Vice President, will be host at a cocktail party to Edward R. Murrow Chief of CBS European staff at the Carleton in Washington Friday afternoon.

Potomac Broadcasting Corporation, Alexandria, Virginia, has been granted construction permit for new station to operate on 730 kc., 250 watts, daytime only, transmitter site to be determined, subject to procedure under Commission policy of Jan. 26, 1944. (Commissioner Walker voted for hearing). As Alexandria is just down the river from Washington, this may be the beginning of a new station for the Capital.

The Board of Directors of Philco Corporation Monday declared a year-end dividend of forty cents (40¢) per share of common stock payable December 27, 1944, to stockholders of record December 15, 1944. This dividend brings total payments this year to \$1.20 per share, as compared with \$1 per share in 1943.

The Radio Manufacturers' Association is sending to its members mimeographed copies of a detailed discussion of the present and 1945 military electronic program by Director Louis J. Chatten of the WPB Radio and Radar Division. Mr. Chatten's address was delivered at an RMA Export Committee meeting in New York City, and discusses future civilian reconversion, the tube situation, and other problems involved in the immediate and early 1945 production programs.

The Association also sent out copies of a paper on "Standardization of Fixed Capacitors for Civilian Supply", delivered at the recent RMA-IRE Rochester Fall Meeting, by James I. Cornell, Chairman of the Committee on Fixed Capacitors of the RMA Engineering Department.

John D. Hymes, Chief of the Station Relations Division of the Office of War Information's Radio Bureau, has resigned, effective December 22nd. Mr. Hymes is resigning because of illness in his family, who live at Manhasset, N.Y. He went to the Radio Bureau in June, 1943, from Foote, Cone & Belding, New York City. Willett Kempton, Mr. Hymes' assistant, will be Acting Chief.

Known to many in the broadcasting and communications industry who have had occasion to visit Senator Burton K. Wheeler's office, WAC Private Celia Arnold, for 20 years the Senator's secretary, will be one of the first women to land on Weyte in the Philippines. Miss Arnold, who is 43 years old, and a member of the District of Columbia Bar, gave up a job as an Economic Analyst with the Board of Economic Warfare, sold her house here, and used the money to buy war bonds when she joined the Wacs last March.

"The Shocking Truth About Radio", an article by Senator Burton K. Wheeler (D), in LaFollette's Magazine, is reprinted in the Congressional Record of December 5, page A4968.

Also in the same issue, page A4979, is an article "Freedom of Speech for Whom" by FCC Commissioner Clifford J. Durr.

The Apex Electrical Manufacturing Co., of Cleveland, Ohio, has completed arrangements with RCA Victor's export organization for the postwar distribution of its electrical products abroad.

Jack Skinner, formerly of NBC and CBS Press Departments, has joined the Mutual network as Assistant to Jim O'Bryon, Publicity Director. Mr. Skinner recently returned from field maneuvers with the New York Guard, where, a First Lieutenant, he served as Assistant Public Relations Officer.

Misrepresentation of the therapeutic properties of a medicinal preparation called "Allen's Nijara" is alleged by the Federal Trade Commission in a complaint issued against Allen Products Co., Inc., 602 Fifth St., N.W., Washington, D. C.

The complaint charges that the respondent company represents in newspapers advertisements, radio continuities, folders and circulars that the preparation, when used as directed, is a cure or remedy and constitutes a competent and effective treatment for rheumatism, arthritis, neuritis, sciatica, gout, lumbago and sinus trouble. The preparation, the complaint alleges, has no therapeutic value in the treatment of the conditions enumerated in the respondent's advertising.

"Your Coming Radio", a booklet describing post-war radio and television receivers, has been issued by the Electronics Department of the General Electric Company.

That 100 television stations will be operating in at least 29 States and in the District of Columbia just as soon as wartime restrictions on materials are relaxed and manufacture of equipment can be started, appears to be a certainty, the Television Broadcasters' Association say.

Three additional applications for television stations were filed with the Federal Communications Commission during the past week bringing the total number of commercial video applications pending to 91. With nine television stations now operating in the four major market areas of the nation, plus the 91 applications now on file, a total of 100 stations appears assured.

Prof. Conrad A. Elvehjem, head of the biochemistry at the University of Wisconsin, takes a fall out of radio advertising saying it has done more to destroy faith in nutrition research than any other single cause.

"The pernicious type of commercial advertising and statements and articles by pseudo-nutritionists build up hopes unfounded by scientific fact which when exploded, leads to a loss of interest in nutrition, Professor Elvehjem said.

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HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.

sale

NATIONAL BROADCASTING COMPANY
GENERAL OFFICE
30 ROCKEFELLER PLACE, NEW YORK, N. Y.

RECEIVED
DEC 15 1944
FRANK E. MULLEN

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No. 1660

December 13, 1944

HALIFAX PRAISES BBC AND RADIO; ALSO ATTENDS CBS PARTY

Lord Halifax, the British Ambassador to the United States, went to considerable length to pay tribute to radio in general and the wartime service of the British Broadcasting Corporation in particular last week in New York.

Following this, the British Ambassador honored radio further by attending a reception in Washington tendered to Edward R. Murrow, European Director for the Columbia Broadcasting System.

Lord Halifax was the principal speaker at a luncheon given by the Radio Executives Club of New York at the Roosevelt Hotel in honor of the wartime work of the British Broadcasting Corporation. An address by William J. Haley, Director General of the BBC, was heard by shortwave. John Salt, North American Director of BBC, was presented with a scroll from the Radio Executives Club honoring the BBC for its "unstinting cooperation" with American networks and independent stations and "for inspiring radio through the world to become a powerful voice which will declare ever loudly for all the people their desire for everlasting peace." Lucille Manners sang "God Save the King" and Lawrence Tibbett "The Star Spangled Banner".

Lord Halifax expressed the hope that radio would be "first and foremost, a public service."

"It may have plenty of objects", he said, "to amuse, to instruct, to advertise, to make money; but behind and above all these purposes, and in the last resort overruling them, is a sense of duty to the service of the public. With radio, as with the greater newspapers in your country and mine, in any grave issue that may arise the public interest has the last word."

It would be difficult to overestimate, he continued, the "value of the work which radio may do, in both our countries, to educate public opinion in the tasks of peace.

"For one thing is quite certain in the years that are to come", he continued. "You may prepare the most admirable schemes for disarming the aggressor nations. You may set up the most perfect machinery for the prevention of war. You may reinforce that machinery with every sort of political and economic arrangement that the wit of men can devise.

"But unless all that we can do has behind it the power of an informed public opinion, all that we can do will not be enough. The schemes will be waste paper, and the machinery will be scrap."

Mr. Haley told how before D-day he had worked out with the representatives of American radio a satisfactory system for covering the invasion and of how successful their joint efforts had been.

"Since then, in those few months", he added, "the whole of France has been liberated and now we stand near the Rhine, but that cooperation which I have just spoken about was not fixed for a week or a month. It is still going on. So far as the BBC is concerned, I pledge it will go on until the final entry into Berlin and Tokyo."

By way of showing the teamwork of the BBC with the U.S., Mr. Salt spoke of a special hour program the BBC had provided the United States War Department with which to transmit a program to India, necessary because of the transmission difficulties between here and that area.

Elmer Davis of the Office of War Information, said that the BBC was re-transmitting through its medium wave facilities in England 660 radio programs a week for the OWI. These programs are in addition to OWI broadcasts originating in America that go into Europe via short-wave.

Among the honor guests were the British Consul General of New York, Niles Trammell, President of NBC; Mark Woods, President of the Blue Network; Edgar Kobak, President of the Mutual Broadcasting System; Frank Stanton, Vice-President of the Columbia Broadcasting System; J. H. Ryan, President of the National Association of Broadcasters; Robert Peare, Vice-President of General Electric Company, and James D. Shouse, Vice-President, Crosley Radio Corporation.

At the Washington reception at the Carlton, in addition to Lord Halifax, who had just concluded his first conference with Secretary of State Stettinius, there were many other notables to greet Mr. Murrow. Earl C. Gammons, CBS Washington Vice President, was the host of the party. He was assisted by Carl J. Burkland, General Manager of WTOP.

Among the guests were: Acting Chairman of the Federal Communications Commission E. K. Jett; Fcc Commissioners Case, Wakefield and Walker; Admiral William D. Leahy, aide to President Roosevelt; the Polish Ambassador Jan Ciechanowski; Senator Chan Gurney (R), of South Dakota; Senator D. Worth Clark (D), of Idaho, and Representative Alfred L. Bulwinkle (D), of North Carolina.

Also, Francis Colt de Wolf, Chief of the Telecommunications Division of the State Department; Harvey B. Otterman, Assistant Chief of the Telecommunications Division; Rear Admiral A. S. Merrill, Office of Public Relations, Navy Department; Maj. Gen. Alexander D. Surles, Office of Public Relations, War Department; and Brig. Gen. Robert L. Denig, Public Relations, Marine Corps.

Also J. Harold Ryan, President of the National Association of Broadcasters; Commander T.A.M. Craven, Vice-President Cowles

Broadcasting Company; Merle S. Jones, General Manager, Station WOL, Washington; John H. MacDonald, of New York, Vice-President, National Broadcasting Company; Carleton D. Smith, General Manager, WRC, Washington, D. C.; John E. Fetzer, Assistant Director of Office of Censorship in Charge of Broadcasting; Charles R. Denny, General Counsel, Federal Communications Commission; Rossel H. Hyde, Assistant General Counsel; Col. Albert Warner, War Department, Radio Division; Commander John W. Guider, Duke Patrick and Commander Mef Runyon.

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BESTOWAL OF FM LICENSES SEEN AS NEW DEAL PORK BARREL

Radio - specifically FM and, to a lesser degree, tele - may be the big pork barrel that Congressmen have been dreaming about, many top radio men fear, according to Billboard. "Although nothing is being said publicly, many in the industry are concerned that Congressmen, looking about for new pap since the post offices were virtually taken from under their noses, may find their out in the handling of FM and tele licenses", the magazine of the entertainment field goes on. "Fight against licenses being turned into patronage for the boys may well develop into one of the big issues facing radio in the not-too-distant future, in the opinion of those who should know.

"The White House emphasized this industry feeling when it assigned the FCC chairmanship to affable Paul Porter. While few will argue about Porter's qualifications for the job, his radio savvy or honesty, the fact remains that the appointment was a political plum.

"Porter, because he has just come from a job that demanded that he be on intimate terms with political deadshots, is an open target for the Capitol Hill sharpshooters. Fly, on the contrary, made it a point to steer clear of the political marksmen, and those who camped on his doorstep were usually given short-shift - one of the facts that contributed to the current select committee to investigate the FCC.

"It is an open secret among insiders here, at least, that more and more license seekers are attempting to clear thier applications thru their Congressmen - Senators preferred. When the lid is taken off FM and tele, many here believe that the scramble will be terrific and FCC Commissioners, knowing that their reappointments are dependent upon the powerful U. S. Senate, will be reluctant to give the boys a quick brush-off.

"Regardless of the merits of the current WMCA 'conspiracy' case, the argument brings out forcibly the fact that the White House can be 'reached' in a license dispute. Possibly, as is contended, the White House brushed it off but Flamm, seeking advice, hustled to a Brooklyn politico, Assemblyman Irwin Steingut, and Steingut used his political prestige to carry the business right into the oval room labeled 'Seat of the President of the United States.' There's no argument on that point - Steingut admits it."

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WAR RADIO PRODUCTION CALLS FOR \$250,000,000 A MONTH

The new "Victory First" production program faced by the radio and radar industry calls for maximum peak production of over-all products and equipment at the rate of \$250,000,000 a month by March 1, 1945, members of the Radio and Radar Industry Advisory Committee were told by War Production Board officials at a recent meeting in Washington, WPB reported Monday. The radio and radar industry is making every effort to meet the increased demands of the military forces for equipment required on the front lines, Committee members said.

In view of increases in the Army and Navy requirements since October 1, amounting to between 12 and 18 per cent, and anticipated emergency procurement orders that will call for additional production early next year, the Committee pointed out the necessity of retaining its present manpower and obtaining additional workers in the near future. Despite reports of adequate labor in a few radio and radar plants in some regions, a review of the over-all situation in the industry as reported by eleven members of the committee indicated that a serious labor problem would confront the industry unless every effort to retain present workers and recruit and train new employees were made throughout the country. It will be impossible without additional employees to maintain present delivery schedules of the essential electronic products required by the military forces or start production on the new Army and Navy requirements to be ordered shortly, members said.

The best information as to military requirements after March 1, 1945, was that emergency procurements orders, not yet issued, would probably approximate the March 1 level of about \$250,000,000 a month for several months, and counterbalance any tapering off of the current orders expected in March through June, WPB reported.

Congratulating the industry on its past achievements, which he termed "magnificent", Hiland G. Batcheller, WPB Operations Vice Chairman, said producers of radio and radar equipment had carried on successfully, maintaining schedules in the face of changes in design, and complicated production and labor problems. He said he believed past performances indicated that current schedules would be maintained

Both Army and Navy officers complimented the industry on its achievements to date, and explained that changes in battle conditions required new and improved equipment without much advance notice to the industry.

Ray Ellis, Acting Director of the Radio and Radar Division and Government presiding officer, asked for suggestions as to how WPB and the armed services could expedite action and ease industry's job of increased production. Members indicated the importance of maintaining their present manpower position on the critical list of the War Manpower Commission if the radio and radar plants are to be kept in operation.

The Committee urged that WPB and WMC confer on the task of maintaining maximum production in radio and radar plants, with especial regard to the manpower status in the industry. Other suggestions included the early filing of new orders by Army and Navy, at least prior to March 1; the necessity of having time to work out new engineering problems in each plant especially in view of shortage of skilled engineers; that shortages in certain tight items and parts not be allowed to develop and hamper over-all production; the re-scheduling of any delayed orders to plants open for additional work; and the undertaking of a survey of the industry to establish a factual background covering production, labor and other elements.

Mr. Ellis promised that such a survey would be started immediately and the members present indicated their desire to cooperate. The meeting adjourned subject to the call of the Government presiding officer.

A suggested new plan to expedite component scheduling, designed to aid the parts manufacturers in meeting the requirements of equipment prime contractor and avoid the piling up of inventories of component supplies prior to actual needs, was presented to the Committee.

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IMAGINE THE RADIO INDUSTRY NAMING AN FCC COMMISSIONER!

If the report is true that President Roosevelt is willing to name a new Secretary of Labor to replace Madam Perkins if the AFL and CIO can agree on a candidate, should be food for thought for the broadcasters. Fancy the President waiting to appoint a member of the Federal Communications Commission until the members of the radio and communications industries could agree on a candidate. It is doubtful of the radio industry could ever unite on one man but assuming business differences could be put aside and this miracle could happen, the man they named would be looked upon with suspicion for the very reason that the industry had agreed upon him.

Neither the broadcasting or the communications industries have ever had a thing to do with naming a man either on the old Radio Commission or the FCC and though they have the greatest mediums on earth for creating public opinion, they stand helplessly by while the President names one politician after another to the Commission.

FDR's reportedly waiting for the CIO and AFL okeh for a Secretary of Labor is another example of how he kisses labor all over the place and a reminder of how he ignores the wishes of industry.

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RYAN AND NAB OFFER GUIDE FOR RADIO'S 25TH ANNIVERSARY

A complete format for nation-wide observance of a quarter century of broadcasting in America in 1945 was outlined in bulletin form last week by the National Association of Broadcasters, and its President J. Harold Ryan.

The bulletin, enclosed with the December 8th copy of NAB Reports, goes to all networks, all radio stations and hundreds of others within the structure of American broadcasting, including set manufacturers, advertising agencies, government officials, organizations and individuals who are invited to participate in radio's silver anniversary, "Pledged to Victory!"

Mr. Ryan urges all stations and networks to make this bulletin the subject of immediate staff conferences, pointing to initial broadcast activity beginning at midnight, December 31, supported by the advertising, publicity, promotion, sales and public relations departments.

Mr. Ryan and Willard Egolf, NAB Director of Public Relations, met in New York City yesterday (Tuesday) with the Presidents and department heads of the four major networks who have been invited to discuss network twenty-fifth anniversary plans, with emphasis on a redoubled war effort.

The front page of the bulletin features a symbol of radio's twenty-fifth anniversary, a banner suspended from a microphone, the banner carrying the anniversary years "1920-1945" and the Roman numerals "XXV", with a dominant "V for Victory", typifying the industry's pledge in 1945. The bulletin also carries a musical signature of "XXV", based on the Continental Code, with an adaptation of the famous musical "V for Victor".

Eight pages of ideas for programs, publicity and promotion are woven around the war effort theme, central note of the entire anniversary year.

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ELLERY STONE PROMOTED TO RESERVE REAR ADMIRAL

President Roosevelt last week nominated Commodore Ellery W. Stone of the Naval Reserve to be a Rear Admiral.

Commodore Stone, former Vice-President of the International Telephone and Telegraph Corporation and later President of the Postal Telegraph Company, and now a member of the Italian Armistice Commission, was nominated to be a Rear Admiral in June when he held the rank of Captain. The nomination was never acted on and, in the meantime, he was elevated to Commodore. It was because of his change in rank from Captain to Commodore that it was necessary to send a new nomination to the Capitol.

Commodore Stone is Chief Commissioner of the Allied Mediterranean Commission.

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CLAIMS PEOPLE OF THE COUNTRY WANT CONGRESS ON THE AIR

Criticism of the project apparently having gotten under his skin, Representative John M. Coffee (D), of the State of Washington, declared that there is great sentiment throughout the country in favor of putting Congress on the air.

"Let none of my colleagues have any doubt about that", Representative Coffee said, in addressing the House. "There has been much satirical comment concerning the crusading efforts of the distinguished statesman from Florida, Senator Claude Pepper, and of myself in authoring and introducing a bill to provide for a broadcast over the radio networks of pertinent, timely selections from Congressional proceedings.

"It has never been the purpose of Senator Pepper or myself to provide for the broadcast of uninteresting congressional proceedings, which are confined to narrow or sectional lines or legislation which is not of national or international importance. Nevertheless, Senator Pepper and I feel that the people are entitled to know what is going on in Congress, without editorial deletion and without expurgation at the hands of radio or other commentators. Why should not the people judge for themselves?

"The Bible says, 'Ye shall know the truth, and the truth shall make you free.' Let the people form their own opinions as to the worthiness of their representatives in Congress. Let them hear their voices over the air waves and thus permit our constituents to appraise us to some extent by the caliber of our activities on the House floor. Why should anybody be hesitant about that? This is the modern way. Even police courts broadcast their proceedings."

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WAR PROGRESS TO FORECAST FUTURE RADIO AT I.R.E. MEET

The Winter Technical meeting of the Institute of Radio Engineers will be held January 27-27 at the Hotel Commodore in New York, Austin Bailey, Chairman of the meeting's General Committee announced. More than 2,500 engineers are expected to attend.

Many of the technical papers to be read and discussed during the four-day session are expected to reveal for the first time some wartime developments that forecast future trends in radio and allied electronic fields.

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A traveling television show covering 19 Oklahoma cities in behalf of the Sixth War Loan has been completed by Station WKY, owned and operated by the Oklahoma City Oklahoman and Times.

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BLUE NETWORK ACCUSES PETRILLO OF WILDCAT STRIKE THREAT

Whether there will be a strike against the National Broadcasting Company and the Blue networks because of the disagreement between the American Federation of Musicians and the National Association of Broadcast Engineers and Technicians as to who will turn the transcription platters, seems to be anyone's guess. Petrillo, as usual, is believed to mean business and the situation is very tense.

National Broadcasting officials were silent but Mark Woods, President of the Blue Network, expressed himself as follows:

"In negotiating a new contract with James C. Petrillo, for the American Federation of Musicians, last January, we agreed, effective in June, 1944, to employ platter turners who are members of the American Federation of Musicians. This agreement was part of a general contract, in which the AF of M made a number of concessions and we in turn accepted the AF of M jurisdiction over platter turners, in order that a musicians' strike could be averted and the network continued in orderly operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the American Federation of Musicians.

"The National Association of Broadcast Engineers and Technicians also claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board, asking that their rights to this jurisdiction be upheld.

"The National Labor Relations Board decided that status quo should be maintained, which meant that NABET would control the jurisdiction of platter turners, except in Chicago, in which city platter turners have for many years been under the jurisdiction of the AF of M.

"The Blue Network was and is perfectly willing to accept the decision of the National Labor Relations Board. However, Mr. Petrillo refuses to accept this decision and has warned our company that if we do not keep our agreement with the AF of M, he will order a series of wild cat strikes by withdrawing musicians from our program at sporadic intervals. We would have no adequate relief from these tactics and over a period of time it would be impossible for us to broadcast our leading programs, due to the absence of musicians for temporary periods.

"It is our hope that the courts will settle the dispute between the American Federation of Musicians and the National Association of Broadcast Engineers and Technicians. Only in that way can either the AF of M or NABET be forced to accept a conclusion to the jurisdictional dispute.

"The Blue Network finds itself in the middle of a jurisdictional fight between the AF of M and the NABET. As between these two unions, we do not favor one over the other. We desire that the labor laws of the country be complied with, that our employees be

represented by unions of their own choosing, and that strikes against the public interest be avoided.

"We are, in truth, helpless in this situation, in that it is one where we cannot bring the issue into the courts. We are faced with interference or stoppage of broadcasting by one union or the other, and until the courts decide the case, we will continue to be faced with this threat."

A. T. Powley, President of NABET, said:

"NABET will not capitulate. NABET will abide by the decision of the NLRB and is ready to continue negotiations for new contracts with NBC and the Blue.

"We have acted in good faith and will not capitulate. Petrillo's refusal to comply with the decision is an affront to the NLRB. This is not a jurisdictional dispute between two unions. The issue has been clearly defined and decided by the NLRB.

"The dispute is between the companies and the musicians. If the musicians pull wildcat strikes, the companies should bring this to the attention of the War Labor Board and not be asking NABET to capitulate.

"It is time for the networks to decide whether they should be dominated by Petrillo or conduct a business free from holdups.

"Should NABET capitulate, we would, in effect, be penalizing every radio station in the country. In fact, we would be crucifying some small independent stations who play records all day.

"Faced with the prospect of paying \$90 per week for a 25-hour week, the small stations would be forced out of business.

"Radio, with the help of the technicians, made the name bands. By the same token radio can break them. NABET has stood alone in this fight for the past 10 months. We have conducted it in an honest and straightforward way. Our only request is that justice be served."

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RAY ELLIS CALLED BACK TO WPB RADIO DIVISION

Ray Ellis, of New York City, formerly Director of the Radio and Radar Division of the War Production Board, has been recalled as Acting Director during the absence of Director L. J. Chatten, who is on sick leave, Hiland G. Batcheller, Chief of Operations of WPB, announced yesterday (Tuesday).

Mr. Ellis retired as Director of the division on October 1, 1944, to resume his association with the General Motors Corporation, after active service with WPB for more than three years.

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WEISS BELIEVES EXPERTS "TOO GLIB ON TELE PROSPECTS"

Lewis Allen Weiss, Executive Vice-President of the Don Lee Broadcasting System, which has been operating a television station in Hollywood for many years, addressing the First Annual Television Broadcasters' Conference in New York City this week, landed on the "research experts who glibly declare that six out of ten persons are waiting to buy television sets immediately after the war".

Mr. Weiss cautioned against "over-enthusiastic forecasts by some industry spokesmen" and even went so far as to say that "television sets will face brisk competition in the consumer market against new model refrigerators and indoor plumbing."

"To support a television station", Mr. Weiss continued, "a metropolitan area of not less than 500,000 persons is necessary. I believe that only 10 per cent of the population will be in a position to buy television sets in the immediate future. The remainder will not, either because of their inability to pay the price or the difficulty in obtaining satisfactory reception."

J. R. Poppele, Chief Engineer, of WOR, was elected President of the Telebroadcasters' Association for the coming year; Robert L. Gibson, of General Electric, Vice-President, and Will Baltin was re-elected Secretary and Treasurer.

Prize awards were made to Dr. Vladimir K. Zworykin, Director of Electronic Research, R.C.A. Laboratories, for technical pioneering in television engineering; to Station WABD of New York City, operated by Allen B. DuMont Laboratories; for television programs; and to Brig. General David Sarnoff, on leave from the presidency of Radio Corporation of America, for general contribution to television.

In presenting the technical and general awards, Paul Raiboun, President of the Association, commented that they were for achievements covering a period of years and that due to the requirements of military security it is impossible to make awards for 1944 similar to the Hollywood "Oscars" as planned.

Coordinate awards were made to Philo T. Farnsworth, Farnsworth Radio and Television Corp., Ft. Wayne, Indiana, for work on television scanning methods and the electron multiplier.

Lloyd Espenscheid, Bell Telephone Laboratories, New York City, for adopting the co-axial cable to transmitting wide bands of radio frequency suitable for modern television.

Dr. Peter Goldmark, Columbia Broadcasting System, New York City, for work in the development of motion picture pick-up equipment and electronic analysis and control of equipment for color television.

F. J. Bingley, Philco Radio and Television Corp., Philadelphia, Pa., for improvement in contrast of television pictures through flat face tubes and experiments on link operations particularly as regards outdoor events.

Other awards included:

W. R. G. Baker - Vice-President, General Electric Company, Schenectady, New York, for his leadership in standardizing television through the National Television Systems Committee and supporting it through the Radio Technical Planning Board.

David B. Smith, Philco Radio & Television Corporation, Philadelphia, Pa., for his work on the National Television Systems Committee and his planning of television future as panel chairman with the Radio Technical Planning Board.

Dr. A. N. Goldsmith, Consulting Engineer, New York City, for his work on the N.T.S.C. and the R.T.P.B. and his vision of the relationship of the motion picture and television.

Mr. Baker, of General Electric, who is also Chairman of the Radio Technical Planning Board, predicted that five years after the war there would be at least 100 active master television stations in the country serving areas with 67,000,000 persons.

Ed Wynn, the comedian, described television as "a thing more dangerous than dynamite or the quintessence of good depending upon how it is managed."

"I should like to advocate a Government-supported television theatre, to which the great body of American actors and actresses might look forward as the climax of their careers, and to which they can adapt their art", Mr. Wynn said.

O. B. Hanson, Chief Engineer of NBC, declared the "technical costs of television are three to four times that of ordinary sound broadcasting but that the impact of visual advertising is ten times as great as sound radio."

The first annual television convention was attended by about 1000 persons and was declared to be such a success that it was decided to hold a second one in December, 1945.

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USE OF TANTALUM RESTRICTIONS REMOVED

All restrictions on the use of tantalum were removed by revocation of Order M-156 by the War Production Board last week.

Tantalum is used as a filament in radio tubes, while fluoride of tantalum acts as a catalyst in the production of synthetic rubber. Tantalum carbides are also used in cemented carbide cutting tools.

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ARTHUR GODFREY GOES TO THE PACIFIC WITHOUT LEAVING HOME

One of the neatest applications of electrical transcription was that of Arthur Godfrey, star Washington CBS commentator, recently honored for his splendid work of securing blood plasma volunteers. The Navy sent Mr. Godfrey, who is a Lieutenant Commander in the Naval Reserve, on the inactive list, on a special mission to the Pacific combat zone to get first hand information on the needs of blood plasma there.

Commander Godfrey was away from Washington for a month, but during his absence kept his commercials going on WTOP in the Capital, and WABC, New York, by transcriptions made in advance. Although publicity was given to this, many of his listeners didn't know he had been away until he returned.

Mr. Godfrey, who organized the GAPSALS (Give A Pint, Save A Life Society) went as far as Saipan. He was accompanied by Richard Swift, Program Director of WABC. At Saipan they saw the return of the first Superfortress mission which raided Tokyo from the Marianas base.

Godfrey and Swift saw Japanese planes knocked out of the sky both by anti-aircraft fire and by American fighting pilots, and have high praise for the spirit and morale of the American fighting men.

Mr. Godfrey was particularly eloquent when talking about the life-saving by blood donated in the American Red Cross centers throughout the country. He said: "If people here at home could only stand over the bed of a wounded, unconscious boy as I did, and see him literally snatched from death's door as the life-giving plasma poured into his body, there would be traffic jams before every blood bank in this country."

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"FM FOR EDUCATION" JUST PUBLISHED

"FM for Education", a primer of facts and ideas about the educational uses of frequency modulation broadcasting, has just been published, the United States Office of Education, Federal Security Agency, announced last week. The pamphlet, illustrated with photographs, charts and diagrams, details suggestions for planning, licensing, and utilizing educational frequency modulation radio stations owned and operated by school systems, colleges and universities.

"FM for Education" may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 20 cents.

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ACTION TAKEN AND APPLICATIONS RECEIVED BY FCC

Henderson Radio Corp., Henderson, N.C., granted construction permit for new station to operate on 890 kc., 250 watts, daytime only, subject to policy of January 26, 1944; WAIT, Chicago, Ill., granted consent to voluntary assignment of license from the present licensee partnerships (which own Stations WAIT, WGES and WSBC) to newly formed partnerships for the purpose of dividing their holdings so as to comply with Commission order 84-A, thus separating the interests of the partners in the two stations, WAIT and WGES, in a manner so that no individual partner would have any interest in more than one station. The consideration to be paid is \$100,000 for assets of Station WAIT, and \$100,000 for assets of Station WGES, and in each instance including cash working capital of \$15,000; WFEB, Alabama Broadcasting Co., Inc., Sylacauga, Ala., granted petition to remove from the hearing docket, reconsider and grant without a hearing, application for construction permit for a new station to operate on 1340 kc., 250 watts, unlimited time, subject to Commission policy of January 26, 1944 (Commissioner Durr not participating).

Also, Augusta Broadcasting Co., Charleston, S. C., designated for hearing application for new station to operate on 1450 kc., 250 watts, unlimited time; Greater Peoria Broadcasters, Inc., Peoria, Ill., designated for consolidated hearing with application of Ill. Broadcasting Co., application for new station to operate on 1290 kc., 1 KW, unlimited time; Capital City Broadcasting Co., Des Moines, Ia., designated for consolidated hearing with application of Capitol Radio Corp., application for new station to operate on 1600 kc., 250 watts, unlimited time; Capitol Radio Corp., Des Moines, Iowa., designated for consolidated hearing with application of Capital City Broadcasting Co., application for construction permit to use frequency 1600 with power of 1 KW, unlimited time.

Applications Received: Television Productions, Inc., has applied for construction permits for new experimental relay broadcast (television) stations in the areas of New York City, Buffalo, Detroit, Peru Mountain, Vt., El Paso, Des Moines, Los Angeles, and Chicago; Associated Broadcasters, Inc., Indianapolis, Ind., construction permit for a new standard broadcast station to be operated on 1550 kc., power of 250 watts and daytime hours of operation; Myles H. Johns, Milwaukee, Wis., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW and daytime hours of operation; Times-World Corporation Roanoke, Va., construction permit for a new high frequency (FM) broadcast station to be operated on 45,300 kc., with coverage of 30,340 square miles.

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A handbook on the what, how and why of theatre television has been prepared by the RCA Service Company for theatre managers and projectionists. The book, which will be ready for distribution before the end of December, is illustrated throughout.

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 ::: SCISSORS AND PASTE :::
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Killing The Goose!

Gardner (Mike) Cowles' observation, featured in "Variety" last week, stirred up a lot of serious thinking among most of the topflight radio stars. "We're talking against ourselves", as one put it, and this star summed up the general attitude, "but sure as Hooper and Crossley, we're killing the goose that laid the golden egg if this continues. Some of these guesters who couldn't shine the shoes of a Barrymore or Hayes, get more for a fast 8-minute spot than these greats got in a month in the legitimate theatre."

Stars of their own programs this season, more than ever, have seen \$2,500 acts become \$4,000; the \$5,000 star now demanding - and getting - \$7,500. Abbott & Costello settle everything by sticking to a quote of \$10,000. Others have solved it by swap deals.

The best answer to some of these guest-shot salaries is the inconsistency where the budget, the rating or the prestige of a program dictate the prices. Thus, the \$5,000 name will accept the \$300 guest ceiling of an "Information Please", or the \$1,250-\$1,500 price on an Ed Gardner or Fred Allen show (when the latter was on); but in these instances these stars reciprocate likewise for relatively nominal fees.

But the sum total is that this ever-mounting standard has reached such proportions where, dollar-wise, the sponsor may be forced to conclude it can never pay out. P.S. - ex-sponsor. And the possible deterioration of a pretty important scientific-art form of entertainment.

- (Variety)

Chicago Papers Restoring Radio Columns

Increased recognition of the value of news about radio is definitely under way in the newspapers of the Windy City. Chi, up to a few months ago was one of the leading bulwarks behind which were entrenched newspaper publishers which were giving the cold shoulder to radio, fighting it tooth and nail. The entrance into the realm of local newspaper execs by John Knight, new owner and publisher of The Chicago Daily News, and Louis Ruppel, new editor of The Chicago Herald-American, who used to be in charge of the CBS Press Department, have broken down some of the barriers against the use of radio columns in local sheets.

The Daily Times, of which Ruppel was the Managing Editor at one time, has always kept its daily radio column even though other papers have shut down on radio news. The Sun, a morning publication is not expected to have more than its presently run listing and highlights, because it recently got into paper quota trouble with the WPB and cannot get all the newsprint it wants.

There is a possibility that The Chicago Tribune, which owns WGN, local Mutual key station, might restore its daily radio column under the editorship of Larry Wolters, its present radio ed, who is one of the best known and most experienced radio writers in town.

- (Billboard)

Sees Fly Causing Embarrassment

Testifying before a Senate Committee on Saturday, Attorney General Biddle said that Tommy Corcoran was his very good friend. He went on to say that when this good friend had come to the Department of Justice on business he, the Attorney General, had never granted any of his requests.

Think of what that means, for a moment. Think of the embarrassment that Corcoran must have caused his friend, Biddle.

Now is the time for him to come forward with a proposal for a law that would prevent lawyers serving in Government departments from practicing before any Government department for a fixed term of years after they leave the Government service.

For example, James Lawrence Fly has recently resigned as Chairman of the Federal Communications Commission to practice law in New York City. In my estimation he was an honorable public servant in a difficult position. He knows very well the embarrassment he would cause his friends who are still members of the Commission if he were to come before them with a plea for clients.

- (Marquis Childs in Washington Post)

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Anticipates Radio Giving Newspapers Fight Of Their Lives

By now publishers should have learned that the editorial department is not the place to pinch pennies. Radio and magazines are going to give newspapers the hottest competitive fight in their lives after this war.

- (Editor & Publisher)

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Rep. Cox Opposes Investigating Mr. Biddle

The antipathy of Rep. Eugene Cox, Democrat, of Georgia, for a Congressional investigation of Mr. Littel's summary dismissal by President Roosevelt as head of the Lands Division of the Department of Justice, can be well understood. Not many months ago, Mr. Cox's own questionable conduct in representing Georgia broadcasting interests before the FCC was under investigation at the Department of Justice. His receipt of a \$2500 check for "legal services" rendered to the Georgia concern was referred to the department by the FCC because it is a violation of law for a Congressman to accept pay for representation of a private interest before a governmental agency. But the department took no action against Mr. Cox. Regardless of what may have been the reason for this failure to act, it is a fair supposition that it has left Congressman Cox with a feeling of gratitude toward the Attorney General.

- (Washington Post)

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 ::: TRADE NOTES :::
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Z. C. Barnes and Carl Haverlin, Sales Manager and Station Relations Manager respectively of the Mutual Broadcasting System, were elected Vice-Presidents in charge of Sales and of Station Relations at the network's Board meeting in New York, Edgar Kobak, Mutual President and General Manager, announced on his closed circuit conference call to member stations Monday.

Mr. Barnes is a former Vice-President of Outdoor Advertising, Inc. Mr. Haverlin was Vice-President of Broadcast Music, Inc., after serving 14 years at KFI and KECA in Los Angeles.

James L. Fly, former FCC Chairman was one of the eight major witnesses who testified before the Chicago University Commission in the Freedom of the Press.

The 1944-45 annual FMA membership list and trade directory has gone to press and copies soon will be sent to all members, government officials, the radio press and many other interests. A peak FMA membership is recorded, the largest in more than a decade, including a 25 per cent increase during the last year.

The third concert of the Woman's Symphony orchestra next Monday night in Orchestra hall, Chicago, will present world premieres of two compositions and the presence of the two composers, both Chicagoans. The audience will hear for the first time "Romance", by Inez Riddle McDonald (Mrs. Eugene F. McDonald, Jr.), who is a talented pianist, and whose earlier composition, "Cancion", will be included on the program. The concert also will mark the first performance of John Alden Carpenter's "Dance Suite" since that composition, originally written for the piano, was orchestrated.

New developments in electronics, air transportation and automobile design, as well as the creation of improved materials for textile, food and construction uses, will demand a large increase in trained technical personnel - according to "Vocational-Technical Training for Industrial Occupations", a survey report published by the United States Office of Education reports.

The report may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. for 40¢.

A vast new postwar market for electron tubes, far exceeding the prewar demands of radio and communications, will be found in manufacturing and processing industries as a result of increasing uses of electronic power and electronic controls, according to L. W. Teegarden General Manager of the Tube and Equipment Department of the RCA Victor Division, Radio Corporation of America.

The rated power represented by a single order recently received by RCA for power oscillator tubes for electronic power heating, Mr. Teegarden said, was equal to the combined rated power of all radio stations in the United States.

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Dull HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET

WASHINGTON, D. C.



RECEIVED
DEC 22 1944
FRANK E. MULLER

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December 20, 1944

DURR FEARS ADVERTISING IS JEOPARDIZING RADIO FREEDOM

"How free is radio?" Commissioner C. J. Durr of the Federal Communications Commission asks in the Journal of the National Education Association, and then replies:

"If by 'free radio' we mean a radio that will provide the freest possible outlet for the widest possible range of information, entertainment, and ideas, then it is not nearly as free as it should be. It is rapidly becoming less free, as it demonstrates its value as an effective and extremely profitable advertising medium."

Then Commissioner Durr goes on to say:

"Advertising is a traditionally accepted and I think sound feature of our system of broadcasting. Many of the finest musical and entertainment programs would be impossible without it. However, it is one thing for advertising to be used to support a vital instrumentality of public service. It is an entirely different matter when a vital instrumentality of public service becomes predominantly an advertising medium - and that is what our broadcasting system is becoming.

"We have received many solemn warnings during the past year or so that despotic government 'bureaucrats' are plotting to snatch away from the people the freedom of speech guaranteed by the First Amendment to the Constitution, and that the Supreme Court is aiding and abetting the plot. I suggest that you get hold of a copy of the Constitution. You will find that the First Amendment is still there. * * * *

"But there are many restraints upon our freedom other than through political restraints. With the concentration of economic power which is increasing at a constantly accelerating pace, our actions may be as effectively limited and directed by a system of economic rewards and punishments as by duly enacted laws. Moreover, there is no more effective way of distracting attention from these economic restraints than by focusing it on political restraints, real or imaginary.

"In testimony before the Senate Committee on Interstate Commerce last December, President Niles Trammell of the National Broadcasting Company said: 'The argument is advanced that business control of broadcasting operations has nothing to do with program control. This is to forget that "he who controls the pocketbook controls the man." Business control means complete control and there is no use arguing to the contrary.'

"I won't argue to the contrary. That is why I believe a free radio in this country is subject to dangers far more serious and immediate than any threat from the government.

"Today we have on the air about 900 standard broadcasting stations. With the operators exercising independent judgment it should be expected that the prejudices, predilections, and mistakes in one direction would be balanced by those in another, leading to a fairly balanced presentation of points of view, information, and entertainment.

"But do those operators exercise their free and independent judgment? About 600 are affiliated with one or more of the four national networks. These affiliated stations together utilize about 95 percent of the nighttime broadcasting power of the entire country and over half their broadcasting time is devoted to national network programs. They receive about 40 percent of their revenue from the national networks - and this means more than 40 percent of their profits, for the network programs are handed over ready-made and there is little offsetting expense. Many stations could not survive without network affiliation. If 'he who controls the pocketbook controls the man', four network corporations have a pretty effective control over our broadcasting system.

"And the networks themselves are subject to 'pocketbook control.' Of the hundreds of thousands of business concerns in this country, only a select few reach the national networks. In 1943, over 97 percent of the national networks' advertising business came from 144 advertisers. Ten accounted for nearly 60 percent of NBC's business. The same situation prevails in the case of the other networks to a slightly less degree.

"Business concerns engaged in the same line of business probably have similar interests. It is still more disturbing, therefore, that in 1943 over 74 percent of the estimated total billings of all four national networks was concentrated in four industry groups: food, beverages, and confections; drugs; soaps, cleaners, etc.; tobacco.

"Thus we have moved from diversification to concentration. Maybe this is the road to a free radio, but I doubt it."

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FRANK C. STANTON DIES; FATHER OF CBS OFFICIAL

Frank C. Stanton, 66, father of Frank N. Stanton, Vice-President of the Columbia Broadcasting System, died last Sunday at his home near Dayton, Ohio. He was a teacher in the Dayton public school system for 37 years until his retirement in 1941 because of ill health.

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BLUE, CBS, COWLES, STORER SHIFTS ARE 1945 CURTAIN RAISER

It is believed the extensive and significant affiliated broadcasting station changes affecting the Blue Network, Columbia Broadcasting System, and the Cowles, Storer and other outlets are just a curtain raiser for others to come during 1945. That the the Mutual Broadcasting System and the National Broadcasting Company will be heard from is a foregone conclusion.

Six important stations, three of which are now affiliated with CBS and two with MBS will join the Blue Network next June. Three of the stations are owned and operated by John and Gardner Cowles, Jr., namely KRNT, Des Moines, Iowa, WCOP, Boston, Mass., and WNAX, Sioux City, Iowa-Yanktown, South Dakota. Coincidental with the announcement, Gardner Cowles, Jr., said, "We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring to the listeners of three of our stations the high quality Blue program service."

Of equal importance is the new Blue affiliation of WFTL, Miami, Fla., one of seven important stations operated by George A. Storer, who like the Cowles brothers, is one of America's pioneers in radio broadcasting. A leader in business and prominent in the steel and manufacturing industries, Mr. Storer also will now have three stations affiliated with the Blue Network.

"The Fort Industry Company management", Mr. Storer said, "has watched the progress of the Blue Network, and believes in the principles and methods of operation of the company. And, as evidence of our further endorsement, we are pleased to add WFTL to its sister stations WWVA and WAGA in the Blue family."

The other two stations which will shift to the Blue are WLAW, of Lawrence, Mass., headed by Irving E. Rogers, publisher of the Lawrence Eagle and Lawrence Tribune, and WPDQ at Jacksonville, Fla.

At the same time, Chester J. LaRoche disclosed the new Blue affiliations, Herbert B. Ackerberg made it known that CBS had signed contracts which will add five new affiliates to the network. The new stations are: KOTA, Rapid City, S. D., expected to go up to 5000 watts in February; KGKY, Scottsbluff, Nebr., 250 watts; KTYW, Yakima, Wash., 500 watts; WJEF, Grand Rapids, Mich.; and KERN, Bakersfield, Calif., 1000 watts.

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"TELE COMING FASTER FROM NOW ON THAN RADIO" - BEN ABRAMS

From this point on, the perfection of television will be much faster than was that of radio, Benjamin Abrams, President of Emerson Radio and Phonograph Corporation, declared last week.

"In fact, television is already advanced far beyond the stage to which radio had been developed at the time the same number of receivers had been sold to the public", Mr. Abrams said.

"These improvements in television will come faster for three reasons. First, the war has greatly stimulated research in all fields, and particularly in electronics; second, there has been an improvement in research technique itself, so that engineers know how to go about solving problems much faster than they did when radio was in its infancy, and third, there is more incentive now to build television sets than there was twenty-five years ago to develop the radio.

Expanding on this statement, Mr. Abrams pointed out that, aside from the advances in the whole theory of scientific research, there is the additional fact that many of the principles underlying television are of the same electronic nature as those on which the more recent radio receivers have been based. For this reason, he said, there is no need for television to go through what would correspond to the "crystal set" period of radio.

"There is a much greater incentive to develop television than there was to perfect radio twenty years ago for the simple reason that manufacturers, as well as the entertainment and advertising industries, know now what can be expected of television.

"Whereas advertisers twenty years ago did not even see the possibility of sponsoring programs or even making announcements over the air, advertisers of today have a fair idea of what television can do for them. For one thing, it is much more effective to show the customer what a package looks like than to attempt to describe it with words.

"In much the same way the educational value of radio was overlooked until recent years. Today, however, educators agree that television holds great promise, since it is much easier to teach by sight than by sound."

Mr. Abrams said that Emerson had developed three basic television receivers which would be put into production as soon as wartime restrictions are lifted. One of the models, a table projection-type receiver, will be priced to the consumer as low as \$150.

"In designing these receivers, we have sought to give the most television for the least money", Mr. Abrams said. "Our purpose in doing so is obvious when it is considered that for television to be a success there must first be developed a receiver that will fit the pocketbook of the masses. In New York City, for example, it

appears that 100,000 to 150,000 receivers will be needed to support efficient commercial broadcasting stations.

"Once television receivers are brought within the buying reach of great numbers, advertisers will be attracted and the resulting revenue will finance programs equivalent in value to radio and motion picture entertainment and education."

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MACKAY RADIO "STATION 25" DELIVERS THE GOODS FOR PATTON

Mackay Radio "Station 25" which has followed the battle-front all the way from the Normandy beachhead to Germany, continues to pump a steady stream of messages from directly behind the fighting front in Europe across the Atlantic to New York after opening the first radio telegraph service with France at the time of the Normandy invasion. The man responsible for opening the circuit on the beachhead and keeping it open while crashing through France with Lieutenant General Patton's lightning Third Army is L. F. Spangenberg, Assistant Vice President and a Director of Mackay Radio and Telegraph Company, who has recently returned to this country.

Long before the invasion, Mackay Radio, an affiliate of International Telephone and Telegraph Corporation, undertook the assignment of providing a complete radio station for the new Western Front. To Federal Telephone and Radio Corporation, manufacturing affiliate of I. T. & T., was assigned the task of building a 15-kilowatt transmitter. Countless associated items, such as sectional antenna masts, insulators, wire and complete power plants, and a vast amount of miscellaneous equipment were gathered together and shipped to Great Britain, there to await transshipment to France. With these materials went a goodly supply of other equipment to meet emergencies over a long future period.

The station, before being shipped to England, was assembled at a point on Long Island and given thorough trials before being broken down and crated for the ocean voyage. Its crew was made up of carefully selected Mackay engineers, technicians and operators, chosen from the more seasoned of Mackay Radio's long-time employees. They were men who could be relied upon to know and do a job quickly and carefully, even under enemy fire. Transported to England, they underwent battle training there while waiting for D-Day to arrive.

When General Eisenhower's vast armade moved across the English Channel for the Normandy beaches, the crew was alerted for the moment when our Army should reach "X" spot, the point selected for erection of the station. Hardly had "X" spot been captured when all the men and equipment were on the move to it.

At the last minute a change in plans obliged them to leave behind the Federal-built equipment and adapt a one-kilowatt, stationary Army set for mobile service direct to the Mackay home office at 67 Broad Street, New York City. Without the equipment with which

they had been trained, subjected to severe beachhead battle conditions, Mr. Spangenberg's crew functioned like veteran troops to get the circuit opened. The odds were overcome, Mr. Spangenberg declares, only by the determination of his men to "get the message through". Writing from the beachhead he said: "Our gear would make Marconi turn over in his grave. A tree holds one end of our antenna, a light pipe-mast the other. Guy wires stretch endlessly, and each day the antenna sinks about 10 feet. No block and tackle; we just pull the stranded steel field wire around the smooth limb that holds the tree-end and hope that the mast won't collapse at the other end. No insulators to break up the guy-wires on the mast, and the transmission-line insulators are splinted together with sticks and tape."

But the messages went through. Restricted to government and press messages, they provided the headlines that the American people read as they were thus enabled to follow the progress of the crucial invasion.

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NEW RCA RETIREMENT PLAN BEGINS AMONG 40,000 EMPLOYEES

Enrollment in Radio Corporation of America's new employee Retirement Plan, which provides pensions and annuities for life to members, began last week among RCA's more than 40,000 employees throughout the country.

Membership in the plan, which became effective December 1st, subject to approval by RCA stockholders and the U. S. Treasury Department, is open to all persons regularly employed by RCA and its domestic subsidiaries who have reached the age of 25 and have completed three years of service. Participation is voluntary.

Benefits, which are designed to supplement Social Security, normally start at age 65 and consist of :

1. The pension, which is to be financed entirely by the employer and amounts to $\frac{3}{4}$ of 1 percent of the first \$250 of the member's monthly earnings on November 30, 1944, plus $1\frac{1}{2}$ percent of such earnings in excess of \$250, for each year of continuous service prior to December 1, 1944, up to 20 years after excluding the first three years of service and any service rendered prior to age 25.

2. The contributory annuity, which depends upon the amount of combined contributions of the employee and the employer made at each age and the annuity rates then in effect. Each member will contribute 2 percent of the first \$35 of basic weekly earnings, plus 4 percent of the next \$25, plus 6 percent of basic weekly earnings in excess of \$60.

The Company contributes a like amount and the combined contributions will be used to purchase contributory annuities for each member. The annuities will be purchased from The Equitable Life Assurance Society of the United States, under the terms of a Group Annuity Contract, and the pensions will be financed with J.P. Morgan & Company, Inc., as Trustee, under a Pension Trust Agreement.

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FIREWORKS WHEN FCC PROBERS REPORT TO CONGRESS JAN. 3

Unlike the proverbial month of March, which goes in like a lamb and comes out like a lion, the House Investigation of the Federal Communications Commission, came in like a lion and went out like a lion. During the only supposedly silent part of the hearings - the period during which the public was excluded - the reverberations were the loudest.

There is bound to be a continuation of the same when the new Congress takes up the report which is to be submitted to them on the opening day Wednesday, January 3rd. The last hush-hush session of the investigation - which has lasted almost two years and cost \$110,000 - was held last Friday and the last public session Saturday.

The final day included testimony regarding the sale of Station WLWL, New York, owned by the Paulist Fathers to Arde Bulova in 1937 where it was alleged pressure had been exerted to lower the sales price and hasten closing of the deal.

At the meeting of the House subcommittee Friday, they again heard Edward J. Noble, who purchased WMCA from Donald Flamm for \$850,000. Mr. Noble said later:

"If my testimony doesn't vindicate me, then I will have lost faith in the value of the truth." Mr. Noble told reporters he had conferred with Thomas G. Corcoran, formerly a White House advisor, regarding the qualifications of William Dempsey, an attorney, whom he subsequently retained to represent him in the WMCA negotiations.

At the same time, Mr. Noble said, he asked Mr. Corcoran if he thought "the fact that I had worked" for the late Wendell L. Willkie in the 1940 presidential campaign would be "held against me" by the FCC in considering authorization for purchase of the station.

He quoted Mr. Corcoran as replying:

"No, absolutely not. Forget it."

Mr. Corcoran, whom Mr. Noble said he had known "for a good many years", testified Thursday before the committee.

Mr. Noble said that in purchasing WMCA he paid Mr. Flamm "46 times earnings" and that when he sold it in 1942 to Nathan Straus, New York City financier, it was for "11 times earnings".

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CIVILIAN RADIO TUBE SUPPLY LESS THAN EXPECTED

The shortage of radio receiving tubes for the maintenance of Army and Navy electronic combat equipment and replacement of increasing battle losses must be made up at the expense of civilian radio tube supplies, War Production Board Radio and Radar Division officials said Monday.

It is now anticipated, therefore, that the number of receiving tubes available for civilians will be much smaller in the first quarter of 1945 than the hoped-for 2,000,000 tubes a month, the officials explained.

A recommendation that all current military receiving tube requirements and accumulated deficits be covered by scheduled production before any civilian tubes are made available in the first quarter of 1945, was made by the Radio Receiver Vacuum Tube Industry Advisory Committee at a recent meeting.

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PLATTER TURNER STRIKE THREAT SLEEPING - WITH ONE EYE OPEN

The holiday season to the contrary notwithstanding, the National Broadcasting Company and Blue network officials are ready for anything in connection with the threatened Petrillo and National Association of Broadcast Engineers and Technicians (NABET) strikes.

"There are no new developments in the situation", one of them said, "but it is a thing that we always have with us."

According to one informant, Petrillo is holding off hoping NABET will make the first move and NABET is hoping if there is a strike they can pin the blame on Petrillo.

It is again reported that Petrillo may strike during the Christmas holidays and before the new Congress convenes January 3rd. If and when either side strikes, one thing is sure, the networks will not be caught napping. In the meantime every effort was being made to settle the controversy.

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McCOSKER NEW BAMBERGER BROADCASTING SERVICE CHAIRMAN

Alfred J. McCosker has succeeded Jack I. Straus, President of R. H. Macy & Company, New York, as Chairman of the Board of the Bamberger Broadcasting Company, operator of Station WOR. Mr. Straus will continue as a member of the Board.

Mr. McCosker has resigned as President of WOR. Succeeding to the presidency is Theodore C. Streibert, formerly Vice-President and General Manager.

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SENATE BY-PASSES PAUL PORTER; HYDE AGAIN MENTIONED

The Senate adjourned for Christmas without confirming the nomination of Paul F. Porter, to succeed James L. Fly as Chairman of the Federal Communications Commission. This will necessitate the President renominating Mr. Porter to the new Congress which assembles the first week in January.

No significance seemed to be placed upon the Senate not taking up Mr. Porter's nomination, the reason being given simply that the Senators had been so occupied with the confirmation of the Assistant Secretaries of State and other matters and didn't want to be delayed further getting away for Christmas.

Senator Burton K. Wheeler, Chairman of the Interstate Commerce Committee, assured Mr. Porter that the Committee would give his nomination immediate attention if the President sends it up again.

The only expressed opposition to Mr. Porter, former Publicity Director of the Democratic National Committee and Washington CBS counsel, was filed by the Socialist Party, raising the question whether there should be "elevation of a Publicity Manager in a bitter political campaign . . . also former counsel for a network, to a commission controlling radio and other communications."

The name of Rosel H. Hyde, FCC Assistant General Counsel, has again been strongly mentioned as the successor of Commander T. A. M. Craven on the Commission. Mr. Hyde was also proposed when the President appointed E. K. Jett.

Mr. Hyde is 44 years old, was born in Idaho, and is a Mormon. He is a Republican and joined the old Radio Commission in 1928. He has been Assistant General Counsel for the past two years.

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WASHINGTON SENDS A BIT OF HOME OVERSEAS

Washington, D. C. radio artists and producers representing all stations have completed the first of two transcribed feature programs designed to give Washington men overseas a "little bit of hometown" wherever they are, it was announced this week by Fred Shawn, Program Manager for WRC.

Mr. Shawn is directing the preparation of the local series at the request of the National Association of Broadcasters. General Eisenhower suggested recently that American radio stations make "hometown" programs about cities throughout the States and NAB acted upon the suggestion immediately.

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ABOUT THAT FRENCH 1,000 LINE TELEVISION

Evidently as a rejoinder to John F. Royal, Television Vice-President of the National Broadcasting Company, who at the Television conference discounted the report, CBS came back with a statement Monday which read, in part, as follows:

"Rene Barthelemy, Chief Engineer of Compagnie Francaise de Television at Paris, has confirmed the report that practical 1,000-line television has been developed in France.

"In an interview with Charles Collingwood, CBS Paris correspondent, which was cabled to New York, the distinguished French scientist said that 'there is no longer any insurmountable technical obstacle' to the general use of the new television which would produce an image 'equivalent to what you see on the movie screen.'

First public knowledge within the United States of the revolutionary French development in the new video science was contained in a broadcast from London (Nov. 5) six weeks ago when Edward R. Murrow, CBS European Director, declared that French television experts, under the very noses of the German occupation forces, had perfected a system which would transmit "clearer, sharper and larger pictures than any that was being transmitted in America or Britain before the war."

The Murrow broadcast had special significance for the United States television situation since CBS, in announcing its postwar television policy and reasons for moving television into wider bands and higher frequencies, had declared last Spring (Apr. 27):

"There is every possibility that television in foreign countries will at least equal the postwar television standards proposed (by CBS)."

Collingwood's cabled interview with Barthelemy comes on the heels of an address before the Television Broadcasters' Association purporting to cast doubt upon the existence of the French development originally reported in this country over CBS.

"If it has been suggested in the United States", Barthelemy said, "that the 1,000-line television which we have developed in the Compagnie des Compteurs (parent company of the Compagnie Francaise de Television) laboratories is of no practical importance, I can only say that I and the firm with which I am associated feel that 1,000-line television is ready for exploitation and that it is perfectly feasible. This is not to say that the new television will be available to the public tomorrow or even in a few months. But there is no longer any insurmountable technical obstacle to putting it into general use."

Barthelemy explained to Collingwood that he has been working specifically on 1,000-line television since 1940 and during that

time his company spent more than 10 million francs on the research which led to the present development.

"Our idea", he told Collingwood, "is to perfect a system of television which would produce an image equivalent to what you see on the movie screen. We consider that we have succeeded."

Many British and American engineers serving with the Allied forces in one capacity or another have seen 1,000-line television, Barthelemy said, adding:

"All were convinced of its practicability and several official reports have been made."

Barthelemy emphasized the fact that 1,000-line receiving sets and cameras now are in a workable and finished state although it may still be some time before the system is in general use.

"But I am convinced", Barthelemy concluded, "that sooner or later the world will change over to 1,000-line television. My personal belief is that the change will be almost universal since standards of criticism are the same in all countries and if one country has better television all the rest will want it.

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RADIO TUBE ADVISORY COMMITTEE CONSIDERS WAR REQUIREMENTS

At its first meeting held in Washington last week, the newly appointed Receiving Tube Scheduling Industry Advisory Committee reviewed all types of miniature, (GT) glass and standard receiving tube groups in connection with military requirements, officials of the War Production Board's Radio and Radar Division said yesterday.

Members of the Receiving Tube Scheduling Industry Advisory Committee headed by Milton E. Layer of the Radio and Radar Division, as Government Presiding Officer are;

William Heatt, Ken-Rad Tube and Lamp Corp., Owensboro, Ky.; G. C. Brewster and L. F. Holleran, Radio Corporation of America, Camden, N. J.; Ray Paret, National Union Radio Corp., Newark, N.J.; K. Johnson and F. E. Anderson, Raytheon Manufacturing Co., Newton, Mass.; John Q. Adams, Hytron Corp., Salem, Mass.; K. Morehead and H. W. Van Twistern, Tung-Sol Lamp Works, Inc., Newark, N.J.; and H. J. Klein, and A. L. Milk, Sylvania Electric Products, Inc., Emporium, Pa.

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 ::: SCISSORS AND PASTE :::
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We Hope Fiorella Paid WBBM Which Was Holding The Bag

Mayor LaGuardia, whose Sunday broadcast from Chicago recently began with an appeal to his fellow-townsmen for \$1 contributions to meet a bill of \$107 for wire charges, revealed that the response was generous enough to warrant a refund of 84 cents on every dollar contributed.

Although the Mayor did not reveal the total of the contributions, unofficial mathematicians at City Hall fixed it at \$668, without making allowance for incidentals such as postage on the refund letters. There was no way of telling how many individuals contributed, because of the possibility that some persons might have donated more than \$1.

- (New York Times)

Federal Radio Helps Wounded Vets

Federal Telephone and Radio Corporation, in Newark, plans to occupy Halloran wounded with light assembly work.

-(Ed Sullivan, Washington Times Herald)

Senator Clark and Tommy the Cork

Washington rumor says that U. S. Senator D. Worth Clark(D), from Idaho, will team up in law practice with Tommy Corcoran at the end of Clark's term. He was defeated in November by Republican Glenn Taylor, the radio cowboy, but is remaining in Washington, exhibits no desire to return to his Idaho law practice.

"Tommy the Cork" one time favorite of President Roosevelt, has been feeling the heat as a result of the discharge of Norman Littell as Assistant Attorney General by F.D.R. The report here is that Corcoran, a Harvard Law School classmate of Senator Clark (1925), is anxious to have him as a partner because Clark has many friends in Congress, who would possibly listen to the ex-Senator when investigations of wartime deals were under way.

- (Bascom N. Timmons in Chicago Sun)

Editor's Note - Senator Clark, a member of the Interstate Commerce Committee which handles radio legislation, has an interest in Station KJBS in San Francisco, Cal. It was Clark who hailed Petrillo to Washington which has been given as one of the reasons for the Senator's defeat.

Publishers Shy of Television

Television was brought down to earth at the conference of the Television Broadcasters' Association in New York City, but there weren't many newspaper publishers around to see and hear what makes it a potential news and advertising medium.

Are the publishers shying away from television because they still think it's "only a toy", or are they unwilling to face the facts that here's a new form of competition - for readers' time.

The few newspaper men who were among the 1,000 or so persons attending the two-day television conference heard not only engineers' problems but commercial plans of department stores, and other retail businesses, to operate their own television stations.

Many publishers have been talking about getting into television, but few have chosen to get an education in it.

- (Editor and Publisher)

\$383,900,000 In Radio Time Sales

The broadcasting industry, according to official sources, will close its books for 1944 with an estimated gross of \$383,900,000 from time sales. Behind those stratospheric figures, representing the heftiest take recorded in radio annals, is the story of an industry that in 25 years has conclusively demonstrated to a not-so-long ago skeptical public its power to emerge as perhaps the most potent commercial force today.

- (Variety)

Elmer Denies OWI Fell Down In France

A proposal has been made that the U.S. should get on the Paris radio to its true war story across.

But, counters Elmer Davis, OWI already is sending several hours of standard wave broadcast programs into France daily thru ABSE - American Broadcasting Station in Europe, located in England. It also is broadcasting by shortwave into France from New York. He said he understood the French radio still is considerably disorganized - that, in fact, the French had asked for some time on ABSE to broadcast into France.

"You can't make a man listen to one of our broadcasts if he doesn't want to", Mr. Davis said. "Our information is that we are having at least fair success."

- (Charles T. Lucey in Washington News.)

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 ::::: TRADE NOTES :::::
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An amendment of the War Production Board (Limitation Order L-71) deletes the provision prohibiting the distribution of certain types of batteries for use in standard wave length radios. However, production of all dry cell batteries is authorized on Form WPB-2719, and WPB does not intend to permit at this time any further expansion of production of these types of batteries for use in standard wave length radios. As before, WPB may direct any manufacturer to distribute specified quantities of dry cell batteries and portable electric lights for certain purposes. This change will have no effect upon the civilian market.

 RCA will give its annual family Christmas party in the Netherland Club, 10 Rockefeller Plaza in New York, Thursday, December 21st at 7 o'clock.

 The Federal Trade Commission has accepted from H. E. Ewart, trading as Champion Company, 1154 North Western Avenue, Los Angeles, a stipulation to discontinue certain misrepresentations in connection with the sale of a storage battery designated "Champion Battery Service".

Ewart agrees to cease and desist from representing that his product makes an electric storage battery last longer; enables a motorist to start his car as often as he wishes without fear of battery trouble; permits the playing of an automobile or other type radio without battery failure and may be depended upon to produce longer battery life and infallible battery service.

 Col. Robert R. McCormick, publisher of the Chicago Tribune and owner of Station WGN, will be married tomorrow (Thursday) to Mrs. Maryland Mathison Hooper, former wife of Harry Hooper, Jr., President of the Lake Shore Coal Company. Colonel McCormick's former wife, Amie Irwin Adams died in 1915.

 When the Conference Committee of the Television Broadcasters' Association, Inc. first began to plan the memorable two-day event held last week, it estimated that about 350 persons probably would attend.

"The fact that close to 800 registered for all activities and well over 1,000 attended Monday's banquet is a testimonial not only to the immense interest in television itself, but to the industry leaders who took part in the Conference program", the Television News Letter states.

"Twenty-eight video sets operated during the gala banquet was the greatest mass demonstration of television ever undertaken."

David L. Herson, trading as Manhattan Auto & Radio Co., 1706 Seventh St., N.W., Washington, D. C., entered into a stipulation with the Federal Trade Commission to discontinue misrepresenting certain radio receiving sets with respect to the number of tubes they contain.

Specifically, he agrees to cease and desist from representing that any radio set contains a designated number of tubes or is of a designated tube capacity, when one or more of the tubes referred to do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals.

The radio can be a potent instrument for good or ill, Pope Pius told 800 employees of the Italian Government Radio Monopoly at an audience in Rome recently.

"In this grave moment", said the Pontiff, "radio can exercise the work of cohesion among the people, reconciliation and love among all nations, but in the hands of perverse men it can also transform itself into an instrument of hatred and ruin."

As a music lover the Pope offered his advice that programs should contain more good music.

Max E. Markell, for the past four years Chief of the Vacuum Tube Section of the U. S. Signal Corps at Camp Evans, has joined RCA's Tube and Equipment organization as a specialist on industrial tube applications.

For military applications alone, the electronic manufacturers of the U.S. will, during the current year, have delivered \$4,623,000,000 of electronic-radio-radar equipment, while civilian radio business will roll up \$700,000,000 additional, Dr. Orestes E. Caldwell, Editor of Electronic Industries and former Federal Radio Commissioner, told members of the New York Electrical & Gas Association last week.

According to estimates by the Philco Corporation, the pent-up demand for radios at the end of 1944 will be between 20 and 25 million units, as compared with the all-time record production of 13,000,000 units in 1941.

Distributors of electronic equipment should not engage in the manufacturing of such equipment and parts, members of the Electronic Distributors Industry Advisory Committee recommended to the War Production Board recently. In the opinion of Committee members, the two businesses of manufacturing and distributing electronic equipment should be kept separate, and if a distributor is interested in manufacturing these products, he should apply to WPB for authority to do so on the same basis as any other manufacturer.

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2400 CALIFORNIA STREET

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FRANK E. MULLEN

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"U.S. OVERSEAS COMMUNICATIONS MERGER ONLY ANSWER" - PAGE

There is only one answer -- consolidation of all our external telegraph communications into one privately owned and operated American company if we are to take our rightful position in the world. Frank C. Page, vice president of the International Telephone and Telegraph Company told the National Foreign Trade Convention in New York.

"It is in the international telegraph field that the United States has no sound policy and is definitely jeopardizing its position in the world picture," Mr. Page declared. "Over a period of the last twenty years, under private initiative, the international telegraph industry of the United States has nearly held its own, handicapped as it was with intensive competition among American companies. I say 'nearly' advisedly for while it is equal to any in equipment and technique, it has not held its own in certain phases important to American trade and prestige.

"You can walk into any Western Union office today and route a message to Havana, Cuba, over the lines of any one of three principal American communication companies which now provide service to that point. No one is any better than the others. No one is any cheaper than the others. You send it one way or another because you like the color of the hair of the solicitor who has come to see you or because you are mad at one company because a message you sent three years ago was delayed longer than you thought was proper, or you may prefer cable over radio or vice versa. The result, of course is a division of the business between the United States and Cuba which has to support the overhead of the four companies, and is an incentive to ruinous competition and declining profits. It also causes the use of a multiplication of radio circuits and cables beyond the needs of the traffic. With respect to radio this is particularly disturbing as the scarcity of frequencies available in the frequency spectrum is making it exceedingly difficult to plan radio channels for future communication needs. Cuba, of course is just one example.

"There has been nothing more inane than the necessity of the Board of War Communications to attempt to be fair between American communication companies in the war zones. There are three American radio companies serving Europe and the Far East. For military reasons and because we have had to deal with Administrations in liberated areas, it was almost necessary temporarily, that only one company should be allowed to establish a circuit to go along with the troops. So, for example, one company was given the rights in Algiers, another company in Naples, and, at first, two of the three in France. These companies will be scrambling to get the right to operate in Holland and the Near East as the Armies advance.

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"I am not criticising the Board of War Communications; I don't know what else it could do. But I can assure you that if we had had one consolidated American company we would have had immediate and more efficient liaison with all government departments in giving them communication assistance, and we would not have had the repercussion and recriminations that are still going on between companies.

"The American press has felt that it has been handicapped in rates, principally because the companies have found it difficult to meet the competition of subsidized press rates given to European news agencies. So part of the press set up an international telegraph system for press. This added another American telegraph service to the international communication field. Since the war, this service has run into certain other difficulties and therefore is now attempting to enter into straight telegraph business. Again I am not criticising; it is one of the logical developments of insistence on competition between American companies in the foreign field.

"Our good British friends have used more sense. They consolidated their communication services, radio and cable, into one unit for the benefit of the Empire and its influence in the world. If you live in Detroit, you can spend a few cents, go over to Windsor, Ontario, and send a message to Australia for 20% less than you could send it from Detroit. The international telegraph rate structure is established at international conventions at which the 7 American companies, each in competition with other American companies, are met by unified communication administrations of the other countries. Our international competitors play one American company against the other, never to the detriment of themselves.

"Over the period of the last 15 years, the American international telegraph industry - cable and radio - carrying American communications over the world under private enterprise with no form of government subsidy has been the subject of attack from American business. (Actually the industry subsidizes government by carrying government messages for half rate.) American business has only looked for one thing, that is a reduction of rates regardless of the consequences to American communications or consequences to American foreign trade policy. The whole pressure of business and industry and the press has not been to support private enterprise in this industry, but to get special services or rates. The industry shows improvement today as you look at the balance sheets of the companies. They are living on a war traffic composed of over 60% government messages. However, look at the balance sheets of these same companies in 1938 and you will see an entirely different picture. Unless the logical step is taken now, within five years after the war, the 1938 picture will be back again.

"There are only two alternatives today - consolidation into one company in the international telegraph field, or government ownership.

"There are those that say the cable is obsolete. Over the last four years our Armed Services and all governments have become

pretty well convinced that the cable is not obsolete. There are those who say a unified company will retard radio or not put in new developments. Imperial Cables and Wireless have combined their cable and radio telegraph interests into one great world-wide system and operate it in such a manner that the two services supplement one another and have equal opportunity of development. It is argued that labor will suffer if consolidation takes place. The Western Union and the Postal were merged and the labor problem is solving itself without any great difficulty. It is argued that under a consolidated company rates will be kept up and services will deteriorate. Exactly the opposite will happen. Rates will come down and services will improve. The Federal Communications Commission in 1936 made an attempt to advocate consolidation of international services and then for political reasons backed down. The present Commission, however, is definitely in favor of consolidation.

"The Government has logically and justifiably gone into international communications since the war. The Army and the Navy have built up two great world-wide telegraph communication systems. This was a logical development because the 7 American telegraph companies were not able to be nearly as valuable in this war as a unified system would have been. In the United States, however, the Services did not build up a telephone system over the United States because the Telephone Companies were able to give them better service than they could have provided themselves. A unified American international telegraph communication service would have done the same thing. I doubt if the Armed Services will get out of the communication business unless and until we consolidate our international telegraph communications.

"So to recapitulate - under consolidation it will be possible to improve the service, to reduce rates, including press rates, to fully protect labor and wages and do this under private management and without government subsidy. A consolidated private company under government regulation can take its proper place in international communication conventions and not be subservient to foreign communication administrations. But more important, is that a consolidated American international communication company will present for American trade, for American international good will and international understanding, a unified front. It will be an instrument which our Administration can use to further its foreign policy. And, if we are so unfortunate as to find ourselves again in a time of war, be of invaluable assistance to our Armed forces."

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RADIO INDUSTRY POSTWAR EMPLOYMENT WILL JUMP; MAY BE 68%

If the calculations of the Radio Manufacturers Association are correct there will be a big increase in employment of men and women in the radio industry after the war, possibly as much as 68%. Says the RMA:

"Although the industry has expanded its war dollar volume about 1300% since 1940, its employment total is expected to decrease only 39.8% after return to peacetime production. This is due to the huge pent-up demand for radios to replace worn-out sets, as well as the anticipated postwar popularity of FM receivers and, a little later, of television. The RMA survey, made by the Association's Employment & Personnel Committee, showed that 202 of the major radio companies expect to employ 145,266 persons during the first year of postwar production, as compared with 86,173 in the prewar year of 1940. The 1944 war production employment, in the July-September period covered by the survey, averaged 241,286.

"The survey was one of the first postwar employment studies made by a large industry and for the first time developed figures on the industry's employees who have gone into the armed services, numbering 36,374, or more than one-third of the industry's prewar total. The survey included figures from 202 companies, representing 64.9% of the industry, including the largest and virtually all substantial manufacturers and representing about 80% of industry employees. On an 80% basis, about 181,500 persons would be the estimated industry postwar employment. That the survey substantially covered the industry is demonstrated by the total employment record of 241,286 in the July-September 1944 period, compared with an official WPB estimate of 300,000 employees for all electronic manufacturers in war production (many of them not normally industry factors).

"That 28.5% of the present industry employees will be forced to seek work in another field, due to war contract cutbacks and the return of former employees now in the armed services, was indicated by the survey. There was an increase of 180% shown in 1944 employment over the average number employed prewar, in 1940. Estimated employment by the end of the first twelve months' postwar production showed a decrease from the present level of 39.8%, but an increase of 68.6% over 1940. Employment of men has increased 106.2% over 1940 and is expected to decrease 30.4% from current employment. The number of women employees, however, has increased 248.4% over 1940 and is expected to decrease only 44.9% postwar. The survey estimated that 23.6% of the men and 27.9% of the women now employed will not seek work in the industry, for various reasons, after the war. This group includes housewives, school children, and women war workers."

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STRIKE THREAT PARLEYS CONTINUE; NETS READY FOR ANYTHING

Negotiations were resumed immediately after Christmas and are now continuing in the hope of preventing the threatened strike against the NBC and Blue Networks.

The threat of the National Association of Broadcast Engineers and Technicians (NABET) that if the chains do not allow NABET to retain control of plotter turning it will strike within 72 hours still stands as does the Petrillo threat that wildcat strikes will be called if his contract to take over the plotter turning is not enforced.

The National Association of Broadcasters are likewise participating in the parleys. Although there are reports that the negotiations are progressing favorably it is known that the network executives have made every preparation for a strike in case one is called.

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JUDGE EWIN L. DAVIS AGAIN HEADS TRADE COMMISSION

Ewin L. Davis, who had a prominent part in writing the original Radio Act and is well known to the broadcasting industry, will become Chairman of the Federal Trade Commission for the third time January 1. The chairmanship rotates annually among five members, not more than three of whom may belong to the same political party. Judge Davis served previously as chairman in 1935 and 1940.

Judge Davis was a member of Congress from Tennessee from 1918 to 1933. At the time the radio act was being framed he was serving on the Merchant Marine & Fisheries Committee which passes on all radio legislation in the House. Judge Davis was so outspoken and such a defender of independent interests that one of the larger alleged monopolistic groups was credited by some with bringing about his defeat for re-election.

Mr. Davis, a brother of the late Norman Davis, Chairman of the American Red Cross, after his retirement from Congress, was appointed to the Trade Commission in 1933 and re-appointed in 1939. A Democrat, he was a judge of the Seventh Judicial Circuit of his home State from 1910 to 1918.

Born in Bedford County in 1876, he attended Webb School and Vanderbilt University and was graduated from the law school of Columbian University, now George Washington University, in 1899.

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CAPEHART ELECTION FOUND APPARENTLY FREE FROM
LEGALITY

Senator Ball (R., Minn.), member of the Senate Subcommittee which investigated alleged election irregularities in Indiana this week, said "as far as I know" the committee investigators have found no evidence of excessive campaign expenditure by Senator-elect Homer Capehart.

Previously Capehart, a Republican, had declared that the investigation was a "political red herring."

The double-barreled inquiry also involved charge of fraud in Marion County (Indianapolis). Chairman Stewart (D. Tenn.) said he would recommend that these findings be turned over to the Department of Justice.

"I do not believe there are any grounds for prosecution," Ball declared, adding that "nothing serious" had been found in other Indiana districts checked following complaints of asserted irregularities.

In Marion County it was said there was evidence that 65,000 voters or one out of every four had been struck from the rolls and not counted. The charge was made that any time "Anyone was suspected of being a Democrat" his vote was thrown out.

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AMERICAN BROADCASTING COMPANY SUPERCEDES BLUE NETWORK

The Blue Network, Inc. has been authorized to assign the licenses of stations WJZ, New York, and others to the American Broadcasting Co., Inc., corporate owner of the network.

Besides WJZ, the transfer approved by the Federal Communications Commission involves WENR, Chicago; KGO, San Francisco; KECA, Los Angeles, and a number of associated relay stations. No money was involved in the transaction.

A Washington spokesman for the network said that whether the transaction will mean substitution of the American Broadcasting Co. for the Blue Network in station announcements will be determined by officials in New York.

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GENERAL ELECTRIC TO PURCHASE KEN-RAD ASSETS

Ken-Rad stockholders have authorized the sale of all assets used in connection with the manufacture and sale of radio tubes by the Ken-Rad Tube & Lamp Corp. of Owensboro, Kentucky, to the General Electric Co. of Schenectady, N. Y.

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The corporation retained its lamp-making business with its buildings and equipment in Owensboro, and sold to General Electric the Ken-Rad radio tube manufacturing plants at Tell City, Rockport and Huntingburg in Indiana and at Bowling Green and Owensboro in Kentucky.

The price, expected to total more than five million dollars, is subject to an inventory as of January 2, 1945, when the transfer becomes effective. Roy Burlew, Ken-Rad president, said this would include manufacturing equipment, materials on hand in process, finished products, all patent rights and trademarks.

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F.C.C. ACTION

The Federal Communications Commission denied a petition of the Cowles Broadcasting Company to amend the Commission's chain broadcasting regulations to make it possible for a station to enter into an original affiliation agreement with a network more than six months in advance of the effective date of the agreement.

The Commission denied a request by the National Broadcasting Company to amend the regulations to permit a station which options to a network less than the three hours option time allowed under Section 3.104 in the hours from 8 A.M. to 1 P.M. to option additional time over and above the three hours allowed in the evening time period from 6 P.M. to 11 P.M.

Television Productions, Inc., area of Los Angeles, Calif., has applied for a construction permit for a new relay Experimental Television Broadcast Station to be operated on Channels #9 and 10 (180000-192000 kilocycles).

KROW of Oakland, Calif, has been granted consent to voluntary assignment of license of Station KROW from Educational Broadcasting Corp., assignor to KROW, Inc., assignee, for a consideration of \$250,000 plus.

WILM, of Wilmington, Dela. has been granted transfer of control of Delaware Broadcasting Co., licensee of Station WILM, from J. Hale Steinman and John F. Steinman, by the sale of 404 shares, or 66 2/3 percent, of the voting stock, and 68 shares, or 66 2/3 percent of non-voting preferred stock, to Alfred G. Hill for a consideration of \$125,000.

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DIPLOMATS GET RADIO POINTERS FROM THEIR CHILDREN

One got the idea listening to the Christmas broadcast of the sons and daughters of the diplomats in Washington last Friday that if the children were running things there might be more harmony and good will throughout the world than their distinguished parents have been able to bring about.

Forty-six children of 35 nations took part, including those from seven occupied countries. It was the 10th annual international children's Christmas party and the first since Pearl Harbor. The broadcast, an exclusive feature of the Blue Network, was sponsored by the Washington Board of Trade with Edgar Morris Chairman of the Greater National Capitol Committee in charge. Kenneth H. Berkeley, manager of Station WMAL in Washington did the honors for the Blue. Standing by was Bryson B. Rash, special news and events man of WMAL.

The broadcast would have been a natural for television because of the bright colors of the native costumes of the children. A surprising thing was that many of them spoke English without a trace of an accent. A fine background was provided by Capt. William Santelmann and the U. S. Marine Band.

The guests were welcomed by 7-year-old Virginia Patterson, daughter of the Assistant Secretary of War. Among the children who broadcast Christmas messages were: Usni, young son of the Thailand minister, Mom Rajawpngse Seni Pramoj; from Denmark, Eric, Tove, and Olaf, children of Carl A. C. Brun, Danish counsellor; from Holland, Beppy Daubanton; from Czechoslovakia, Katka Palic, daughter of Dr. Vladimer Palic; from Norway, Marjorie Bertha, daughter of Wilhelm Munthe de Morgenstjerne, Ambassador from Norway; from Poland, Charles Besterman of the Polish embassy; and from Yugoslavia, Sophie Milovanovitch, daughter of the commercial attache.

Good wishes came, too, from Anna Maria Martins, daughter of the Brazilian Ambassador, from Helvia Jones-Parra, representing Venezuela, and from Rosario Calbo of Spain, shining under a head-dress of carnations. Long braids dwarfed Audrey Anne Hadow, clad in Scottish kilts. Beppy Daubanton greeting the group on behalf of the Netherlands, was scrubbed and shiny in her white cap, black and white blouse and bright long skirt. Tuncay Aydinalp, a chubby little Turkish boy, sent his message without his brother, whom, he said, wouldn't come up to the microphone.

Still other children colorfully costumed were Carmencita Garland of Peru, Olga and Beatriz Rodriquez from the Dominican Republic, Nicholas Rivero, Cuba, Sophie Milovanovitch, Yugoslavia, Ibrahim Bahghat, Egypt, and Norbet Le Gallais of Luxembourg. Katherine Soong, daughter of Dr. T. V. Soong, brought a message from Chinese children expressing hearts full of hope for peace in another year.

The program will be rebroadcast in Europe, Latin-American and other countries.

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PHELAN RETIRES; HALF CENTURY WITH ALL AMERICA RADIO

After fifty years of service Frank W. Phelan has retired as President of All America Cables and Radio, Inc., an affiliate of International Telephone and Telegraph Corporation.

A cable operator at the age of 14, Mr. Phelan has devoted practically his entire life to telegraphy. He joined the Company in 1895 and, at one time or another, has been in charge of practically every division of All America Cables and Radio. He was appointed General Traffic Manager in 1922. In the following year he was appointed Vice President. He was elected President of All America Cables and Radio in 1939.

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SENATOR PRESENTS RCA OFFICIAL'S PLAN FOR GREATER AMERICA

Senator Holman (R) of Oregon inserted in the Congressional Record, a plan by Oswald F. Schuette of the Radio Corporation to build a greater America.

Senator Holman said:

"I have in my hand a proposal to solve these problems by using the vast forces we have mobilized to win the war for the building of a greater America, or, to put it more specifically, for the creation in the States west of the Mississippi River of the world's greatest industrial empire.

"The end of the war - when it comes - will bring with it the greatest crisis in American history. Only a program that envisions a new continental empire can offer the hope of a successful solution for the demobilization of 10,000,000 soldiers, and the change of employment for 20,000,000 war workers, to say nothing of finding profitable investment for \$150,000,000,000 of war savings, in the face of a national debt exceeding \$250,000,000,000.

"The proposal to create such a postwar empire in the great West comes from a newspaperman and counselor of public relations, Oswald F. Schuette, of Chicago and Washington. Mr. Schuette points out that we used a similar solution once before, in the same kind of crisis. We solved the post-war problems after the Civil War by creating in these same Western States the world's greatest agricultural empire. For 40 years that new frontier absorbed all our surplus men, money and energy - and half of Europe's. Now the new frontier will be one far greater in its potentialities. It will be an industrial frontier, backed by the greatest natural resources available anywhere in the world."

(The plan referred to by Senator Holman is printed in detail in the Congressional Record of December 13, page A5083.)

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 SCISSORS AND PASTE
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"Newspapers Should Protect Radio", Publisher States

Roy D. Moore, Chairman of the American Newspaper Publishers Association Bureau of Advertising said, with a grin:

"Newspapers ought to protect the institution of radio by preventing it from getting advertising for which it can't produce results."

In support of newspapers as compared with radio, Mr. Moore continued, "A newspaper is an institution which though it can be shared with him, no one can take from the advertiser. Where radio, on the other hand is concerned, anyone who can offer a higher salary or other inducements to a Frank Sinatra or a Kate Smith can take them away from the advertiser."

(Editor and Publisher)

Television to Employ 4,600,000? Not a Chance
Says Critic

Although the age of television will provide an estimated 4,600,000 new jobs, the part that advertising agencies will play in the new industry is not assured, Richard H. Hooper, regional advertising manager of RCA Victor Division, Radio Corp. of America, and president of the National Television Council warned the Chicago Federated Advertising Club.

Hooper predicted television will be big business after the war. He said 2,500,000 to 3,500,000 sets will be manufactured each peace year, with 30,000,000 in use by 1955. The question 'When will television arrive?' is obsolete. Today 40 programs a week are sent out on nine stations.

(Chicago Sun)

Editor's note: Questioning Mr. Hooper's high television employment figure, a subscriber writes:

"Here is the President of the National Television Council, saying that television will supply employment for a volume equal to 50% of our Armed Forces, 4,600,000 new jobs.

"Gauge this television employment prediction against the latest figures we have on the total employment in the radio and phonograph manufacturing industry of 119,000 people in 1943, at which time we were expanded for warwork and when we were at an all-time high."

The RMA employment survey, which is reported on another page of this issue, gives a slightly higher figure but nowhere near 4,600,000. It states that 202 of the major radio companies expect to employ 145,266 persons during the first year of postwar production. The 1944 war production employment averaged 241,286.

'Pig Squeal' Radio Debated

National Association of Broadcasters having objected to granting of radio wave bands to "Subscription Radio," the battleline has been drawn before the Federal Communications Commission on whether there will be radio entertainment without advertising or commercial announcements.

Application to operate a three-channel radio service of classical music, popular music, and educational programs - without commercials but at a cost to the listener of 5 cents a day - was put before the FCC last October. Joseph L. Wiener, appeared before FCC as attorney for a group headed by William Benton, chairman of the Encyclopaedia Britannica board, Neardsly Ruml, and Robert Hutchens, president of the University of Chicago. After the war it is anticipated Chester Bowles, now head of UPA, will be associated. James L. Fly, former FCC Chairman, will be the Company's counsel.

An original application to build an experimental station to test their idea was made by Muzak, Inc., in 1941, but materials shortages delayed development.

Subscription Radio has plans to begin service in New York, Chicago and possibly one other metropolitan center, offering programs as a complete "family package" of entertainment giving the subscription a 14-hours-a-day choice of two types of continuous musical programs or a variety of feature programs.

To keep their programs from being swiped or listened-in on by non-subscribers who have not kicked in their nickel a week, all broadcasts would be "marked" with a distinguishing, shrill "pig squeal" which would spoil the program for anyone whose FM set was not equipped with a patented filter to eliminate the noise. It is from this device that Subscription Radio has been christened pig squeal radio, and it is from the licensed rental of the filter that the service would collect to finance its broadcasts and programs. By putting the three pig squeal frequencies at one end of the FM band of frequencies, a minimum of interference would be given to other FM broadcasts.

(Peter Edson in Washington News)

12/27/44

The Communists' Broadcasting Plan

Inquiry into the plan of the Communists in the East to take to the radio openly with their propaganda, has led to some interesting information. William S. Gailmor, 34 years old, is a news commentator for the Electronics Corporation of America on New York Station WJZ, of the Blue Network, from 11:05 to 11:15 three nights a week and a sustaining commentator employed by the network, two nights a week. After January 4, Electronics will be his sponsor five nights a week.

Gailmor's name formerly was William Margolis. He dropped his old name and devised the new one by a rearrangement of the same letters after he had pleaded guilty in the court of general sessions, New York, to a charge of grand larceny. His crime was the theft of an automobile and he confessed that he had actually stolen five cars and had been caught on two occasions prior to the theft which brought the indictment but had paid off the victims. Psychiatrists examined Margolis and on their recommendations he was placed on probation and went to an institution for treatment. He is still on probation.

In giving his background to WJZ, Gailmor concealed essential information, but on Wednesday, when summoned to the office, apparently suspected the company had obtained the truth and thereupon told them the whole story.

(Westbrook Peglar in Washington Times-Herald)

Time for a Showdown with Petrillo

Sooner or later the radio industry will realize that it must have a showdown with Petrillo. No better opportunity has presented itself than the current clash between Petrillo's American Federation of Musicians and the National Assn. of Broadcast Engineers and Technicians. It may mean headaches and grief galore, but it has to be done.

Off-the-record other labor leaders agree that Petrillo is going too far. They, too, realize that Petrillo's attitude is one which seriously injures the entire labor movement. Worst of it is that Petrillo, in many cases, has been right. But in the NABET situation he has gone off the deep end.

The way out is action through the appropriate legal channels placing the issue before the WLB, and if necessary, the U. S. Courts, for a final, binding showdown.

(Variety)

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::::TRADE NOTES::::
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Preparations are under way for the Midwinter Conference of the Radio Manufacturers which is scheduled for Monday, Tuesday and Wednesday, February 19 - 21. This is a yearly event and held in New York.

The RMA Board of Directors will meet on the 21st.

Given a good start by its first editor, Maj. George O. Gillingham, later in charge of the press section of the Federal Communications Commission, the Chemical Warfare Bulletin of the Army is observing its 25th Anniversary.

The Bulletin which began on the mimeograph but is now a printed and handsomely illustrated 45 page bi-monthly, is sent to Chemical Warfare Service officers all over the world. Major Gillingham is expected to return to his old position at the FCC after the war.

Emily A. Bates, 20 Park Avenue, New York, is charged in a Federal Trade Commission complaint with misrepresentation in connection with the sale of a book entitled "Perfect Sight Without Glasses."

The complaint alleges that the respondent disseminates radio and periodical advertisements in which she represents that perfect sight may be obtained without the use of glasses by following the courses set out in the book.

According to the complaint, it is not possible to obtain perfect sight or improve sight by following the courses in the book, of which 44,000 copies have been sold, and the respondent has no authentic records to show that any definite total number of copies has been sold.

Mrs. Gardner Cowles, Jr., wife of the president of the Cowles Broadcasting Company was selected by the artists and sculptors in New York as one of the 10 most glamorous women in 1944. The list included Queen Elizabeth of England and Mrs. Winston Churchill.

12/27/44

Brig, Gen. Edgar L. Clewell, formerly in command of the Chicago Signal Depot, has been appointed Assistant Chief of the Procurement & Distribution Service of the Army Signal Corps, with offices in Washington. Gen. Clewell is 48 years old and from Minnesota.

A year-end bonus to employees of the Emerson Radio and Phonograph Corporation, amounted to approximately \$149,000.

RCA has prepared a handbook for theatre managers and projectionists on the what, how and why of theatre television, for distribution by W. J. Jones, RCA Service Company executive.

Plans for a professional course in electronics, emphasizing applications to television and highly developed production methods in which the Philco Corporation of Philadelphia will cooperate, were announced today (Wednesday, Dec. 27) by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology.

Under the new cooperative course, which follows a plan established at the Institute many years ago, leading to the master of science degree, a selected group of students in the department of electrical engineering will spend alternate terms at the Institute and at the Philco plants.

John Cowles, vice president of the Cowles Broadcasting Company and president of the Minneapolis Star Journal and Tribune Company has been made a director of General Mills at Minneapolis.

A permit to operate a 250 watt station in Alexandria, Va. has been granted by the Federal Communications Commission to the Potomac Broadcasting Corp., of which Howard B. Hayes, is president, and Carl L. Lindberg, secretary-treasurer.

Since Alexandria is across the river and only a few miles from Washington this is considered the opening wedge for a new station covering the National Capital area.
